

# Attitudes towards Lunch at Home - UK - 2021

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## This report looks at the following areas:

- The impact of COVID-19 on the lunch at home market
- Frequency of eating lunch at home in spring 2021 and expected frequency in the autumn
- Levels of cooking for lunch at home on everyday and leisure occasions and broad product types used to prepare/cook lunch at home
- Consumer behaviours and attitudes related to lunch at home
- Qualities most important for lunch at home on an everyday occasion.

47% of people expected to eat lunch at home 5 times a week or more in six months' time when surveyed in April 2021. This includes 33% of those in full-time employment. This not only reflects the monumental impact that COVID-19 has had on working life, but also points to the long-term opportunities for brands to target the lunch at home occasion.

The predicted long-term trend of flexible working will mean that the potential audience for lunch at home will be considerably bigger than it was before the pandemic. In addition, more people looking to move to less urbanised areas also stands to work in favour of people having lunch at home more and preparing such lunches themselves, as accessibility of other lunch options is a key factor for both and is traditionally limited in less populous areas.

With the continual easing of COVID-19 restrictions, competition from foodservice establishments is already beginning to re-emerge. Some foodservice operators are already looking to respond to the changes in people's working and living preferences such as through exploring new channels and locations, and this is set to be a key factor in the threat that they will pose to lunch at home through retail.

The strong perception that snack products make lunch more satisfying, held by 51% of lunch eaters, offers welcome news for these to stay on the lunch menu even as the pandemic has dramatically reshaped this occasion. The trend for



"COVID-19 has provided a significant boost to the lunch at home occasion, thanks to the closure of foodservice establishments and increased working from home during 2020 and much of 2021."

- Alice Pilkington, Food and Drink Analyst

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everyday lunches at home to be mostly prepared from scratch holds significant potential for brands able to position their snacks as an ingredient for lunch dishes rather than an accompaniment.

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- **Cooking from scratch increases due to COVID-19**
- **65% have eaten lunch at home 5 times a week or more ...**
- **... and 47% expect to continue to do this in six months' time**
- **Ease and speed are most important attributes for an everyday lunch at home**
- **89% buy foods for lunch within their main grocery shop**
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