## Food and Drink Shopper - US - November 2019

Report Price: $£ 3695$ | $\$ 4995$ | €4400

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- Groceries generate only modest sales growth
- Supermarkets still lead food and drink sales but are losing share
- Freshness a top priority for health-focused grocery shoppers


## MARKET PERSPECTIVE

- Groceries generate only modest sales growth

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- Supermarkets still lead food and drink sales but are losing share

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- Supermarkets put extra emphasis on prepared foods and foodservice
- Meal kits continue to move in-store


## WHAT'S HAPPENING

- Supermarkets put extra emphasis on prepared foods and foodservice
- Meal kits continue to move in-store
- More variety
- Easier preparation options


## WHAT TO WATCH

- Making recipes more shoppable
- Food and drink channels continue to blur


## THE CONSUMER - WHAT YOU NEED TO KNOW

- Younger shoppers look beyond traditional supermarkets
- Older shoppers more likely to shop from a list, read labels
- Consumers report cooking from scratch more often and dining out less frequently
- Cooking from scratch considered healthy and fresh
- Young adults are purposeful snackers but more spontaneous shoppers
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