

MINTEL

How the pandemic changed how we cook, eat, and shop

Presented at the NYIFT meeting, January 26, 2021

Experts in what consumers want and why



Trends

Mintel is a world leader in trend spotting and market predictions with observers and analysts covering 35 markets.



Consumers

Mintel conducts primary research with 40,000 consumers around the world every month.



Analysts

Mintel has 200 global category, consumer and functional analysts.



Products

Mintel purchases 1,500 new products, in 86 markets, every day.



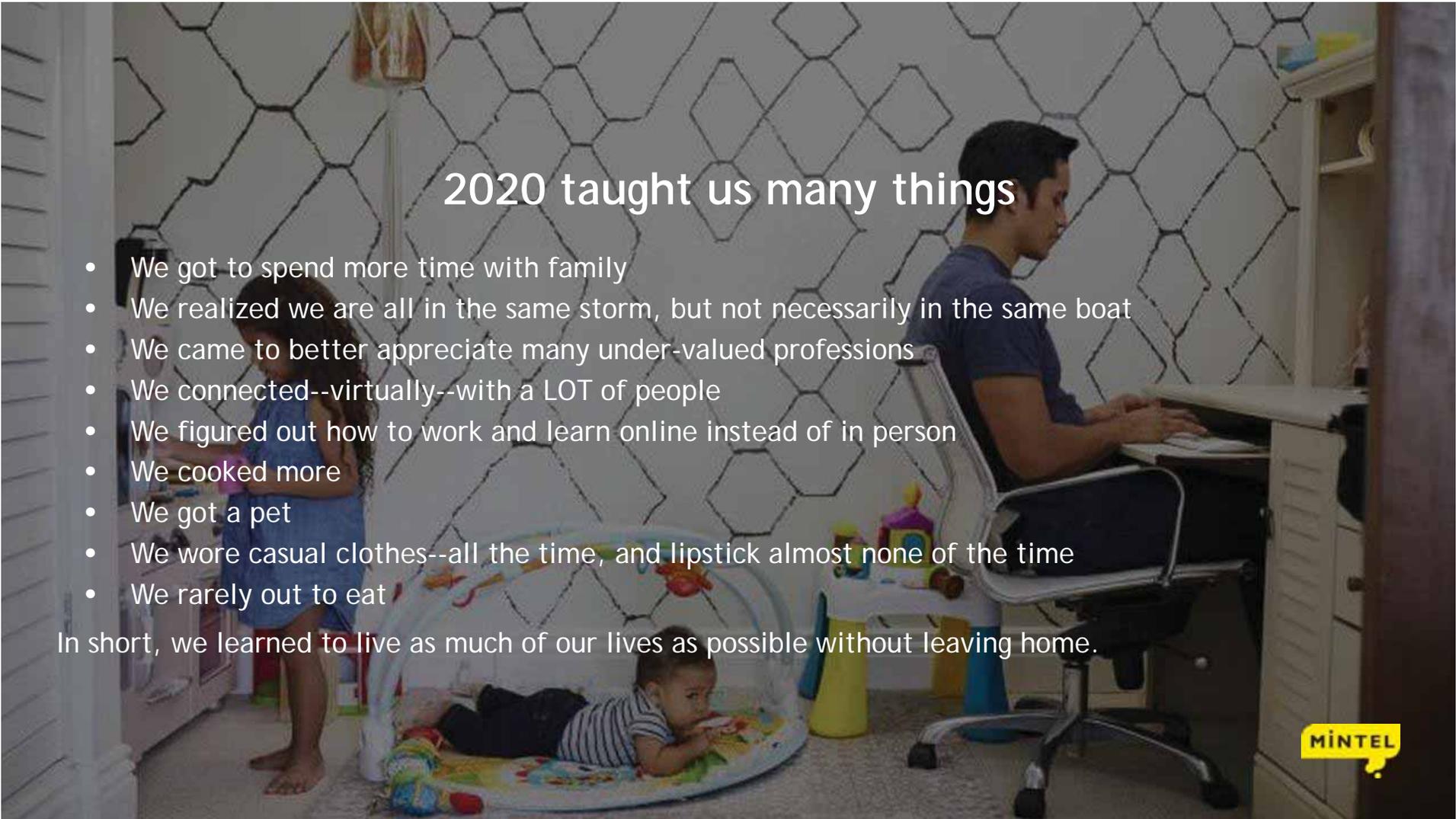
Menu Insights

Mintel collects thousands of US menus every year to track trends in the menu optimization, flavors, ingredients and preparation.



Consulting

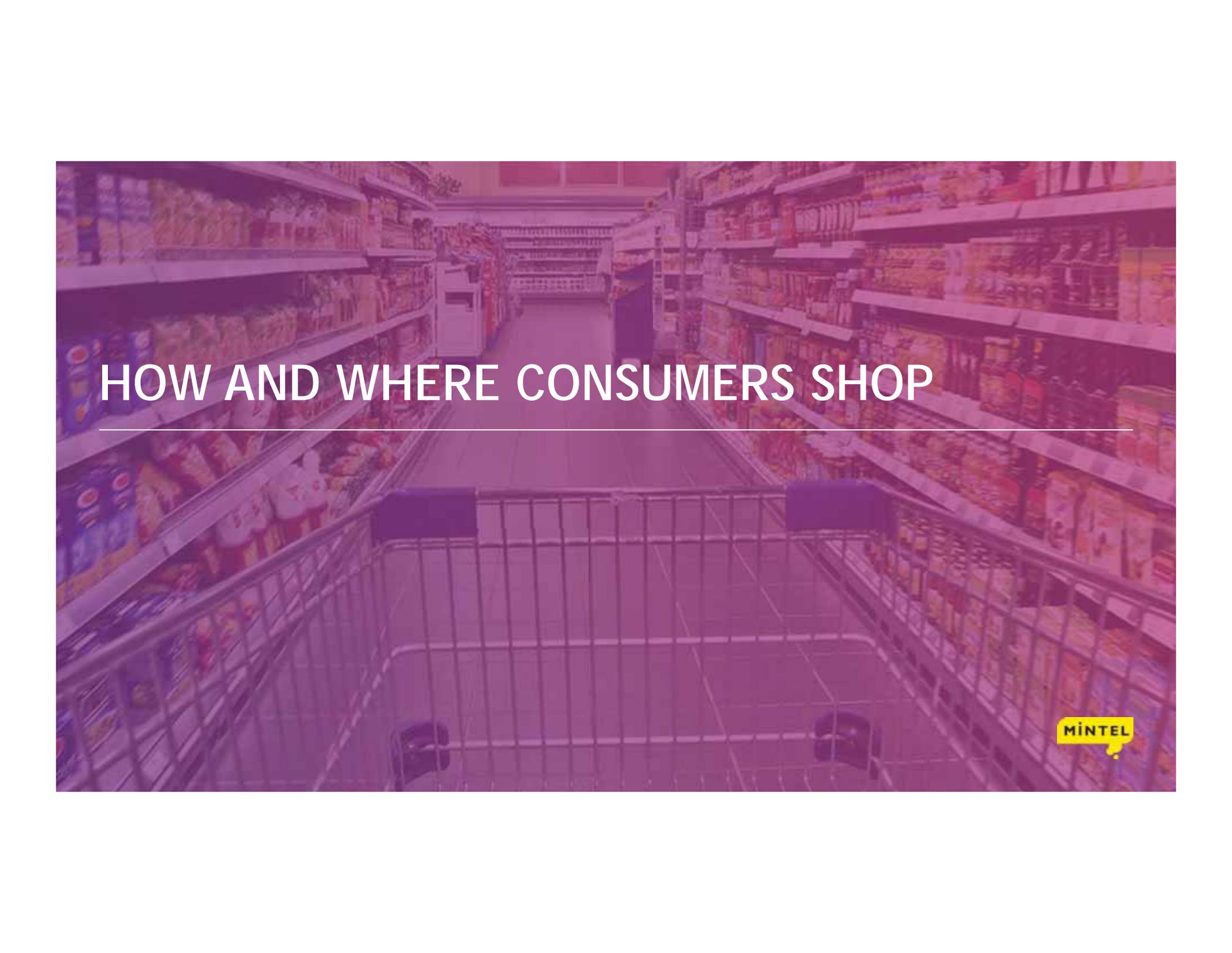
Mintel strategists provide custom problem solving and actionable advisory.

A photograph of a man in a blue shirt sitting at a desk in a home office, working on a laptop. In the foreground, a young girl in a blue dress stands near a baby play mat where a baby is lying. The room has patterned wallpaper and various toys scattered around.

2020 taught us many things

- We got to spend more time with family
- We realized we are all in the same storm, but not necessarily in the same boat
- We came to better appreciate many under-valued professions
- We connected--virtually--with a LOT of people
- We figured out how to work and learn online instead of in person
- We cooked more
- We got a pet
- We wore casual clothes--all the time, and lipstick almost none of the time
- We rarely out to eat

In short, we learned to live as much of our lives as possible without leaving home.

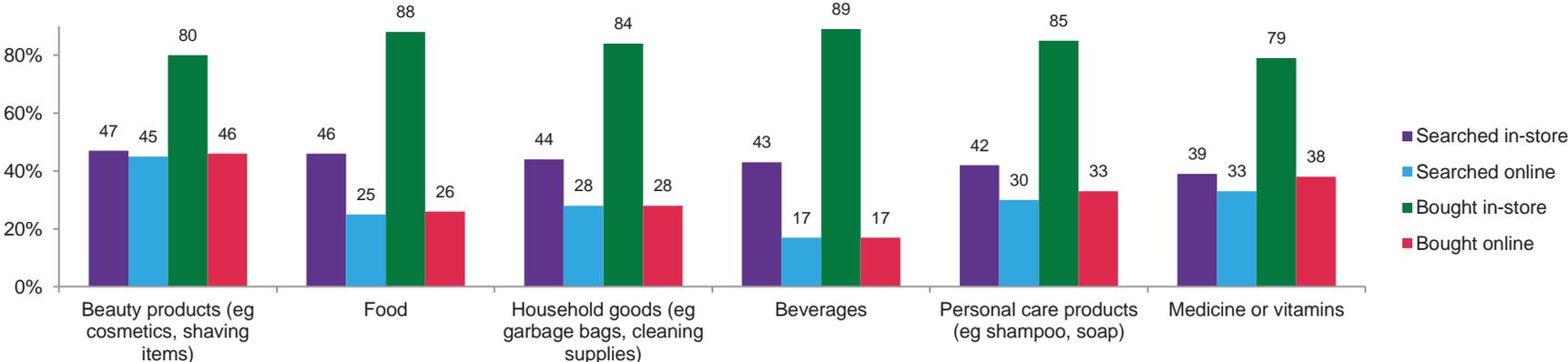


HOW AND WHERE CONSUMERS SHOP

Shopping methods, pre-pandemic, favored in store

Most CPG products purchase in-store; significant differences regarding online purchasing.

US: How have you shopped for each of the following products in the past 12 months? Please select all that apply for each product.



Base: internet users aged 18+ who have shopped for specific products in the past 12 months

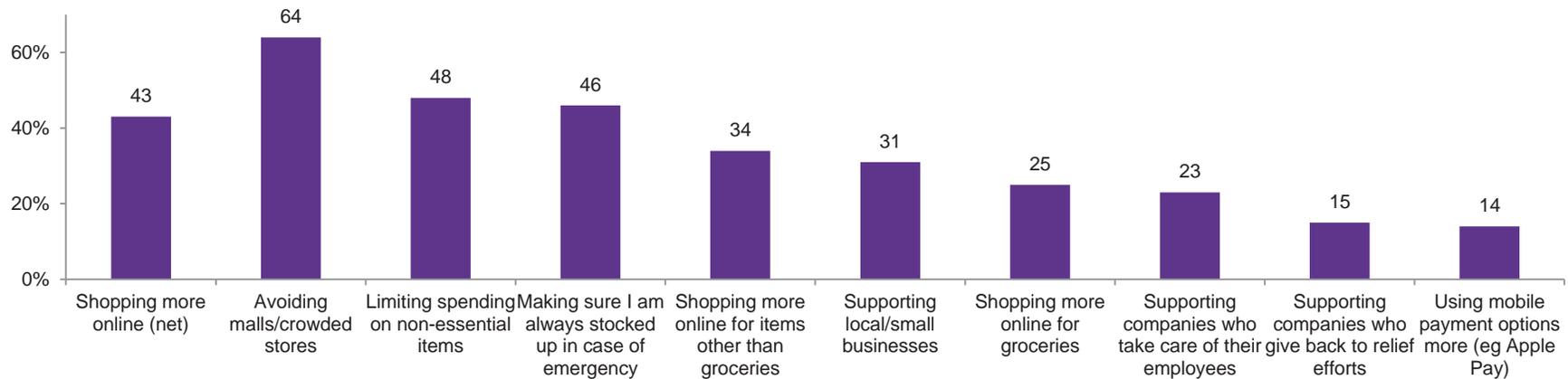
Source: [Lightspeed/Mintel](#)



Across all types of products, consumers shopping more online

Note also consumers say they are limiting spending on non-essentials.

US: How have your shopping habits changed as a result of the COVID-19 outbreak?



Base: 2,000 internet users aged 18+

Source: [Lightspeed/Mintel](#)



Amazon has capitalized on greater shopping online



Classic for snacking

[Amazon Happy Belly Salted Mixed Nuts](#) Pouch of mixed nuts is 44 oz., priced at about \$20 (US).



Just like the major brands

[Happy Belly Chunky Medium Salsa](#) Jarred salsa in a lighter to ship plastic jar (US).



Fresh ingredients, ready to cook

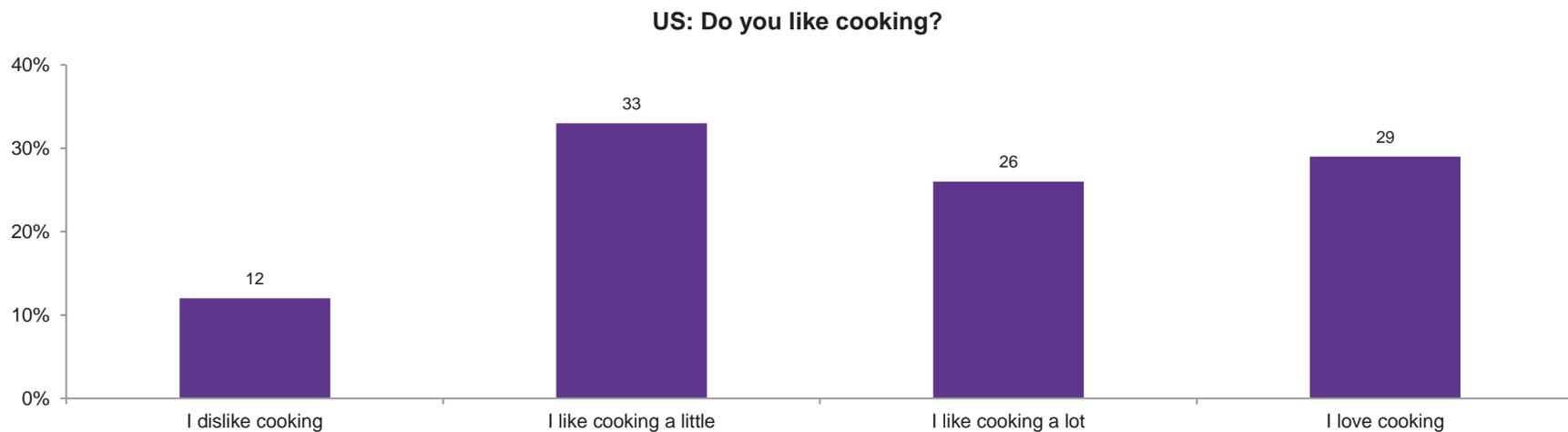
[Amazon Meal Kits Mushroom Rice Bowl](#) Vegan rice bowl with mushrooms, cashews, and scallions, to serve two (US).



STRUGGLES WITH COOKING AT HOME

Most consumers say they like to cook, even a little

But only half cook because they want to.



Base: 2,155 internet users aged 18+

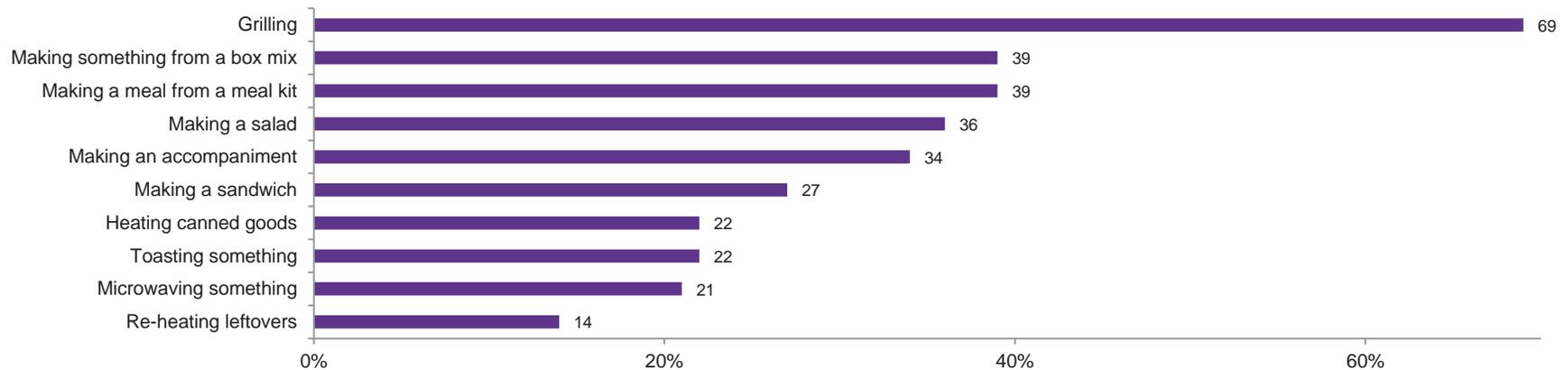
Source: [Lightspeed/Mintel](#)



"Cooking" means different things to different people

For some, cooking means making a meal out of base ingredients, while others consider "dump and heat" a valid definition of cooking.

US: Which of the following do you consider "cooking?"



Base: 1,961 internet users aged 18+ who cook

Source: [Lightspeed/Mintel](#)



Products can answer the needs of all levels of ability



For the Enthusiastic Cook

[Kroger's Simple Truth Organics Mexican Style Al Pastor Seasoning Rub](#) Seasoning helps cooks make authentic al pastor pork at home (US).



For the Aspiring Cook

[Frontera's Seasoned Chicken Fajita Strips](#) Seasoned chicken, peppers, and onions take some of the steps out of meal prep (US).



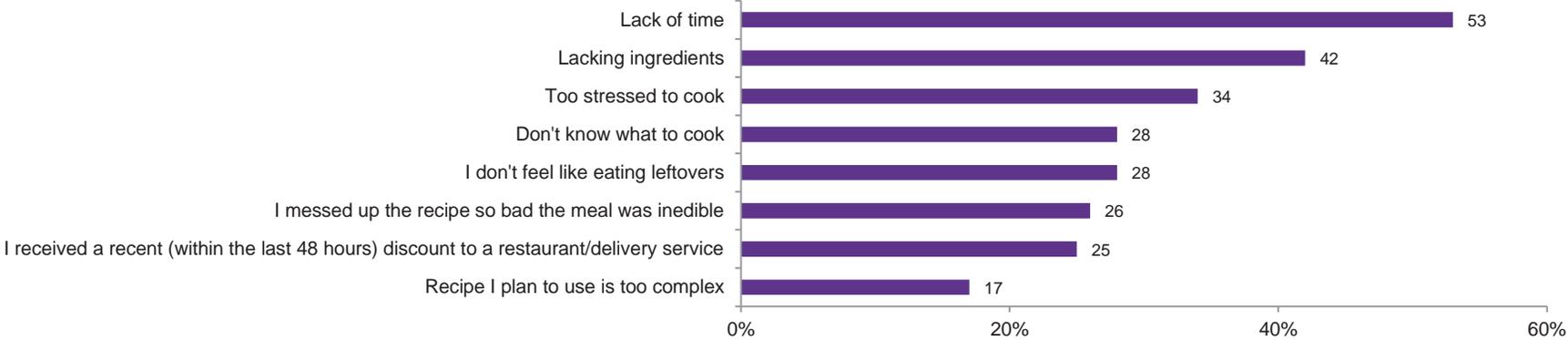
For the Non-Cook

[Hormel Macaroni & Cheese Pasta Flavored with Real Black Label Bacon and American & Cheddar Cheese](#) Shelf-stable meal requires only heating up (US).

Consumers turn to takeout when faced with an inconvenience

More than half of consumers opt out of cooking due to lack of time

US: Which of the following would make you cancel your plans for a home-cooked meal and instead go to a restaurant or order food for delivery? Please select all that apply.



Base: 1,961 internet users aged 18+ who cook

Source: [Lightspeed/Mintel](#)

Prepared products help mimic the restaurant experience



Just like from a BBQ joint

[Hickory Smoked Beef Brisket Burnt Ends](#)
Refrigerated smoked meat, ready to heat and eat (US).



Cauliflower everything

[Birds Eye Garlic Parmesan Cauliflower Wings](#)
The frozen microwaveable "wings" come with a sauce packet as well (US).



Literally mimicking the restaurant experience

[PF Chang's Chicken Pad Thai](#) The branding and product flavor and format from a favorite restaurant (US).

Taste and experience drives snacking

That experience extends to all times of day.

SNACKS ARE CRAVEABLE

62%

of US consumers say they snack to satisfy a craving; 60% because they are hungry

FLAVOR RULES

67%

of US consumers say that flavor is the most important attribute when choosing a snack

SNACKING FOR HEALTH

50%

of US consumers say it is healthier to snack throughout the day than to eat three large meals

Base: 1,899 internet users aged 18+ who snack

Source: [Lightspeed/Mintel](#)



Snacks offer convenience, indulgence, and even health



Snacks shipped straight to you

[Pepsico's Snacks.com store](#) Allows consumers to build their own snack boxes, just right for the [95%](#) of US consumers who say they snack every day (US).



Salty snack with probiotics

[Walmart Great Value Probiotic Trail Mix](#) One of the small number of snacks with probiotics, intended to aid overall health and digestion (US).



Indulgence with a health focus

[Remedy Organics Berry Power Plant Based Drink](#) Plant-based drink positioned as a tasty, healthy, indulgent snack (US).

Source: Lightspeed/Mintel



Products can help consumers snack in a healthy way



Made with plants

[NOKA Organic Superfood Smoothie Variety Pack](#) Pouch-pack smoothies all set for a snack or a very light meal (US).



An alternative to snack bars

[SimplyFUEL Peanut Butter Honey Almond Protein Balls](#) Probiotics made these snacks a bit different from the others (US).



Natural, protein-rich snack

[Sargento Snack Bites Sharp White Cheddar and Mild Yellow Cheddar Cheeses](#) Cheese positioned as a snack, with 7g protein and 110 calories (US).

FOCUS ON HEALTHY EATING

COVID-19 gives consumers a new reason to eat healthy

The COVID-19 pandemic is prompting people to pay greater attention to their health, especially immune health.

EATING HEALTHY

37%

of respondents in the US agreed they have put a higher priority on eating healthy since the COVID-19 outbreak

IMMUNE SUPPORT

35%

of US consumers think products that support immune health would motivate them while purchasing a nutrition drink



Source: Lightspeed/Mintel

More products offer "naturalness" in a range of ways



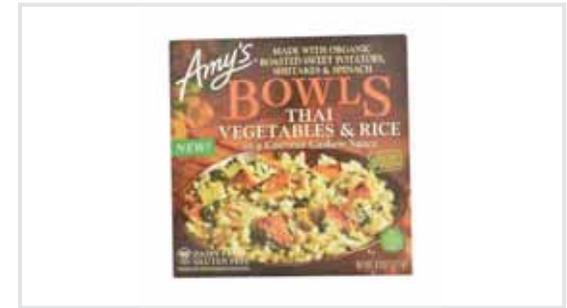
Free from artificial flavors and preservatives

[Compliments Naturally Simple Teriyaki Sriracha Chicken](#) is made with simple, authentic, wholesome ingredients, including antibiotic-free chicken, and is free of artificial flavors and preservatives (Canada).



Free from synthetic colors and flavors

[Nature's Promise Free From Garden Vegetable Medley Grain Bowl with Chicken](#) is free from synthetic colors and flavors and high-fructose corn syrup (US).



Organic ingredients

[Amy's Bowls Thai Vegetables & Rice in a Coconut Cashew Sauce](#) is made with organic ingredients and is free from GMOs (US).

Products are bringing the immunity message center-stage



Water with zinc

[Nestle PUre Life Protect Blackberry Still Water Beverage with Zinc](#) is said to help maintain a normal functioning of the immune system providing an easy way to get 35% DV of zinc (US).



Immunity water

[B-Better Orange-Ginger-Acerola Flavoured Immunity Water](#) from Belgium contains added B vitamins, as well as vitamin C for the immune system.



Prunes with added probiotics

[Kroger Probiotic Prunes](#) Probiotics added to the prunes "bring a delightful dose of active cultures" (US).

A FEW FINAL THOUGHTS



For the future: Help consumers experiment, economically

We've been cooking at home for a while now; help consumers try new things and step out of their comfort zone, with new products, new flavors, new formats.

Consumers also want all the enhanced values we talk about, they often just can't pay as much as they did. Consider trial sizes or small sizes at lower prices, or promote the indulgent premiumness of products. [One third of consumers](#) say low cost food and beverage is more important to them now.



[Bumble Bee Wild Caught Light Tuna in Water](#), 2.5 oz. snack size pouch



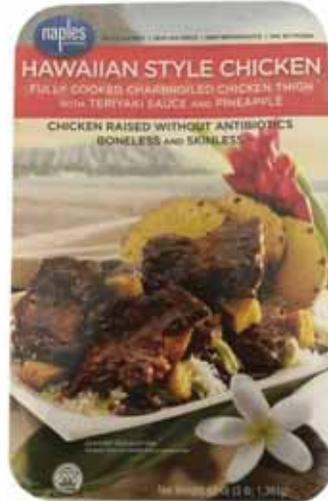
[Aldi Beef Meatballs with Prime Rib Seasoning](#)



For the future: Offer a restaurant style experience



[Local Crate Weeknight Chicken Pad Thai Kit with Seared Vegetables](#)



[Hawaiian Style Chicken with Teriyaki Sauce and Pineapple](#)

For those who continue not to eat out (or limit their out-of-home eating), provide products that deliver on that restaurant experience, via branding or flavors. Almost [50% of consumers](#) say they are cooking at home more than before the pandemic, and [almost 60%](#) say they are eating at restaurants less frequently.

Mix and match meal components, portioned products, multi-use and multi-purpose products will help consumers as they continue to make meals at home.



For the future: Upgrade snack offerings

Everybody snacks, all the time, and perhaps even more so now. Help them snack a bit better with more products that focus on the positives and good nutrition.

Help consumers optimize their health by building immunity; offer them product choices that make them feel like they are helping the planet. Keep in mind that [32% of consumers](#) say they are trying to eat healthier snacks.

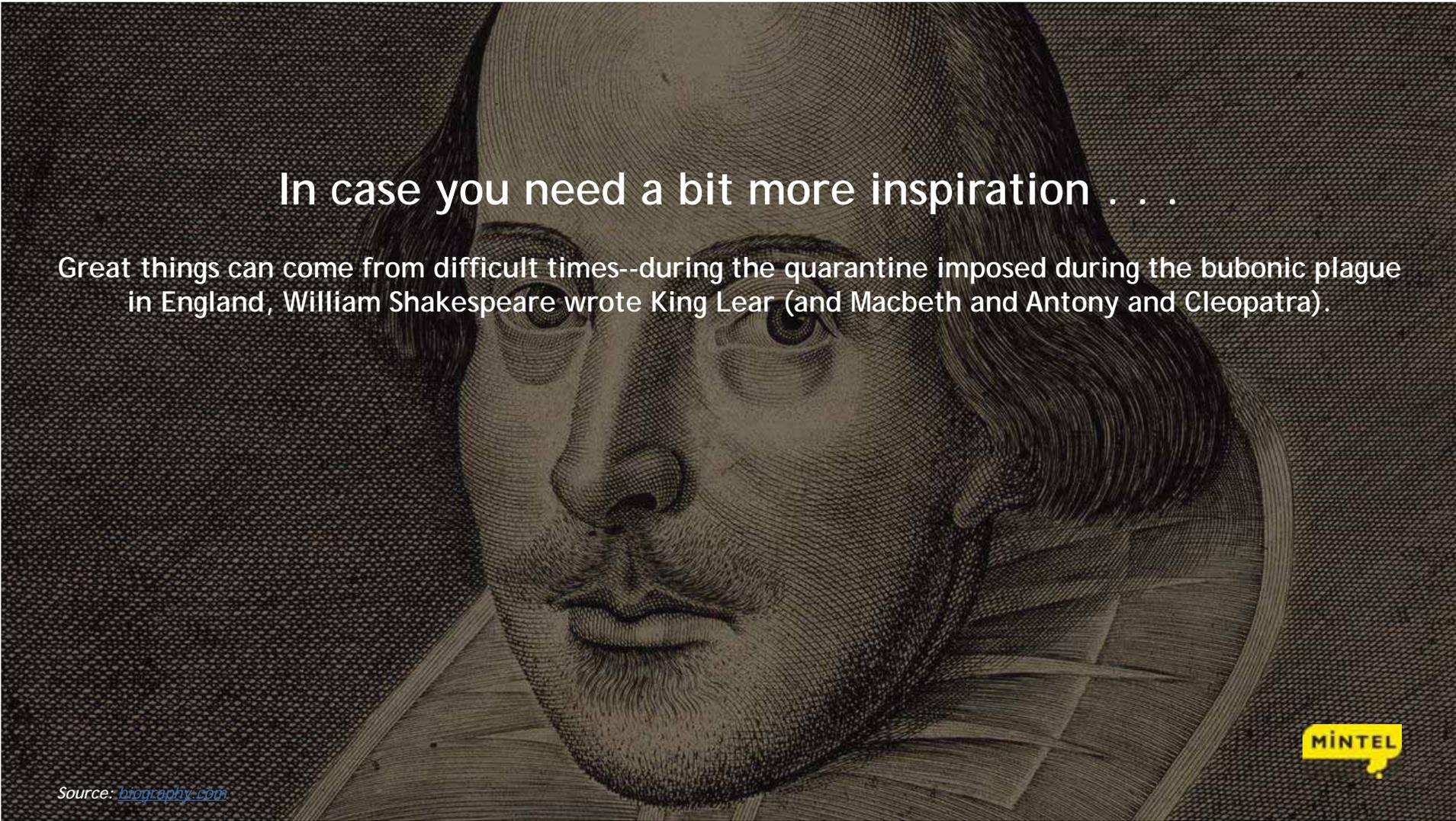


[Pig Out Nacho Cheese Pigless Pork Rinds](#)



[Forager Organic Cassava & Cashew Chips](#)





In case you need a bit more inspiration . . .

Great things can come from difficult times--during the quarantine imposed during the bubonic plague in England, William Shakespeare wrote King Lear (and Macbeth and Antony and Cleopatra).

Source: biography.com



Thank you!



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The world's leading market
intelligence agency

Our expert analysis of the highest quality data and
market research will help you grow your business.

