

## Prepared Meals: Incl Impact of COVID-19 - US - May 2020

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“Prepared meals, particularly frozen options, are essential “pantry” items that help consumers feel, well, prepared and even a sense of security, a notion that is even more important during a crisis. And they will play a vital role in the undoubtedly challenging days ahead.”  
**– Billy Roberts, Senior Analyst – Food and Drink**

This report looks at the following areas:

Consumers are seeking familiar and comforting foods, creating an opportunity for brands to connect or reinforce the messages they have already forged. Although the circumstances are incredibly different, past recessions can provide a glimpse of what lies ahead. Not surprisingly, value will be at the core, but convenience is a part of value that will be important. These together will provide an ancillary tailwind boost for this already recuperating category. Limited foodservice options in the short term and lingering consumer anxiety in the longer term (coupled with burnout in the kitchen) will sustain growth – if not a boost – that will prolong impact.

- **The short, medium and longer term impact of COVID-19 on the category**
- **How brands can navigate a recession**
- **Key consumer groups for the market**
- **Opportunities to extend the core consumer base**

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