

Better Health, Snacks, and Add to Cart: What Consumers are Craving in Food and Beverage



Almost a year into the pandemic and the food and beverage industry—one of the most affected—will continue to see major sea changes post-vaccine.

We believe many consumers will flock back to restaurants, but that key changes will persist. Most notably, consumers are asking for more: fresher, tastier foods—and at a value. What else is on their list? Locally-sourced items, an emphasis on sustainability, and fairer treatment for workers—all themes accelerated by the pandemic.

DOUBLING DOWN ON WHAT'S IMPORTANT

Since the onset of COVID-19, when it comes to food and beverage purchases:

43%

of consumers say that **fresh** is more important

42%

of consumers feel that **good taste** is more important

38%

of consumers say that **high quality** is more important; the same for **healthy**

33%

of consumers report that **low cost** is more important

This data reflects not a shift in priorities but a belief that health, fundamentals, and value are more important than ever for today's consumers

WHERE PRIORITIES HAVE REALIGNED

2020 restaurant sales are forecasted at **\$489.8B**, down from \$650B in 2019

Consumers report that they are:

88%

are cooking at home from scratch more or the same amount

39%

are ordering meals for pickup and delivery more

HEALTH ON THE BRAIN (AND IN THE FRIDGE)

- 93% of consumers say they make an effort toward eating healthy (by their own definition)
- Since the onset of COVID-19, **29% report they have been stricter about healthy choices**; 18% have been eating more indulgently
- Price is a barrier: 60% would purchase healthier foods more if they were more affordable

SIZING UP INCREASES IN SNACKING

31% report they are snacking more than a year ago

32% are trying to eat **healthier snacks**; **16%** see snacks as an indulgence

LOYALTY: WHAT'S NEW

34%

have tried new food or beverage brands during COVID-19



CHECKING IN ON ECOMMERCE

Grocery retail ecommerce sales are expected to hit **\$112.89B** in 2021—and almost double by 2025, to 221.42B



TRACKING THOSE DELIVERY ORDERS

Sales on apps like Doordash, Uber Eats, and GrubHub more than doubled in 2020, to **\$44.94B**, up from \$20.08B in 2019; this behavior will most certainly slow post-pandemic