



Foodservice in Retail - US - 2022

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This report looks at the following areas:

- A profile of category users with emphasis on the most frequent purchasers
- Reasons for increasing or decreasing prepared food purchase frequency
- Types of prepared foods and drinks purchased
- Prepared food consumption occasions
- Interest in prepared food innovation areas
- Attitudes toward prepared foods at retail, touching on health, indulgence, value and variety

Grocery retailers continue to invest in foodservice and prepared foods as they compete with restaurants and other foodservice operators for consumer food dollars and respond to consumer demand for convenient, freshly prepared meals.

Elevated food prices and a weakening economic climate represent both a threat to and opportunity for foodservice in retail. The most successful retailers will be the ones who are able to present the right mix of convenience versus scratch cooking and cost savings versus restaurants.

The category's most frequent purchasers view prepared foods at retail not just as a replacement for home cooking but as a supplement to it, pointing to an opportunity for retailers to leverage core strengths that restaurants can't easily replicate.



“Foodservice is a key strategic focus for retailers as they compete with restaurants and other foodservice operators for consumer food dollars.”

– **John Owen, Associate Director, Food and Retail**

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