

Convenience in the Food & Beverage Space

Here are a few key takeaways you need to know now.

The nature of the pandemic – and with it, consumers' lifestyles – has redefined a lot of things, including the notion of convenience. Now, convenience not only encompasses more attributes – access to healthier choices, ease of preparation, greater variety – but is quite personal. Let's take a look at how food and beverage manufacturers meet these expectations for personal convenience and how flavor plays a role in this ever-evolving concept.

1. WHERE FLAVOR FITS IN

Consumers' pursuit of personal satisfaction – the endgame for modern convenience – is driving food and beverage manufacturers to unveil several flavor options for one product type. Depending on the product, flavors can be spicy, indulgent, authentically ethnic, nostalgic, or unique in some other way.

2. MOBILITY ABILITY

The likely permanence of the e-commerce marketplace, which hinges on convenience, can be an influence in how foods and beverages are made.

60% of consumers in the U.S. say they plan to take advantage of e-commerce at the same rate or more often when the pandemic eases.

3. CONVENIENT WELLNESS

As demand for better-for-you alternatives stay strong, manufacturers can use flavor to boost appeal.

APPROXIMATELY 50% of consumers say that a healthy lifestyle has become more important to them since the pandemic began.

4. VALUE PROPOSITION

Convenient offerings that exemplify values in some way, are of interest to many consumers.

MORE THAN 40% U.S. consumers say that their choices about food and beverage purchases have a moderate or significant impact on the environment.

5. SAVORING MEALTIME

Ready-made meals available at grocery stores that are made with flavorful and trending ingredients can help meal providers stand out.

60% of restaurants that currently offer meal kits and take-home meals plan to continue those offerings after the pandemic.

6. MAKING TIME FOR INDULGENCE

Especially at a time of uncertainty, consumers like to indulge in snacks and desserts as instant pick-me ups. Some of these items are truly instant, available in convenient single-serve or portioned formats in decadent and nostalgic flavors.



"It will be important for retailers to remember, despite what appears to be a deepening appreciation for cooking and expanded skills for planning, consumers' needs for efficient and sustainable ways to prepare food have not diminished."

- THE HARTMAN GROUP

PRODUCTS OF NOTE



HOME CHEF OVEN-READY COCONUT-CRUSTED JALAPEÑO CHICKEN WITH MOJITO LIME RICE AND PEPPERS is oven ready, does not require chopping, cooks in 30 to 40 minutes and retails in a 31.5-oz. recyclable pack, serving two.

18% of consumers said they likely or definitely would buy this product



PHILADELPHIA CHOCOLATE HAZELNUT CHEESECAKE CRUMBLE has chocolate flavored sauce on the bottom, Philadelphia cheesecake in the middle, and rich cookie crumble on top; it is available in a 6.6-oz. pack with two cheesecake desserts.

51% of consumers said they likely or definitely would buy this product.