

Foodservice in Retail - US - December 2019

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The retail prepared foods business is growing quickly year over year, with more people purchasing them and making more frequent purchases. This is largely thanks to prepared foods' ability to deliver affordable convenience and a satisfying variety of options to time-strapped consumers. Grocers are investing in convenience with more tech-enabled ordering, pickup and delivery options for prepared foods.

This report looks at the following areas:

Consumers don't like eating at retailers
Rotisserie chicken is falling from favor
Packaged foods pose a threat

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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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Love for the local

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