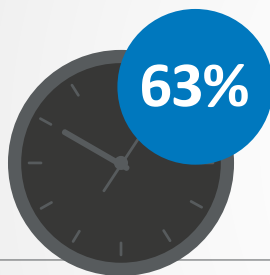


What's Different About Dinner?

While the other traditional dayparts have seen disruption due to U.S. consumers spending more time at home during the public health crisis, dinner has held steady. What has changed about dinner is consumers' attitudes as they realign their daily routines. **Here's a closer look ...**

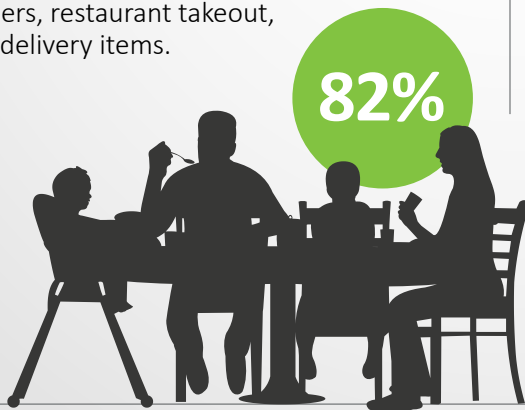


Ease and convenience resonate with consumers.

63% of dinner meals take less than 30 minutes to prepare. Even so, this occasion takes the most prep time of any main meal.

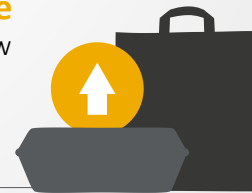
82% of dinners are in the home.

That includes home-prepared dinners, restaurant takeout, and delivery items.



Even before the crisis, the percentage of **restaurant dinner occasions eaten at home**

continued to grow steadily over the past 5 years.



People describe almost **three-fourths of their eating occasions as "atypical"** now, compared to before COVID-19.

For 35 years, our annual report on **Eating Patterns in America** has provided in-depth insight into actual consumption behavior. Importantly, it reveals how behavior is changing over time. As COVID-19 has disrupted the how, what, and why behind eating patterns, understanding behavior changes is critical to your recovery and growth.

Source: The NPD Group/National Eating Trends® and CREST®, YE Feb. 2020, and NET® COVID-19 Pantry & Food Strategy Tracker

Learn more about **Eating Patterns in America**. Contact your NPD account representative, call 866-444-1411, or email contactnpd@npd.com.

