

## Foodservice in Retail - US - December 2018

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"Retailers are building out their prepared food programs to be more sophisticated and take direct aim at restaurants, as well as other retailers."  
**Jill Failla, Foodservice Analyst**

This report looks at the following areas:

- Supermarket share of food and drink sales is slipping
- Meal kits pose a growing threat
- Health is a leading barrier to purchase

They are differentiating with more on-site restaurants, which can range from a well-known quick-service chain to a fast casual restaurant helmed by a celebrity chef. And while fine-dining restaurants, food hall concepts, and bars serving adult beverages are all offering consumers an experience to remember, retailers haven't lost sight of the importance of quick and affordable grab-and-go options. Mass merchandisers, in particular, are ramping up their prepared grab-and-go focus. Next, look for online ordering and delivery services to help grow prepared foods' reach.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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