

Refrigerated & Frozen Foods

Study shows consumer trust in refrigerated foods is strong

Seventy-seven percent of consumers in the United States, Canada and the UK consider refrigerated foods to be a **fresh option**.

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An international study conducted by the **Culinary Visions Panel, Chicago**, explores international differences in trust for refrigerated foods. This exclusive study includes more than 3,000 consumers' dining and purchasing habits in and out of the home.

The study found a majority (**77%**) of consumers in all three countries—United States, Canada and the UK—consider refrigerated foods as a **fresh option**. When broken down by country, more U.S. and UK consumers attribute freshness to refrigerated foods than those in Canada. Seventy nine percent of U.S. consumers and 80% of UK consumers at least somewhat agree that refrigerated foods are a fresh choice, compared to 73% of Canadian consumers.



However, when broken down further, a greater number of Americans strongly believe that refrigerated foods are a fresh choice when compared to Canadians and respondents in the UK. Fifty six percent of Americans agree or strongly agree refrigerated foods are a fresh choice compared to 45% of Canadians and 43% of those in the UK.

“Our study reveals that [there] are more similarities than differences among consumers in the U.S., Canada and the UK. However, it is important to note that some distinct differences exist, and understanding the differences in these food cultures can lead to greater success,” says **Sharon Olson, executive director**.

The study also discovered that consumers consider the local supermarket deli more than just a resource for meat and cheese. Consumers now view the **deli as a reliable outlet for quality ingredients**, with 82% of consumers in all three countries at least somewhat agreeing that the supermarket deli is a great place for healthy and delicious food.

A majority of consumers (75%) believe that it is **important to trust a local supermarket deli** to purchase quality ingredients. In addition, having choices at the supermarket that meet dietary needs is important for consumers from all three countries. Yet, 35% of those in the UK are willing to compromise on taste when eating something healthy compared to 22% of Americans and Canadians.