What’s Happening with Healthy and Natural

In the U.S., we’re seeing a movement that’s about the purity of foods, rather than the absence or presence of particular nutrients or attributes. For example, people are seeking out minimally processed items and expecting labels to highlight recognizable, natural ingredients.

Here’s a look at our latest insights about the focus on healthy and natural foods.

“All Natural” and “Natural Ingredients” are the top special food labels.

Only Millennials and Gen Z are projected to increase their organic and fresh food consumption through 2019.

Foods labeled “Organic” and “Non-GMO” are the fastest-growing special labels.

For the first time, more people are looking for sugar than calories when they check Nutrition Facts labels. Sugar remains the top item U.S. consumers want to cut down or avoid.

Food manufacturers, operators, and retailers can benefit by incorporating healthy and pure options into their product portfolios and watching the shifts very closely. Only The NPD Group's Eating Patterns in America report delivers new insights about what people are eating at home and away from home, to help you prepare your business for the future.

Source: The NPD Group/Annual Report on Eating Patterns in America

Learn more. Contact your NPD account representative, call 866-444-1411, or email contactnpd@npd.com.
Disruption at the Dinner Table

“Disruption” is a term that’s all over the news, particularly in the business press. It’s about changing business models. Shifting consumer preferences. Innovation. And it’s happening everywhere, including the U.S. food and foodservice industries. In-home dinner is one area facing disruption.

Here’s a look at our latest insights.

3% have used a meal kit over the past year.

Unlike prior generations, which viewed dining out as a luxurious alternative to cooking, many people today desire to prepare a meal at home. The market has responded with a boom in innovative alternatives – think Sprig, Plated, Blue Apron, and Feastly, to name a few.

48% of dinner meals purchased from a restaurant were eaten at home as take-out.

People enjoy the comfort of eating at home compared to eating at a restaurant, without the hassle of cooking.

9% of “restaurant” dinners were purchased from a retail store like a supermarket.

At a time when food value is so closely associated with low cost and convenience, prepared and ready-to-eat food programs that deliver on quality, taste, and convenience not only compete with foodservice fare, but also help food retailers adapt to modern consumer lifestyles.

5% of restaurant dinners were ordered via the Internet or a mobile app.

In a world where every second counts, mobile ordering is the next big thing. Although some national restaurant chains have offered mobile ordering options for years, local restaurants are just beginning to discover the benefits.

Facing intense industry competition, it’s clear that food manufacturers, restaurant operators, and their suppliers have to put in extra effort to keep their businesses growing. How are you planning to compete with these industry disruptors? This year’s Eating Patterns in America report can help.

Source: The NPD Group/Annual Report on Eating Patterns in America

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