



TODAY'S CONSUMERS

OPPORTUNITIES IN THE FOOD AND BEVERAGE SPACE

2022 TREND REPORT BITE

TRACKING TODAY'S CONSUMERS

American grocery shoppers have been on a rollercoaster for the last few years: first came the pandemic, with its supply chain issues and pantry stocking, and now inflation has driven the cost of everything, including groceries, to new heights. Rising food costs have had measurable effects on people's lives. In fact, a recent survey by NCSolutions asked respondents to rank their current priorities when buying groceries. The results, in order, were:

1. Affordable products that provide a clear value for my money
2. Finding food products that feed their families for several meals
3. Products they know their families will enjoy eating

How can your brand best respond to these consumer concerns while helping them make great-tasting meals? Read on to find out.



76%

Of consumers say they've changed the way they buy food

56%

Of our Shoppers Panel panelists are purchasing private label brands to save money

Prove Your Value

There's no denying that grocery costs are up: one Mintel study found that costs of food at home grew by 13% between September 2021 and September 2022. Because of the rising costs, many shoppers are having to change their purchasing habits—in fact, nearly half of consumers say that they can't afford their previous lifestyle and are shopping differently as a result.

WHAT DOES THIS MEAN FOR BRANDS?

First and foremost, products must offer exceptional value, though that isn't exclusively a financial designation. Other attributes, such as health benefits, premium ingredients, and versatility, can also demonstrate value to conscientious shoppers. The ideal product will have a competitive price and be made with quality ingredients.



Loving the Leftovers

They don't have the most glamorous reputation, but 82% of US consumers eat leftovers at least once a week. And as grocery prices rise, many families are even building leftovers into their shopping lists and stretching their dollars further by buying in bulk.

BULK BUYING STATISTICS

- 75% of US grocery shoppers agree buying in bulk is an effective way to save money
- 60% of US grocery shoppers would like the option to use their own reusable containers for bulk food refills, which has the additional value-add of being more sustainable
- 27% of consumers are buying in bulk to stock pantries; 26% are stocking freezers

Brands that want to lean into the leftovers and bulk-buying trend should consider options for going packaging-free and allowing people to refill their own containers. Where that isn't possible, though, larger pack sizes also provide the opportunity to give suggestions for using leftovers. Products like sauces and spices, which are essential for jazzing up a leftover recipe, can also provide suggestions either on the package or through digital media.



PRODUCTS OF NOTE



RAGÚ FOR ONE OLD WORLD STYLE TRADITIONAL SAUCE is described as rich and smooth, is made with olive oil, and is free from artificial colors and high fructose corn syrup. It is great for quick pasta dishes, can be used as dipping sauce, and can also revive leftovers.

38% of consumers responded that they likely or definitely would buy this product.



TRADER JOE'S EVERYTHING BUT THE LEFTOVERS SEASONING BLEND has been kosher certified, and said to be a savory mélange of spices and herbs that gives a nod to a traditional meal. It can be used on potatoes, eggs, meat and vegetables, or over popcorn or roasted nuts.

59% of consumers responded that they likely or definitely would buy this product.



GOOD TO THE LAST GOBBLE TURKEY BARLEY SOUP MIX retails in 5-oz. packaging and may also be used with chicken. It is available at gourmet stores. This soup claims to turn turkey leftovers into a hearty gourmet soup.

Restaurant Cooking at Home

The NCSolutions poll that found that people value “products they know their families will enjoy eating” is particularly relevant now that dining out has become increasingly expensive. Amid rising prices, restaurant meals are being sacrificed as a way to save money. This gives restaurant-quality packaged food and drink an opportunity to connect with home cooks who still want to give their families something special or indulgent. The same poll noted an increased interest in private-label brands, similar to our recent Shoppers Panel on inflation which found that 56% of the panelists were purchasing store or private label brands to save money.

Brands can combine these two learnings by partnering with restaurants and chefs to offer recipes or products that can be made with affordable ingredients but still provide the sense of luxury that a restaurant meal has. This trend can also go hand-in-hand with the increased interest in leftovers by offering chef-driven products like spice blends or sauces that can be used to make leftovers feel fresh and exciting.



PRODUCTS OF NOTE



FRONTERA GOURMET MEXICAN CLASSIC RED MOLE SKILLET SAUCE WITH ANCHO + SESAME is from the kitchen of Rick Bayless, award-winning chef, author, and television cooking show host. This product is said to cook in 15 minutes and pair perfectly with chicken and is also said to be great with pork and in tamales.

31% of consumers responded that they likely or definitely would buy this product.



THIS LITTLE GOAT BY CHEF STEPHANIE IZARD WENT TO THAILAND EVERYTHING CRUNCH contains puffed rice, peanuts, coconut and aromatic chili spice. It's zesty and nutty and can be added to chicken wings, broccoli or whatever you like, even on ice cream.

37% of consumers responded that they likely or definitely would buy this product.



P.F. CHANG'S HOME MENU TEMPURA SHRIMP KUNG PAO is described as crispy tempura battered shrimp with a sweet and spicy Kung Pao sauce.

52% of consumers responded that they likely or definitely would buy this product.

THE TAKEAWAYS

Shoppers may be tightening their belts but that doesn't mean they want to miss out on quality and flavor. Brands should be striving to meet customers where they're at by providing great value, whether it's through price or quality; making products available in larger quantities so their meals stretch further; or making home cooking feel more luxe with chef-driven products to emulate restaurant dining. However you can help consumers make delicious meals during these tough economic times, they're sure to be grateful!



SOURCES

- Mintel
- Mintel GNPD
- Winsight Grocery Business
- NC Solutions
- Morning Consult

YOU DESERVE MORE. LET'S GET STARTED.

What does true partnership look like? You deserve a flavor partner ready to turn these trends into the tangible.

Let FONA's market insight and research experts get to work for you. Translate these trends into bold new ideas for your brand. Increase market share and get to your "what's next." Our technical flavor and product development experts are also at your service to help meet the labeling and flavor profile needs for your products to capitalize on this consumer trend.

From concept to manufacturing, we're here for you — every step of the way. Contact our sales service department at [630.578.8600](tel:630.578.8600) to request a flavor sample or chat us up at www.fona.com/contact-fona/



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