

New Study Finds 5 Fresh Things To Know About Consumer Attitudes Toward Grab-And-Go Foods

(Chicago, July 9, 2019) A new study from **Culinary Visions®** explores consumer perspectives on the intersection between fresh and fast when purchasing grab-and-go foods. The study, called the **Fresh Perspectives Study**, identifies five things operators should know about consumers' cravings for fresh, convenient food they can eat on the go.

"Modern consumers' lives are getting faster, and they expect their fuel to be able to keep up," says **Sharon Olson, Executive Director of Culinary Visions**. "We found that many consumers are struggling to strike a balance between fresh versus fast, healthful versus convenient and global versus local. Fortunately, the food industry has picked up their pace, meaning consumers won't have to compromise-or slow down," she added.

Here are five key takeaways from the study regarding grab-and-go foods:

Younger Consumers Lead the Way

The study finds that **younger consumers are the most interested in grab-and-go foods**, consistently expressing the most interest in concepts across the convenience, deli, prepared foods and foodservice markets.

Sixty-eight percent of consumers ages 18-34 said that they were likely to purchase grab-and-go sandwiches from a deli, compared to 57% of consumers ages 35-54 and 44% of those ages 55 and older. And when it comes to grabbing a quick bite from a convenience store, the division between age groups grows even wider. Fifty-two percent of consumers ages 18-34 say they enjoy eating food from convenience stores, compared to 40% of those ages 35-54 and 20% of those ages 55 and older.

Fresh Amps Up the Appeal of Healthful & Indulgent Offerings

An overwhelming **85% of consumers report that transparent packaging is important when it comes to defining fresh food**. But the healthfulness of the ingredients might not matter to consumers as much as the fact that the food inside that packaging is fresh. When it came to choosing between healthfulness and indulgence, consumers were split. Forty-eight percent of consumers agree that when it comes to snacking on the go, they don't care about healthfulness. Fresh may be important, but the study reveals that **consumers do not necessarily view fresh and healthfulness as one and the same**.

When Grab-and-Go Beats Delivery

Food delivery apps may have exploded in popularity over the last several years, but **when it comes to freshness, grab-and-go wins**. According to the study, 58% of consumers between the ages of 18 and 34 agree that delivered food is rarely fresh. However, 64% of the same age demographic also says that refrigerated prepared foods taste fresh.

Loving Local While Relying on Favorite Brands

According to the study, consumers consider locally sourced ingredients to be one of the top indicators of freshness, with 84% of all those surveyed agreeing that locally sourced food is the freshest food.

Even so, trusted brands continue to appeal to consumers. The study found that brand loyalty might play an even bigger role in evaluating freshness, with 88% of all consumers agreeing that there are certain brands they trust to be fresh.

More Fresh Produce, Please

Fresh produce took center stage as one of the most highly-desired grab-and-go concepts studied. Seventy-five percent of all consumers surveyed say they would be likely to purchase raw fruits and vegetables they can eat on the go, and 75% of all consumers also say they would be likely to purchase fresh food from a salad bar. Nonetheless, 66% of all consumers agree that it is difficult to find fresh snacks on the go, suggesting that there are plenty of opportunities for prepared fruits, vegetable and salad options to grow.

About the Survey

The Culinary Visions® Fresh Perspectives Study was created in an effort to gain insight into consumers' food-at-home and food-away-from-home preferences as well as to uncover their notions of what constitutes freshness in food. The results of the study were achieved by assessing the perceptions and key influencing factors that impact fresh food purchasing decisions of 1,500 consumers from across the United States. For more information on this project or to purchase a copy of the full report, contact info@culinaryvisions.org

About Culinary Visions®

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