

#### ABOUT THE NPD GROUP, INC.

The NPD Group is the leading provider of reliable and comprehensive consumer and retail information for a wide range of industries. Today, more than 1,600 manufacturers, retailers, and service companies rely on NPD to help them drive critical business decisions at the global, national, and local market levels. NPD helps our clients to identify new business opportunities and guide product development, marketing, sales, merchandising, and other functions. Information is available for the following industry sectors: automotive, beauty, commercial technology, consumer technology, entertainment, fashion, food and beverage, foodservice, home, office supplies, software, sports, toys, and wireless. For more information, visit [www.npd.com](http://www.npd.com).



## A Look Into the Future of Eating

*A forecast of consumer food and beverage trends for the next decade*

Now you have the opportunity to add consumer-driven forecasts to your planning efforts with NPD's exclusive age cohort forecasting technique. NPD's report, *A Look Into the Future of Eating*, uses this technique to present a picture of consumer eating habits 10 years down the road. No longer do you have to rely solely on past sales data or expensive consultants to provide a future perspective for your business planning.

The report covers a broad spectrum of food and beverage categories, preparation methods, meal situations, and other food-related behaviors. To create the report, NPD applied its age cohort forecasting methodology to dissect historical category performance based on the following four criteria:

**Aging:** How eating rates change as consumers age

**Generation:** How eating preferences change from one generation to another

**Population:** The effect of population size and growth over the next decade

**Trend:** The category's momentum

### Business Benefits

- Identify and assess opportunities based on consumption forecasts, and position your products accordingly
- Discover which food- and beverage-related behaviors are expected to decline, so you can manage potential product risks
- Understand and take advantage of predicted shifts in eating habits and practices to align your product portfolios and marketing mix for future success

## Key Topics

- Source of meals and meal skipping
- Form of foods/beverages – such as frozen, fresh, homemade
- Meal complexity and types of dishes served
- Appliance usage – including stove, microwave, oven, and grill
- Food and beverage varieties
- Generational focus – such as Gen X, Gen Y, Boomers, Silent/G.I. Generation

## Methodology

The NPD Group's *National Eating Trends*® (*NET*®) service has continuously tracked Americans' eating habits since 1981. The *NET* annual sample consists of 2,000 households, or about 5,000 individuals, and is balanced to U.S. Census statistics. Each household records what members eat and drink for 14 consecutive days. The data is analyzed using NPD's age cohort forecasting technique to examine specific historical behaviors in order to identify the impact of aging, generation, population, and trend; these effects are used to forecast future behaviors.

## Industry Expertise

The NPD Group delivers the most complete and reliable market information available about food and beverages consumed at-home and away-from-home in the U.S. and Canada. We monitor critical trends in consumer behavior, attitudes, and purchase motivators, and we are the only market research company to measure what consumers actually eat and drink. Leading food and beverage manufacturers and retailers rely on our information about food and beverage consumption to make key decisions, drive brand growth, and develop tactical promotions.

## Learn More

For more information, contact Charlie Camaroto at 866-444-1411 ([contactnpd@npd.com](mailto:contactnpd@npd.com)).

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Behind Every Business Decision

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