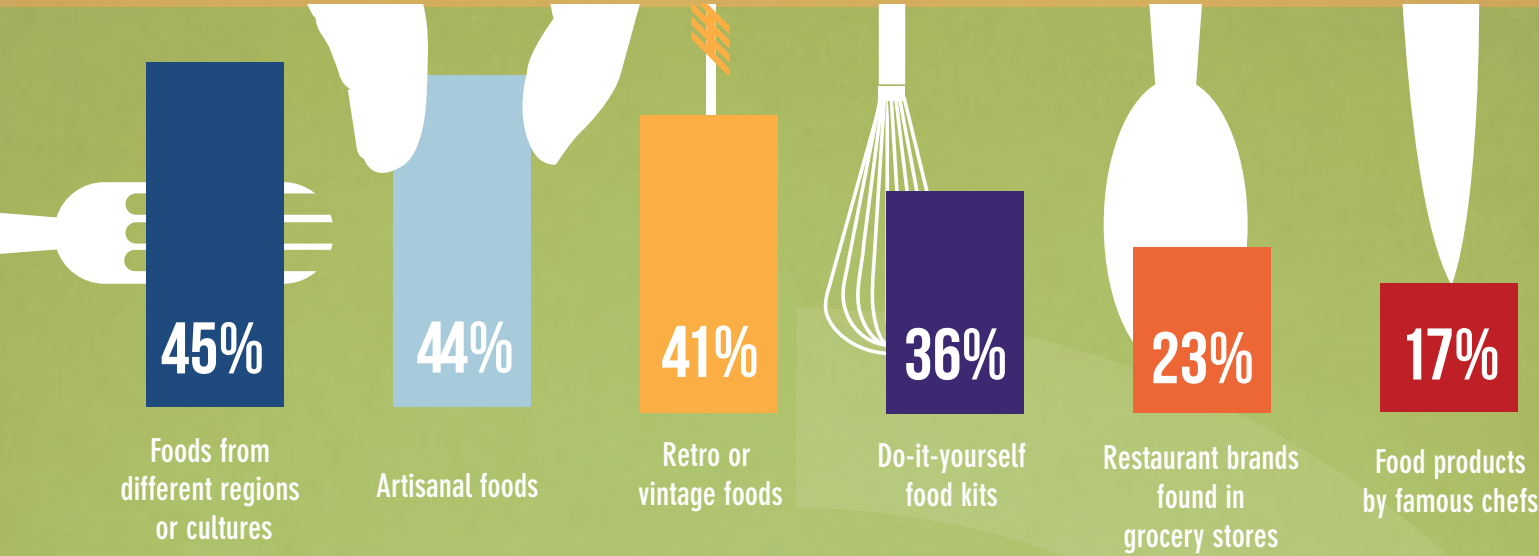


Eating at Home?

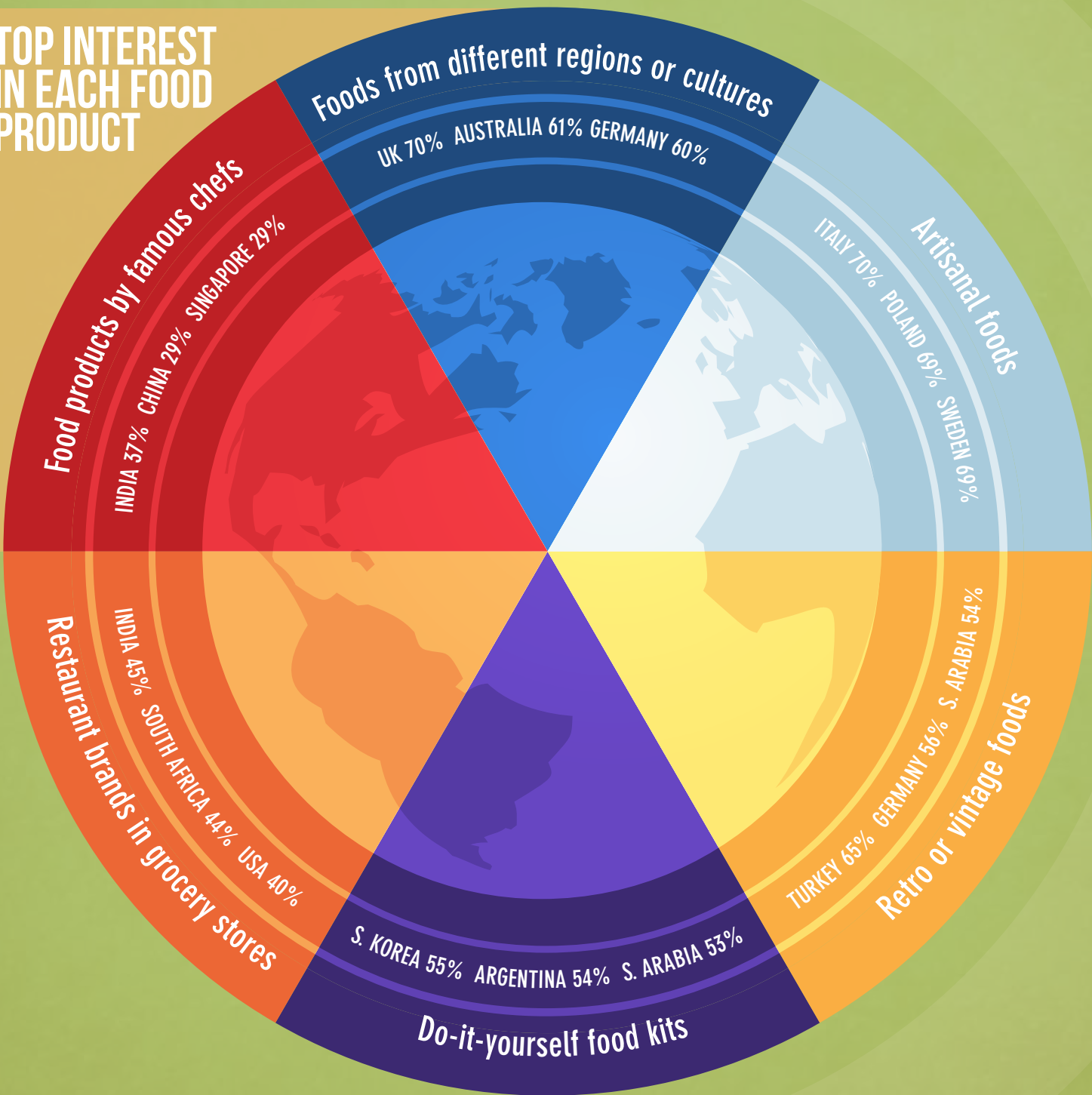
Global consumers crave foreign fare and handmade care

Foods from different regions or cultures – as well as artisanal foods – were the top choices among global consumers who were asked to express their interest in a variety of unique food products to be eaten at home. However, local palettes proved to be quite unique, with our food choices piquing different levels of interest from different countries.

GLOBAL CONSUMER INTEREST IN UNIQUE FOODS FOR EATING AT HOME



TOP INTEREST IN EACH FOOD PRODUCT



SOURCE: Findings are from a study conducted by Ipsos InnoQuest via the Ipsos Global @dvisor Omnibus. 19,883 adults across 26 countries were interviewed.

For complimentary access to the data for each of the 26 countries available, please contact allyson.leavy@ipsos.com or your Ipsos representative.