

FOODSERVICE IN RETAIL – US – 2023

In an increasingly competitive retail grocery competitive landscape, foodservice has become a key platform for differentiation and growth.



John Owen, Associate
Director - Food and
Retail



Foodservice In Retail - US - 2023

This report looks at the following areas:

- A profile of category users with emphasis on the most frequent purchasers
- Reasons for increasing or decreasing prepared food purchase frequency
- Types of prepared foods and drinks purchased
- Prepared food consumption occasions
- Interest in prepared food innovation areas
- Attitudes toward prepared foods at retail, touching on health, indulgence, value and variety



In an increasingly competitive retail grocery competitive landscape, foodservice has become a key platform for differentiation and growth.

Overview

The market for foodservice in retail has regained momentum in the aftermath of the pandemic, with overall incidence and frequency on the rise. Foodservice in retail offers convenience compared to home-based meal prep and cost-savings versus restaurant dining and takeout, a compelling combination for consumers who are both time-constrained and cash-strapped but who also still value freshly prepared food. Correspondingly, grocery retailers are placing greater focus on foodservice, making it the center piece of new flagship stores and remodels.

While convenience is a defining benefit of foodservice in retail, further innovation in simplicity and speed may be necessary for retailers to capture more non-dinner use occasions. Retailers must also explore greater cuisine variety.

BUY THIS REPORT NOW


€4400.00 | £3695.00 | \$4995.00*

store.mintel.com | store@mintel.com

Americas: +1 (312) 932 0400
China: +86 (21) 6032 7300
Germany: +49 (0) 211 3399 7411
India: +91 22 4445 1045
Singapore: +65 6653 3600
Thailand: +66 2 821 5122
UK: +44 (0) 20 7606 4533

*These prices are correct at time of publication, but are subject to change due to currency fluctuations.

MINTEL



There is also an opportunity to make retail foodservice more integral to everyday home meal planning and prep and to blend it more seamlessly with the rest of the store. Retail foodservice's greatest opportunity may lie in serving as a complement to home cooking rather than as a replacement.

BUY THIS REPORT NOW

€4400.00 | £3695.00 | \$4995.00*

store.mintel.com | store@mintel.com

Americas: +1 (312) 932 0400
China: +86 (21) 6032 7300
Germany: +49 (0) 211 3399 7411
India: +91 22 4445 1045
Singapore: +65 6653 3600
Thailand: +66 2 821 5122
UK: +44 (0) 20 7606 4533

*These prices are correct at time of publication, but are subject to change due to currency fluctuations.

MINTEL

Report Content

Key issues covered in this Report

- Overview

EXECUTIVE SUMMARY

- What you need to know
- Consumer trends: key takeaways
- Market predictions
- Opportunities

CONSUMER INSIGHTS

Consumer fast facts

Prepared food purchase frequency

- Prepared food in retail picks up momentum, gaining usage and frequency
 - Graph 1: prepared food at retail purchase frequency, 2023
- Present prepared foods as a mealtime solution for busy parents
- Purchase frequency demographics
- Younger adults most likely to report an increase in usage
 - Graph 2: year over year change in prepared food at retail purchase frequency, by age, 2023

Reasons for changes in purchase frequency

- Beyond convenience: better options, cuisine exploration help to drive increased usage of foodservice at retail
- Beyond convenience: better options, cuisine exploration help to drive increased usage of foodservice at retail
 - Graph 3: reasons for purchasing more prepared foods at retail than a year ago, by age, 2023
- Cost comparison to home cooking an increasingly prevalent factor in cutbacks
 - Graph 4: reasons for purchasing fewer prepared foods at retail than a year ago, 2023

Prepared food purchase locations

- Traditional supermarkets lead a diverse array of channels
 - Graph 5: prepared food at retail purchase locations, 2023
- Foodservice can help drive store traffic among young adults
 - Graph 6: prepared food at retail purchase locations, by age, 2023
- Heavy users spread purchases across more retail channels
 - Graph 7: prepared food at retail purchase locations, by purchase frequency, 2023

Prepared food consumption occasions

- Retail foodservice starts with dinner but doesn't have to end there
- Retail foodservice starts with dinner but doesn't have to end there
 - Graph 8: prepared food at retail consumption occasions, 2023
- Maximize convenience to capture non-dinner use occasions
 - Graph 9: prepared food at retail consumption occasions, by age, 2023

Types of prepared foods and drinks purchased

- Rotisserie chicken and sandwiches remain foodservice must-haves
- Foodservice shoppers' choices reflect the growing need for menu variety
 - Graph 10: types of prepared foods and drinks purchased at retail, 2023
- Younger purchasers opt for wider array
 - Graph 11: types of prepared foods and drinks purchased at retail, by age, 2023
- Greater menu variety can help drive more frequent usage
 - Graph 12: types of prepared foods and drinks purchased at retail, by purchase frequency, 2023

Interest in retail foodservice concepts

- Convenience and menu variety are must haves
 - Graph 13: interest in retail foodservice concepts, 2023
- Convenience could be key to capturing even more occasions from heavy users
 - Graph 14: interest in retail foodservice concepts, by usage frequency, 2023

Attitudes toward prepared foods at retail

- Prepared foods can help save time and money
 - Graph 15: attitudes toward foodservice in retail – value, by personal financial status, 2023
- Greater cuisine variety could help build usage frequency
 - Graph 16: attitudes toward foodservice in retail – routine and impulse, by purchase frequency, 2023
- Purchasers look for more healthy options
 - Graph 17: attitudes toward foodservice in retail – health, by age, 2023
- Prepared foods quality viewed as a reflection of a retailer's overall quality
- Prepared foods quality viewed as a reflection of a retailer's overall quality

COMPETITIVE STRATEGIES

Opportunities

- Amplify convenience to capture more use occasions
- Partner prepared foods with the rest of the store to streamline home cooking
- To partner...
- ...or not to partner

THE MARKET

Market context

Market drivers

- Spending on food at home faces pressure in aftermath of pandemic
 - Graph 18: consumer spending percentage on food at home vs food away from home, 2023
- Consumer finances remain constrained despite easing of inflation
- Assessment of personal financial situation
 - Graph 19: assessment of personal financial situation, 2021-23

APPENDIX

- Market definition
- Consumer research methodology
- Generations
- Abbreviations and terms

Disclaimer

This is marketing intelligence published by Mintel.
The consumer research exclusively commissioned by Mintel was conducted by Kantar Profiles ([see Research Methodology Americas for more information](#)).

Terms and Conditions of use

Any use and/or copying of this document is subject to Mintel's standard terms and conditions, which are available at <http://www.mintel.com/terms>

If you have any questions regarding usage of this document please contact your account manager or call your local helpdesk.

Published by Mintel Group Ltd

www.mintel.com
email: store@mintel.com

Help desk

UK	+44 (0)20 7778 7155
US	+1 (312) 932 0600
Australia	+61 (0)2 8284 8100
China	+86 (21) 6386 6609
India	+91 22 4090 7217
Japan	+81 (3) 6228 6595
Singapore	+65 (0)6 818 9850