

CONSUMERS CRAVING CONVENIENCE

The New Convenience: More Than a Trend ... It's a Cultural Value!

Today, the call for convenience has never been louder. But convenience not for the sake of convenience but as something in service of other food and lifestyle aspirations. From The Hartman Group's Eating Occasions Compass data and our *Transformation of the American Meal 2017* report, here's a look at the modern context of convenience.

Looking across the landscape of food and beverage occasions, today's **number one need state** is the desire for ...

convenience!

53%

of all eating occasions include the desire to avoid spending the **time and energy** it takes to cook.

What do consumers mean by avoiding spending time and energy?

NO PREP		LOW PREP		FAST & PORTABLE	
No prep time needed	48%	Very few dishes to clean up	30%	Can eat quickly	28%
Ready to eat/drink	33%	Not many steps to prepare	26%	Easy to eat on the go	18%
		Some prep, but less than a couple of minutes	21%		
		Microwavable	17%		
		Just add fresh meat and/or vegetables	8%		

