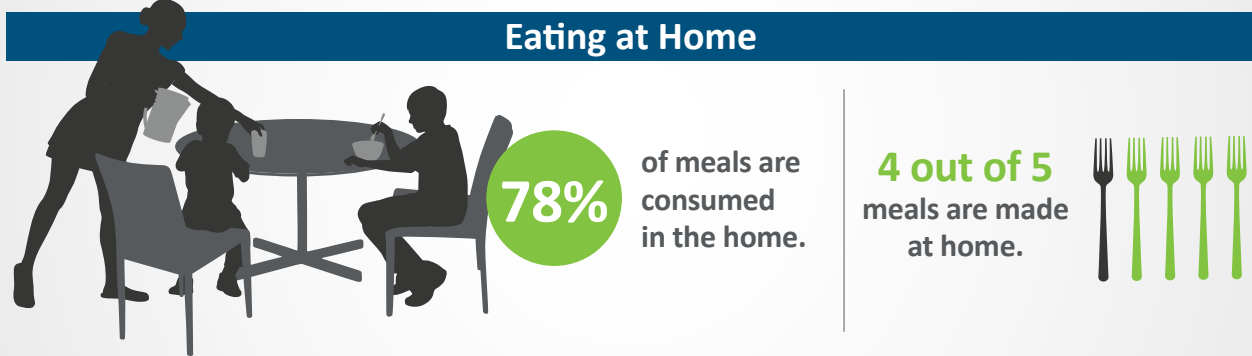
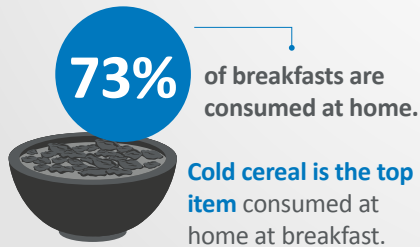


Living the Hygge Life

Is there anything more enjoyable than a quiet night in, curled up in a blanket on the couch with a cup of something nice and a binge-worthy TV show on the screen? The Danes have given us a name for this kind of coziness: hygge. That sense of comfort, wellbeing, safety, and togetherness has strong appeal, and it's part of what's sparking interest in meals eaten in the home. **See what we're seeing . . .**



Breakfast at Home

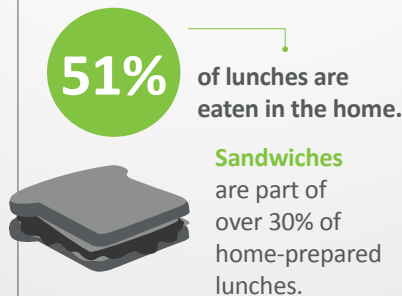


Breakfast is the **most solitary meal** — 55% of breakfasts are eaten alone.



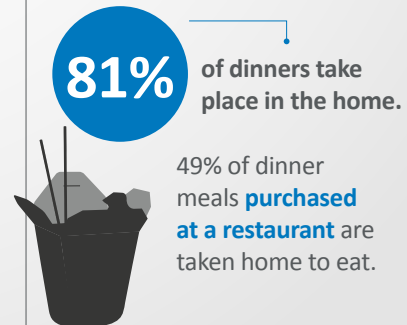
69% occur between **7 a.m. and 9 a.m.**

Lunch at Home



82% occur between **11 a.m. and 2 p.m.**

Dinner at Home



81% occur between **5 p.m. and 7 p.m.**

Get more insights like this. For 32 years, The NPD Group's annual report on *Eating Patterns in America* has been the definitive source for detailed information on eating and drinking habits in the United States. It's solid information you can use to make data-driven decisions.

Source: The NPD Group/Eating Patterns in America, 2017

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

