

Prepared Meals – US – 2022

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This report looks at the following areas:

- Analysis of sales and market share trends in key category segments
- Motivations for prepared meal consumption and key attributes sought
- Consumer interest in prepared meal product concepts
- Attitudes toward prepared meals

The rush to home-based meal prep during the COVID-19 pandemic pushed prepared meals to new heights in 2020 and 2021, and inflation is pushing category dollar sales even higher in 2022. But apart from these short-term forces, the category has the potential to continue on the modestly positive course it has been on in earlier years. To meet that potential, prepared meals makers must work to meet ever-rising consumer expectations for product quality, health, and taste.



“Convenience is a defining benefit of the prepared meals category, but in an increasingly competitive marketplace, convenience alone isn’t enough to drive sustained growth. Prepared meals makers must work to meet ever-rising consumer expectations for product quality, health, and taste.”
– John Owen, Associate Director – Food and Retail

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