

Consumer Approach to Lunch - US - 2023

Report Price: £3695 | \$4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

This report looks at the following areas:

- Lunch locations and choices during the week and on weekends
- Key attributes that guide lunch eaters' choices
- Motivations for eating lunch
- Consumer attitudes and behaviors toward lunch

Most consumers report that they often eat lunch at home, reflecting at least in part the residual impact of the pandemic on work location patterns. Still, lunch choices tend to follow a set routine and often take the form of leftovers, suggesting that the midday meal is often taken for granted by consumers and marketers alike.

Retailers and brands can drive deeper engagement in lunch choices by focusing not just on the food but also on the emotional drivers that motivate lunch in the first place. Lunch eaters view the midday meal as a time to meet a variety of emotional needs, from relaxing and recharging to socializing.

Health is also an important motivation for lunch and has the potential to make lunch eaters more receptive to new items and ideas. Lunch at home can serve as a focal point for marketers looking to help consumers adopt healthier eating habits.



“The key to breaking consumers out of their lunch routines revolves around more than just the food. Marketers have an opportunity to tap into the deeper emotions and motivations that drive the meal.”

– John Owen, Associate Director – Food and Retail

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Table of Contents

OVERVIEW

- **What you need to know**
- **This Report looks at the following areas**
- **Definition**
- **Market context**

EXECUTIVE SUMMARY

- **Top Takeaways**
- **Consumer trends**
- **Lunch starts at home**
Figure 1: Lunch sources, 2022
- **Sandwiches remain front and center at lunchtime**
Figure 2: Lunch foods, 2022
- **Beyond the food: lunch offers a break in the action**
Figure 3: Lunch motivations, 2022
- **For most, lunch is a routine**
Figure 4: Attitudes and behaviors toward lunch – Routine, 2022
- **Opportunities**
- **Make planning for leftovers a little easier**
- **Cater to young lunch eaters’ diverse priorities**
- **Make lunch the first step toward healthier eating**

MARKET FACTORS

- **Consumers aspire to lose weight, eat nutritious and whole foods**
Figure 5: Food and drink aspirations for 2022
- **Majority of workers do some work from home**
Figure 6: Work expectations for 2022
- **Breakfast still deemed the most important meal, but lunch is gaining**
Figure 7: Meal statements – Any agree, 2020
Figure 8: Meal and snack daypart frequency – Every day, by age, 2022

COMPETITIVE STRATEGIES AND MARKET OPPORTUNITIES

- **Few new food and drink product launches call out lunch specifically**
Figure 9: Incidence of specific meals mentioned in food launches, 2016-2022
Figure 10: Select product launches featuring “lunch” in the product name or package copy, 2022

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
- Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world’s leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100



Report Price: £3695 | \$4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

- **Taking ownership of lunch, one motivation at a time**
- **Convenience and clean labels are expectations**
Figure 11: Select packaging claims on new products in lunch-related categories* - Convenience and clean label, 2017-22
- **Rise in plant-based claims plays to interest in health, sustainability**
Figure 12: Select packaging claims on new products in lunch-related categories* - Ethical/environmental, health/nutrition, vegetarian/vegan, 2017-22
Figure 13: Select Lunch-oriented product launches with plant based claim, 2022
Figure 14: Select Lunch-oriented product launches with sustainability claims, 2022

THE LUNCH CONSUMER – FAST FACTS

- **Lunch starts at home**
- **Opportunity to encourage planning for leftovers**
- **Sandwiches are lunchtime standard, but young consumers opt for variety**
- **Young lunch eaters’ diverse priorities create opportunities**
- **It’s not just about the food; lunch offers a break in the action**

LUNCH LOCATIONS

- **Most eat lunch at home**
Figure 15: Lunch locations, 2022
- **Younger adults more likely to eat lunch away from home**
Figure 16: Lunch locations, by age, 2022
- **Whether you work, and where, impacts lunch location**
Figure 17: Lunch locations, by work location, 2022

LUNCH SOURCES

- **Almost half of lunch eaters turn to leftovers**
Figure 18: Lunch sources, 2022
- **Home-based workers especially likely to forgo foodservice for lunch**
Figure 19: Lunch sources, by work location, 2022

WHAT’S FOR LUNCH?

- **Sandwiches remain front and center at lunchtime**
Figure 20: Lunch foods, 2022
- **Beyond sandwiches: younger lunch eaters open to greater variety**
Figure 21: Weekday lunch foods, by age, 2022

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
- Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world’s leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100



The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

LUNCH ATTRIBUTE IMPORTANCE

- **Flavorful tops long list of must-have lunch attributes**
Figure 22: Lunch attribute importance, 2022
- **Young lunch eaters' diverse priorities create opportunities for engagement**
Figure 23: Lunch attribute importance, by age, 2022

LUNCH MOTIVATIONS

- **It's not just about the food; lunch offers a break in the action**
Figure 24: Lunch motivations, 2022
- **Especially for young adults, lunchtime can serve a variety of needs**
Figure 25: Lunch motivations, by age, 2022

LUNCH ATTITUDES AND BEHAVIORS

- **Lunch choices are largely a matter of routine**
Figure 26: Attitudes and behaviors toward lunch – Routine, by age, 2022
- **Lunch at home can be a first step toward healthier eating**
Figure 27: Attitudes and behaviors toward lunch – Health, 2022
- **Home lunches can serve as an inflation fighter**
Figure 28: Attitudes and behaviors toward lunch – Changing lunch routine to save money, by personal financial situation, 2022

APPENDIX – DATA SOURCES AND ABBREVIATIONS

- Data sources
- Consumer survey data
- Abbreviations and terms
- Abbreviations
- Terms

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100



About Mintel

Mintel is the **expert in what consumers want and why**. As the world's leading market intelligence agency, our analysis of consumers, markets, product innovation and competitive landscapes provides a unique perspective on global and local economies. Since 1972, our predictive analytics and expert recommendations have enabled our clients to make better business decisions faster

Our purpose is to help businesses and people grow. To find out how we do that, visit **[mintel.com](https://www.mintel.com)**.