



# Meal Time Trends

Exploring the changes and trends in meal  
time occasions

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TRENDS  
& FUTURES

# WHAT'S IN THIS REPORT?



1

Setting the Scene

2

On-The-Go Meals

3

Meals at Home

4

Eating Out Trends

5

Global Diversity

6

Conclusions

# If you only have one minute

- Low consumer confidence is still impacting meal occasions with brands responding by pushing their value credentials - for the first time economy launches are overtaking premium food launches
- The on-the-go market has seen huge success - this applies to all meal occasions with many brands launching variants into the market.
- Brands have reacted to the increasing focus on health - many are directing their marketing strategy and communications to health and the nutritional content of their products. Yet dining habits are still unhealthy when eating out despite product trends.
- There is a wider need to reinvigorate consumers' willingness to spend on eating out. Although we have seen a real push in value credentials at home, eating out is all about accentuating the experience.

# On-The-Go Meals





# On-The-Go: Setting the Scene




With the ever increasing length of the working week, the pace of life is changing. Young professionals have turned to on-the-go products in order to fit meals in-between their tight working schedules.

Young adults and parents have become increasingly health conscious in the last few years, on-the-go has had to adapt to this change with many brands focusing marketing on key health claims. There is a greater focus on a healthier packed lunch for kids, brands are targeting this change in their marketing campaigns.



# A healthy start to the day... busy workers looking for a meal on their way to the office



Although most adults believe that skipping meals and working long hours is not ideal... they also feel that this is something they do not have power over to change

On-the-go meals work around the constriction of their working schedules...

Traditional breakfast foods have suffered from eating meals at work or on the move...

Now **1 in 4** of us are buying breakfast on-the-go at least once a week...



**85%**

rise in sales this year  
alone

**72%**

yearly growth  
(vs 2012)

More entered the market from the success of Belvita...



Quaker alone has  
grown 23% YOY due  
to their breakfast  
biscuits and porridge  
pots

In the news:

Despite success scepticism still exists towards the category...

“ ‘Healthy’ breakfast bars? You might as well eat a Hobnob! Research reveals shocking levels of fat and sugar in ‘on-the-go’ snacks and low-fat yogurt ”



# Report PREVIEW

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