

Eating & Drinking Occasions Landscape 2023: Settling Into a New Era

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American eating patterns have stabilized in many ways from their complete upheaval surrounding the pandemic, and we're officially living in the "new normal."

This report looks back at the past five years to identify key shifts — and subsequent stabilizations — in adult eating and drinking behaviors. It highlights how behaviors shift across the day, by generational cohorts and more.

By leveraging Hartman Group's proprietary Compass Eating & Drinking Occasions Database, this report analyzes dayparts, location, sourcing methods, social contexts, need states, and categories consumed to spotlight otherwise hidden patterns and opportunities for food and beverage businesses.

About Hartman Group's Compass Eating & Drinking Occasions Database

Compass uses a powerful online recall methodology that randomly selects two eating or drinking occasions a participant has had in the past 24 hours. This allows us to access respondents very close to their eating occasions for optimal recall.

The database includes daypart, location, social composition, need states, items consumed and broadly when and where items were acquired. Hartman Group has been consistently fielding the survey since 2012 and has now captured over 205,000 adult eating occasions.

What’s included in the report?

- Methodology
 - Overview of Hartman Group’s Compass Eating & Drinking Occasions Database
 - Comprehensive insights on 2023 eating and drinking occasions, including key differences between generations and dayparts
 - Contexts, characteristics and analysis of:
 - Participation in eating occasions across the day
 - The social context of eating
 - Snack vs. meal occasions
 - Eating location
 - Need states
 - Emotional context and top considerations
 - Important food and beverage attributes
 - Restaurant-sourced eating occasions
 - Cooking and degree of preparation
 - Shopping and food sourcing
 - The 8 eating occasions by daypart
 - Dashboards (3 slides each) for each of the 8 eating occasions dayparts: early-morning snack, breakfast, mid-morning snack, lunch, afternoon snack, dinner, after-dinner snack, and late-night meal/snack
 - Key takeaways & implications
- 72-page report in PowerPoint and PDF format**

What’s on the Dashboards?

Data reported on dashboards represent % of adult eatings for the specified occasion.

KEY DETAILS DASHBOARD

Size of Prize: Estimated total number of adult (18+) eating occasions per year (one person eating or drinking something during one occasion = 1 mouth)

Who Specifics: Share of adult eatings on the specified occasion that took place alone or with others (couple, family or friends)

Where Specifics: Share of adult eatings on the specified occasion that took place at-home or with away-from-home (at work/school, a restaurant, or other away-from-home location)

Emotional Context: % of adult eatings on the specified occasion which a certain feeling/emotion was present prior to deciding what to have/serve or prepare.

%s do not add to 100% as multiple feelings/emotions can be present on one occasion.

What They Ate/Drank: % of adult eatings on the specified occasion that included the specified foods or drinks.

%s do not add to 100% since multiple foods/beverages are consumed. Only most sizeable categories displayed. Also lists % of occasions that included all/some leftovers.

Channel Where Food Is Sourced: % of adult eatings on the specified occasion that sourced at least some of the food or beverage from specified channel.

NEED STATES DASHBOARD

To better show the relative importance of various needs across the day, we rank ordered top needs on the occasion as follows:

Select Top Need States: Rank order of select high-level needs rated a consideration (top-3-box) on the occasion.

Top Specific-Need State: For each set of specific-needs, all sub-needs that over-indexed (120+ against total eating occasions) were first isolated, then the top 2 based on percentage were shown. If no sub-needs over-indexed, the two highest indexing sub-needs were shown, also sorted by percentage.

Additional General Needs: All remaining needs/attributes that over-indexed (120+ against total eating occasions) were first isolated, then the top 5 based on percentage were shown. If no high-level need/attribute over-indexed, the five highest indexing needs were shown, also sorted by percentage.

DEMOGRAPHICS DASHBOARD

Share of adult eatings on the specified occasion broken down by generation, gender, race/ethnicity, household income, education, marital status, neighborhood type (e.g., city/urban vs. rural), children under 18 in household and employment status.

Purchase the *Eating & Drinking Occasions Landscape 2023: Settling Into a New Era* report now.

Report Price: \$10,000

To purchase, fill out the form below and return by email to Shelley Balanko.

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