

Attitudes towards Lunch at Home - UK - 2022

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This report looks at the following areas:

- Frequency of eating lunch at home in spring 2022 and expected frequency in the autumn
- What people eat for lunch at home on an everyday occasion
- Consumer behaviours and attitudes related to lunch at home
- Lunch product concepts of interest

66% of at-home lunch eaters say it is important to them that their lunch is nutritionally rich. This focus on health mirrors wider consumer trends brought about by COVID-19, and dials up the pressure on brands targeting the lunch occasion to deliver on this aspect and proactively communicate their strengths in this area.

Pressures on household incomes will boost the appeal of at-home lunches over foodservice. They will make homemade lunches more appealing for many, pointing to opportunities for ingredients and meal components to win spend from prepared products.

Once inflationary pressures ease, competition from foodservice will reignite for the lunch occasion. Nevertheless, the number of lunch occasions at home will continue to be supported by increased flexible working going forward, thanks to the lasting shift brought about by the pandemic.

47% of at-home lunch eaters are trying to introduce more meat-free lunches into their diet. This offers opportunities for both meat substitutes and legumes and pulses to expand their usage occasions. For the latter, their proposition of affordable nutrition should prove particularly appealing while household incomes are under pressure.



“A permanent shift to more remote working will continue to support the at-home lunch occasion going forward. Pressures on household incomes in 2022 will boost the appeal of home-made lunches as an affordable option, benefiting ingredients and meal components.”

– Alice Pilkington, Food and Drink Analyst

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