

Made to Order Smoothies - US - 2022

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This report looks at the following areas:

- Where (purchase location) and how (dine-in, takeout, delivery) MTO smoothies are purchased
- Types of smoothies ordered as well as appealing smoothie ingredients
- Changes in frequency of procurement and consumption of MTO smoothies
- Health and wellness claims that are important to users when ordering smoothies
- A look at user perceptions and behaviors toward MTO smoothies, particularly attitudes that drive and deter use

There are far more “good feelings” about MTO smoothies than there are bad perceptions: they support healthy and active lives, they are family friendly, and operators make a superior product compared to at home options.

Consumer attitudes also suggest that smoothie users are looking for even more ways that they can enjoy the versatile benefits of the category, despite a large swath of category users that agree sugar and calories can be a deterrent. The most engaged users are the most likely to cite sugar and calorie concerns, indicating that there is more to the category than just health.

While wellbeing is strong catalyst, the convenience and value derived because MTO smoothies are fresh, ready to drink, portable, versatile and often nutritious, also plays a significant role in not only perception but also participation among 35-54 year olds. Sugar and calories are still issues among these category participants, yet not enough to detract from positive perceptions, participation or from agreeing that premium upgrades are worth it.

The events of 2020 highlighted the deficits of some foodservice operators more than others, particularly as they relate to MTO smoothies, because of less defined off-premise programs. More than four in 10 category participants do not order smoothies for delivery which could be an issue going forward. For many consumers, remote or hybrid work conditions are here to stay at least



“Foodservice occasions will be up for grabs as consumers re-engage with a blend of pre-pandemic and “post”-pandemic habits. Operators can help remind consumers that MTO order smoothies provide a healthy dose of sustenance, satiety and nutrition that meet a diverse set of occasions and needs through protein-enhanced menu items”.

– Mimi Bonnett, Senior Director, US Food and Drink

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some of the time, and brands throughout the foodservice industry should be working to find solutions to the long-term impact this will have on occasions and visitation.

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