

# Growing Consumer Confidence Helps Restaurants Rebuild

Consumers in Australia are slowly returning to their pre-COVID-19 routines. In November 2020, 19% of meal occasions were eaten away from home, an increase from 14% of meal occasions in May 2020.

## Restaurant usage is returning to pre-COVID-19 levels

Restaurants accounted for 18% share of total food servings in November as consumers regained confidence.

18%

13% of morning meals were sourced from a restaurant in November, compared to 9% a year ago.

13%

## Convenient meal solutions are growing in popularity

24% of consumers who purchased a meal from a restaurant said they were motivated by convenience.

24%

Convenience is the key motivator for 31% of meal choices.

31%

28% of meal kit users chose them specifically for convenience.

28%

12%

12% of all homemade meals in Australia are sourced from a meal kit.

As Australia's foodservice industry moves through the stages of business recovery, you can rely on our in-depth data, industry expertise, and holistic view of the industry, empowered by our **360° Food and Beverage Monitor**. Let us know how we can help you.

Source: The NPD Group/360° Food and Beverage Monitor, November 2020

Get more insights like this. Please contact Sanna Bedford at [sanna.bedford@npd.com](mailto:sanna.bedford@npd.com) or call 0488 778 118.

