

On The Go Is Where Food & Beverages Are Going

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@trendincite



Agenda

- Consumer Behavior
- Deskfast
- Dashboard Dining
- Meal Kits
- No Time To Eat
- Snack Attack
- Vending Is Trending
- Self Serve
- Keep On Truckin'
- Food Halls
- That's A Wrap



Consumer Behavior

Millennials Like Snacks

Millennials prefer to customize meals and the ability to choose smaller or larger portion sizes based on how hungry they are.

Millennials rarely eat the traditional breakfast, lunch and dinner but will often turn to snacks that are convenient and easy to prepare for their on-the-go lifestyle. They often choose snack options that are portable and easy to open and eat on the run.

-Neillys.com, 12/30/18

The Devaluing And De-socializing Of Dining Out

Dinner is being delivered by a third-party service (GrubHub, UberEats, DoorDash, etc.) from the restaurant to our home.

For those who do venture out, the hottest segment right now is known as Flex Casual, Fine Casual, or Fast Fine. At these places, classically trained chefs with fine restaurants are opening cheaper alternatives, where you order at the counter and your food is delivered to the table or in a bag to go.

- Forbes.com, 1/8/19

Are You In or Out?

In an age of online and mobile food-ordering services, diners have moved away from eateries to placing more value on being home-bound and the convenience of delivery.

- Benchmarkresortsandhotels.com, 9/12/08

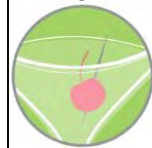
A survey by the California Walnut Board and Commission revealed that two in three millennials skip lunch to 'get ahead' and that Americans eat lunch at their desks two to three times a week.

-Bakeryandsnacks.com, 6/17/19

Car Cuisine

In 2012, 20% of all meals were eaten in the car, which equals 18 meals in a typical month.

- Provisioneronline.com, 10/20/04



Deskfast

According to Ashley Thompson, Mush Founder, “a lot of people are really mobile, and not sitting down for three square meals a day, so not grocery shopping for three square meals a day.

They’re often picking up products in various places and socializing with those products. They are ‘deskfast’ eaters.”

-Forbes.com, 11/14/18

According to an exclusive poll of 1,882 breakfast eaters conducted by Harris Interactive for The Grocer, 1 in 4 Brits aren’t prepared to spend any longer than two minutes making their breakfast on a weekday and 25% said their maximum prep time was three to four minutes.

- Thegrocer.co.uk, 9/4/18

According to Mintel, 2019 sales of the frozen breakfast category are expected to reach \$3.7 billion fueled by “consumer pursuit of heartier breakfast solutions” and new flavors and formats.

“If you look at Gen Z, they’re growing up with instant gratification, instant everything, they’re digital natives, they’re connected all day long, and they’re really having a strong push towards convenience,” says Steve Silzer, Jimmy Dean Marketing Director.

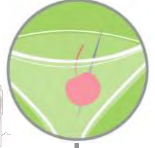
-Foodnavigator-usa.com, 9/4/19

According to Mintel, only about half of U.S. adults think breakfast is more important than lunch or dinner, down from 2014, and less than half say it sets the tone for their day.

- Mintel.com, 7/18



Deskfast



Dashboard Dining

Why motorists dine behind the dashboard

Long commutes and convenience are the top reasons why drivers eat, according to the survey. Here's what they said when asked reasons why they eat and drive:

Reason for eating and driving	Percent of drivers
I have a long commute	28%
I really don't enjoy it but it's convenient so I do it	27%
I am always rushing and don't have time to eat at home or at restaurant	24%
I like to save time so I have more time at my destination	18%
I rarely cook	4%

How often drivers eat on the road

While 18 percent never eat and drive, four percent do so twice a day; nearly half do on trips an hour or more long.

How often drivers eat	Percent
Only on trips that are an hour or more	49%
Once or twice a week	23%
Never	18%
More than twice a week	7%
Once or twice a day	4%

The most distracting eating and driving maneuvers

Motorists said getting the food out of its packaging and reaching for that stray salt packet or french fry were the most challenging tasks when eating and driving.

Most distracting maneuver	Percent of drivers
Unwrapping food	34%
Reaching for something -- a salt packet, napkin or stray fry -- in the bottom of a bag	30%
Wiping a spill or stain	17%
Putting salt, ketchup, salsa or other condiment on food	9%
Stashing the trash (food wrapping or containers/napkins) in the car somewhere	7%



Meal Kits

Packaged Facts estimates the U.S. meal kit market had sales of \$2.6 billion in 2017 and will grow almost 22% by the end of 2018 to reach \$3.1 billion. Growth is forecast to steadily decline from double-digit gains during the next few years to single-digit gains by 2023.

- PreparedFoods.com, 2/27/19

According to Hexa Research, the Fresh food segment is the largest and fastest growing segment in the global meal kit delivery service. This segment is estimated to be worth \$1.3 billion in 2017 and expected to reach \$4 billion by 2025 with a CAGR of 14% from 2017 to 2025.

-Prnewswire.com, 3/13/19

According to Nielsen, 187 new meal kit items were introduced within in-store retail outlets alone during the 52 weeks ended Dec. 29, 2018. Sales of in-store full meal kit offerings garnered \$93 million over the same period. Additionally, in-store meal kit users jumped by 2.2. million households in less than a year, accounting for 60% of growth in meal kit users.

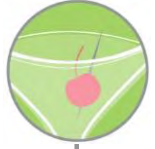
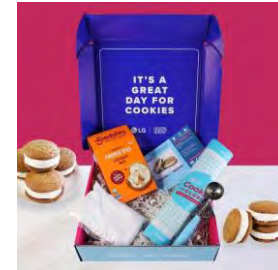
-Preparedfoods.com, 3/12/19



Cook It

According to NPD, over the next five years, Millennials, Gen X and Baby Boomers will enter life stages that move them away from eating at restaurants and toward eating more meals at home. Foods that require zero prep are increasingly a part of what these consumers eat at home. In-home food preparation trends show that 14% of meals eaten in the home included an item that required no time to prepare, up from 11% in 2013.

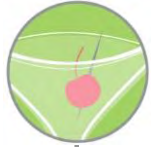
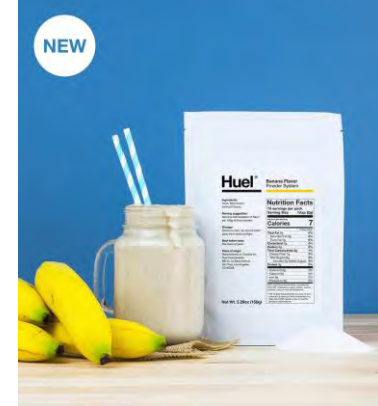
- Nrn.com, 10/11/19



No Time To Eat

According to ResearchAndMarkets.com, the Meal Replacement market is projected to grow by a CAGR of 7.36% by value during the period 2019-2024.

- Businesswire.com.com, 10/3/19



Snack Attack

On the rise are food and beverage launches with such keywords as “office,” “school” or “in the car,” tapping into a trend of away-from-home eating, according to Innova Market Insights.

-Bakingbusiness.com, 6/28/17

54%

DON'T FEEL
LIKE COOKING

↓
47% of Males
62% of Females

-Csnews.com, 10/8/19

34%

NO MEAL
PLANNED

↓
29% of Males
40% of Females

According to IRI data, consumers are snacking all day long:

26% early morning
36% morning
66% afternoon
57% evening &
40% late evening

-Iriworldwide.com.com, 4/9/19

70% of U.S. snackers agree that anything can be a snack, and 33% of U.S. consumers said there are not enough conveniently packaged snacks, according to 2017 consumer research from Mintel.

-Bakingbusiness.com, 5/16/18

Americans consumed nearly 386 billion ready-to-eat snack foods last year, with the vast majority of those eaten between main meals; and snack food growth is happening at most dayparts with more use at meals and as meal replacements.

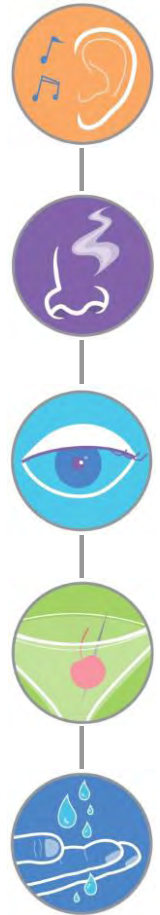
-NPD.com, 1/16/19

According to Innova Market Insights, 63% of Millennials are replacing meals with snacks due to busy lifestyles. Snacking is a central focus of innovation across all food and beverage categories, with 10% average annual growth of global launches with a snacking claim over the past five years (CAGR, 2013-2017).

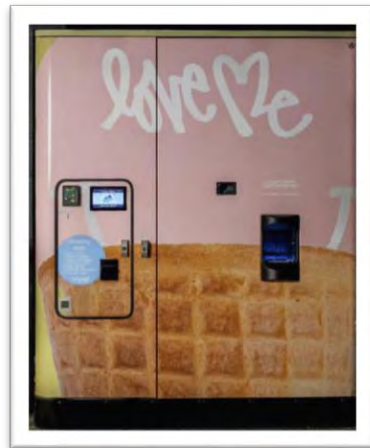
-Nutritioninsight.com, 7/16/19



Snack On



Vending Is Trending



Self Serve

Kiosks: fast, convenient and judgment-free

According to Mintel, speed and convenience are key consumer benefits and motivators for using on-premise technology due to increasingly time-pressed lifestyles. Nearly three in five consumers who use kiosks and would like to use them again do so to bypass the line (57%) or for a faster ordering process (55%). Over two-fifths of kiosk consumers say they do so because of the ability to customize their order (43%) and it offers better accuracy than ordering with a person (38%). Hoping to avoid any critical eyes, nearly one-fifth (17%) say they can order more food at a kiosk without feeling judged.

-Mintel.com 9/23/19

Taking your own order

Self-serve kiosks and tablets on the table will proliferate. Guests basically do all the legwork- look at the menu, place the order, and pay without having to interact with virtually anyone.

-Qsr magazine.com, 10/3/19

According to the NPD Group, restaurant digital orders, which are defined by meals or snacks ordered via mobile app, internet, or text message, have grown by 23% over the past four years and now represent 3.1 billion visits and \$26.8 billion dollars. NPD forecasts digital orders to continue to grow by double-digits through 2020.

-Npd.com, 6/12/19

According to App Annie, customers are taking advantage of the different tech innovations to eat restaurant food, just not at physical restaurants. Meals ordered on mobile devices was 130% more in 2018 than in 2016, and global downloads of the top five delivery apps grew 115% during the same period.

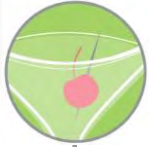
-Ceo-na.com, 7/30/19



On The Go

According to a National Restaurant Association and Technomic study, about 60% of restaurant occasions are off-premises across all forms including drive-thru, takeout and delivery.

-Fastcasual.com, 10/2/19



THE GROWTH OF THE FOOD TRUCK INDUSTRY

The size of the food truck industry alone is estimated to grow by nearly 20% in 2019.



Mobile Food Services Industry (NAICS 72233); Barnes Reports



Keep On Truckin'

According to The Economist, there are currently over 4,000 food trucks throughout the country (and that number seems to be growing), and from 2011 to 2016, food truck industry revenue grew at an annual rate of 7.9%.

-Belatina.com, 5/27/19

Trucks are becoming test kitchens

Olive Garden and Outback Steakhouse have used food trucks to test new products. Some major marketers test new products from food trucks without putting their names or logos on the trucks.

-Qsr magazine.com, 9/17

Food truck and street food flavors have been a source of inspiration for NPD for retail, according to Innova Market Insights. There has been a 24% growth in F&B launches with a food truck or street food claim (Global, 2017 vs. 2016).

-Foodingredientsfirst.com, 7/17/18



Techno Food



Spyce



Food Halls

“Food Halls Are The New Food Trucks, And You'll See More In 2019”

-Forbes.com 12/18/18

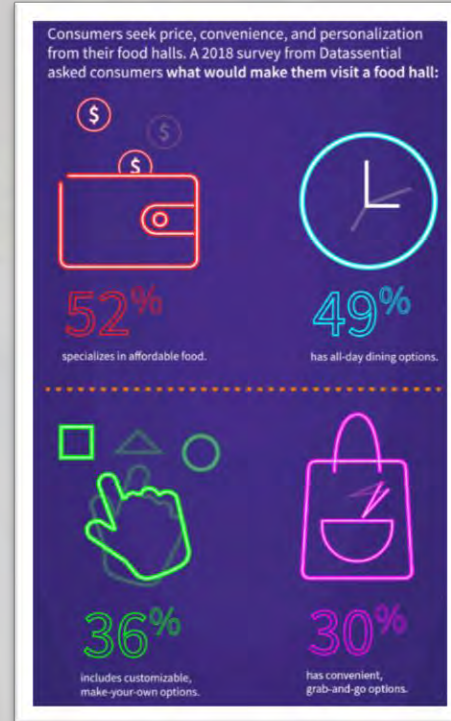
The food hall phenomenon has been growing rapidly.

About 300 major food halls are expected to be open across North America by the end of 2020, up from 86 at the end of 2016, according to research from real estate developer Cushman & Wakefield.

-Foodservice-snacks-desserts.com, 8/5/19

Once mostly an urban phenomenon, food hall development is expanding into college campuses, suburban office parks and shopping malls.

-Latimes.com, 9/11/19



Supermarket Food Halls & Partnerships



Coca-Cola



That's A Wrap

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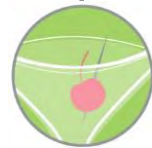
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