

Lunch Eating Habits - Motivations and Attitudes - Canada - 2022

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This report looks at the following areas:

- The pandemic has led many Canadians to shift where they make and eat lunch.
- High inflation will lead consumers to be even more price-conscious.
- For many, lunch is not just a time to eat, but also a time to get stuff done.
- Foodservice needs to embrace tech to win with younger consumers.

As the impacts of the pandemic recede, the degree to which foodservice will recover is uncertain. An environment of rising inflation adds to this uncertainty. More meals being made at home leads to greater openness to more creative meal solutions at lunch, which is a prospective opening for food manufacturers to expand their offerings in line with evolving flavour and format preferences.

The meal occasion most impacted by the pandemic is lunch. Far more individuals have been working away from their offices than at any other point in history since March 2020, which translates to more lunches being made and eaten at home. This has proven to be a boon for grocers but a challenge for foodservice. This Report examines the shifts that have taken place at lunch, including the change in where Canadians eat lunch, how they place foodservice orders in the occasion, why they get lunch from restaurants and why they like to make and eat lunch at home. Also examined is what foods prove most popular at lunch, along with attitudes around the pandemic, habit and food choices as they relate to lunch. As usual, this Report explores relevant differences across select demographics, including age, background, parental status and whether one is working remotely or not. Specific points addressed in the Report include the following.



"Among the different meal occasions, lunch has arguably been most impacted by the pandemic. Simply put, many Canadians shifted more of their lunches to inside their homes."

- Joel Gregoire, Associate Director for Food & Drink

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