

How America Eats - US - February 2021

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This report looks at the following areas:

- The impact of COVID-19 on mealtime and snack behaviors
- Motivations for meals and snacks throughout the day
- Meal and snack preparation methods by daypart
- Anticipated post-pandemic behaviors

The pandemic is changing the way Americans shop for and prepare food and how and when they eat, accelerating snacking but also motivating a return to the kitchen and more home cooking. Many Americans also intend to continue spending more time in the kitchen creating opportunities for retailers to help them follow through on their good intentions.



“The pandemic has not only boosted retail grocery sales, it has also at least temporarily changed the way Americans shop for and prepare food and how and when they eat. Snacking is growing more prevalent throughout the day and is also fulfilling a wider variety of needs, creating opportunities for products beyond traditional snacking categories. Many Americans also intend to continue spending more time in the kitchen but may need some help and encouragement from retailers.”

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