

CONVENIENCE

OPPORTUNITIES IN THE FOOD AND BEVERAGE SPACE

2023 TREND REPORT BITE

KEEPING IT SIMPLE

It's no secret that we live in a culture of busyness—but one way that consumers are pushing back against the busy is by reaching for convenient products when they go to the grocery store. In fact, convenience food demand is expected to increase globally at a CAGR of 7%. We're taking a look at trends in convenience food and beverage from the rise of snacking to prepared meals, eco-friendly single serve packaging and everything in between. Read on to find out how you can help consumers reclaim their time and still deliver great tasting food and beverage offerings!

70%

of consumers have stated having access to products and services when and where you need them is extremely important.

CONVENIENCE FOOD DEMAND

is expected to increase globally at a CAGR of 7%. The market revenue is anticipated to be about US\$ 1,086.425 million by 2032.

Who's Busy?

While busyness isn't confined to any one generation, different demographics have different concerns and needs when it comes to convenience.

GEN Z

- Value product quality above price
- Do more shopping in person than millennials
- Value attractive packaging
- Value ease of transport, particularly for snacks

MILLENNIALS

- Very concerned about environmental impact
- Value reusable packaging
- Want healthy, on-the-go food

BOOMERS

- Prefer traditional dishes
- Increasingly seeking out low-preparation options
- Prefer small, easy-open packaging



Single parents who do not have a partner to help with childcare **purchase 14% more ready-to-eat foods** than all other households.



Source: SPG Pack; Blue Diamond

Snack Attack

Snacking is a way of life for many people, in fact, a recent study from IFIC found that 75% of people snack every day. Of particular interest right now is frozen snacks and appetizers like bao or pizza bites: demand for these types of treats increased by 29% in 2020. And when it comes to snacking, convenience is key: portable packaging and individual serving sizes make it easy for people to eat on the go. Resealable packaging is also important for non-single serving options.



WHY SNACK?

- 33% of consumers snack to **treat themselves**
- 26% of consumers snack **when bored**
- 19% of consumers snack **when stressed**

PRODUCTS OF NOTE



GOOD & GATHER MEXICAN STREET CORN INSPIRED TRAIL MIX is naturally flavored with seasoned peanuts, chili lime-seasoned corn kernels, seasoned corn chips with flaxseeds, seasoned almonds and cheddar-seasoned corn sticks. The packaging is resealable.

41% of consumers said they likely or definitely would buy this product.



365 WHOLE FOODS MARKET GOLDEN CHAI GRANOLA is made with honey, cinnamon, turmeric, ginger, cardamom, black pepper and cloves. The packaging is resealable.

40% of consumers said they likely or definitely would buy this product.



TRENDING SNACK FLAVORS

58% of consumers look for global flavors when selecting snacks.

A few that are tempting consumers right now:

- ELOTE**
- BERBERE**
- CHAI**
- KOREAN BBQ**

Make it a Meal

Whether it's prepared meals or delicious shortcuts like sauce starters, consumers are increasingly relying on convenience when making dinner — 21% of global consumers said that convenience is worth paying more for. The need for convenience corresponds to the heightened interest in grocery pickup, which has increased 5% in the U.S. since 2021. One Statista report found that revenue in the Ready-to-Eat Meals segment will amount to \$46 billion in 2023, with the market expected to grow annually by 2.85%, with fresh-prepared foods accounting for roughly \$25 billion of that total.

PRODUCTS OF NOTE



TRADER JOE'S BEEF BIRRIA is described as slow cooked beef in a savory tomato and chili sauce.

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



BELLA SUN LUCI SUN DRIED TOMATO RISOTTO contains sun dried tomatoes and added spices and is easy to make by simply adding stock.



GOOD & GATHER PHO SOUP STARTER BEEF-FLAVORED BROTH comprises hints of ginger, anise and cardamom for Vietnamese style cooking. The microwavable, ready to use product can be prepared by just adding noodle, beef and vegetables, and retails in a 32-oz. recyclable and easy open pack featuring the FSC logo and a recipe idea.

45% of consumers said they likely or definitely would buy this product.



ASIAN INSPIRATION

Many Americans are familiar with Asian cuisines like Chinese and Thai, but over the last few years other flavors have been coming to the forefront. Between 2019 and 2022, product launches for meal and meal centers for several other countries exploded.

- +63% for Korean products
- +25% for Vietnamese products
- +20% for Japanese products

Doing Our Part for the Planet

While people are seeking out convenience and single-serving options, it's also important to consumers that their packaging be eco-friendly, particularly for the younger generations. Whether that means recyclable, compostable, or reusable options, there's no reason that convenience and sustainability can't work hand-in-hand.



Most Millennial consumers (73%) are willing to pay more for products and services that promote social responsibility or are environmentally friendly.

SPOTLIGHT ON: YOGURT

Some companies are turning to innovative solutions to reduce the amount of plastic in their single-serve yogurt packaging. Chobani introduced a paper cup, which is made from up to 80% paperboard composed of responsibly sourced and renewable material. Yoplait's Oui yogurt comes in glass jars, and premium brand La Fermière packages their yogurt in reusable terracotta pots.



PRODUCTS OF NOTE



OUI BY YOPLAIT STRAWBERRY WHOLE MILK FRENCH STYLE YOGURT with Fruit on the Bottom has been relaunched featuring a new recipe, now with more fruit. It is packaged in 5 oz glass jars.



12 TIDES SEA SALT PUFFED KELP CHIPS are nutrient-dense snacks made with real North American kelp from regenerative small-scale ocean farms. They are full of vitamins and minerals and have an umami-packed flavor. The chips come in fully compostable single-serving packaging.



ALTER ECO ORGANIC DARK MILK CHOCOLATE TRUFFLES have deep, smooth Peruvian chocolate surrounding sumptuous truffle centers of nourishing coconut oil, milk and cacao. The recyclable packaging is filled with individual truffles that are wrapped in compostable material.

THE TAKEAWAYS

Being busy doesn't mean that consumers have given up on great-tasting food — it just means that brands have to help them pack more flavor into less cooking time. For snacking, portability is key and single-serving packaging makes it easier than ever to enjoy food on the go. At mealtime, pre-made options that can sub in for more time-intensive dishes, or blends and bases that give you an instant flavor boost, are essential for convenience. If you're thinking of looking into how you can add some ease to consumers' lives, now is the time — people are hungry for it!



SOURCES

- Globe Newswire
- Kantar
- Digital Journal
- SPG Pack
- Blue Diamond
- Food & Beverage Insider
- Food Service Director
- ADM
- Statista
- Mintel
- Mintel GNPD
- Young and the Invested

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 McCormick Flavor Solutions 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, seasoning 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 your sales representative or chat us up at www.mccormickflavor.com/en-us/contact-us



**Request Your
FREE
Flavor Sample Here**