

In-Home Meal Occasions - UK - February 2012

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"More than four in five consumers say that they enjoy spending time with their family, indicating that marketing products, services and entertainment around this notion of family time should therefore resonate with the majority of consumers."

– Amy Lloyd, Food and Drink Analyst

In this report we answer the key questions:

- How can brands and retailers leverage the notion of 'family time'?
- Which occasions solicit the greatest potential for increasing frequency?
- Are consumers adopting a more informal approach to entertaining at home?
- How can the market appeal to consumers put off from entertaining in the home?
- How can the market drive usage among one-person households?

Definition

This report will address consumer eating/drinking occasions within the home, either when entertaining friends or family or as an alternative to a 'night out'. This covers occasions such as celebrating a special occasion eg a birthday or holding a dinner party, or a 'Saturday night in' as an alternative to going out.

This does not concern a 'normal' evening in the home, spent with consumers' partner/family/flatmates.

Due to the nature of the occasion being examined, this report does not follow the usual format of Market Intelligence reports.

Excluded

The purchasing of takeaways to be eaten in the home, which is covered in Mintel's Home Delivery – UK, June 2010 report.

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