

# Foodservice in Retail: Incl Impact of COVID-19 - US - December 2020

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## This report looks at the following areas:

- The impact of COVID-19 on consumer behavior and the retail foodservice market.
- Prepared food purchase motivations and barriers to use.
- Shopper perceptions compared to other easy meal options.
- Shopper interest in innovation areas.



"While COVID-19 has forced many retailers to scale back high-contact self-serve prepared food offerings, foodservice will emerge from the pandemic more essential than ever to grocery retailers' long-term growth prospects but will also face even greater competition."

- John Owen, Associate Director – Food and Retail

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### MARKET OVERVIEW

- Foodservice in retail suffers as pandemic flips food spending trends
- In-home food

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Figure 7: Total US retail sales and forecast of in-home food, at current prices, 2015-25

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- **Convenience drives purchase, but experience has potential to differentiate**
- **Supermarkets remain top choice for foodservice**

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- **Beyond rotisserie chicken: younger purchasers look for variety**
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