

Grilled Meats and Cool Treats for Summer

As the seasons change, U.S. consumers' snack and meal choices also shift. Summer temps are on the way for much of the country, so interest will turn to outdoor grilling and icy delights that help people beat the heat.

Here's a look at some summertime insights to help you prepare for what's next.

Grilled Meats



Overall, Millennials are underdeveloped in outdoor grilling compared to other generational groups



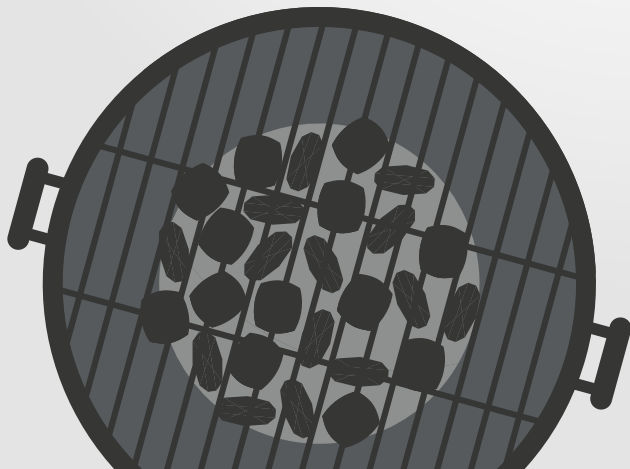
But Millennials, particularly younger ones, are more likely than other groups to grill outdoors at lunch

21%

21% of younger Millennials grill outdoors at lunch, compared to 14% of total individuals



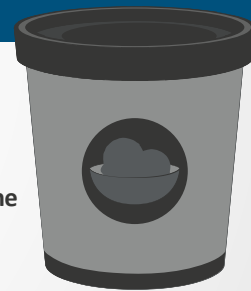
Chicken and burgers are the top foods Millennials grill outdoors



Cool Treats

83%

Ice cream is significantly more likely to be consumed at home (83%) than frozen yogurt (67%)



1/3

1/3 of ice cream is eaten while consumers are watching a television show



10%

10% of ice cream is eaten in a cone

NPD's **National Eating Trends® (NET®)** and **SnackTrack®** work in tandem to give you the deepest, most comprehensive view of consumption throughout the year. Find out why the smartest companies in the industry depend on our data, insights, and expertise to understand what consumers are really eating and drinking.

The NPD Group/SnackTrack®, two years ending December 2016; and National Eating Trends®, two years ending November 2016

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