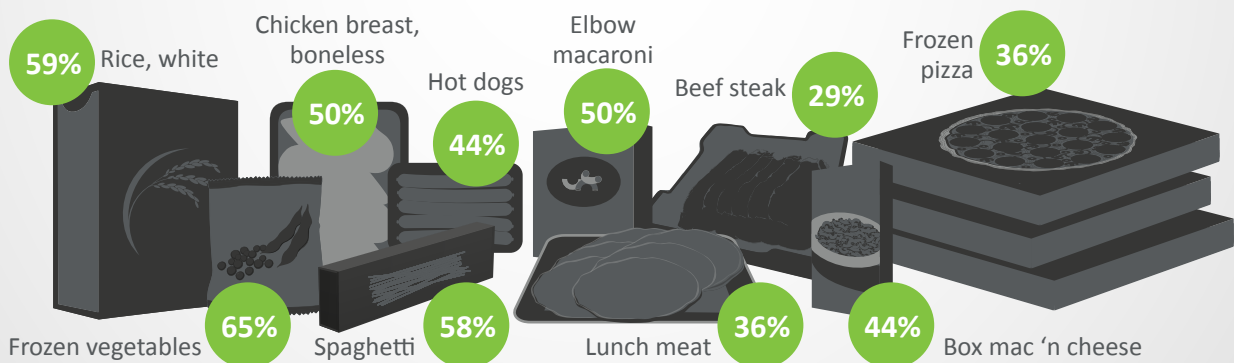


What's for Dinner? Most Likely a Pantry Staple.

For about one in three (34%) dinner decision-makers in the U.S., what they have on hand is the top motivation for deciding what to do for dinner. Do you know the items they have on hand in their kitchens now, usually, sometimes, and never? The dinner-oriented items on hand represent “go-to” solutions when evening rolls around for many meal preparers. **Is your category a kitchen staple?**

Shopping the Pantry for Dinner — What Meal Preparers Have on Hand

% of meal preparers who have these dinner-oriented items on hand

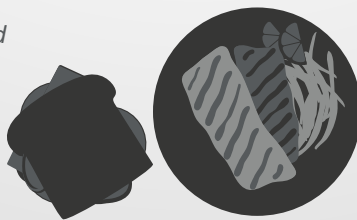


What's served for dinner?

It's no surprise that the top dinner entrees align with the top items on hand in the kitchen.

Top main dish-oriented foods consumed for in-home dinner:

1. Sandwich
2. Chicken entrée
3. Italian/pasta dish
4. Pizza
5. Beef entrée



When shopping the pantry for dinner, the top motivation for what dinner-planners choose to serve, other than being driven by what's on hand, is serving **something quick and easy**. “It didn't cost a lot” is next on the list of motivations.

What's the opportunity? Encourage consumers to think about pantry-loading. Share ideas about how they can use up pantry staples. Consider developing meal ideas that incorporate your product as well as other common staples to create a complete meal. Our **Kitchen Audit service** can help.

Source: The NPD Group/Kitchen Audit 2017, National Eating Trends®, Path to Consumption®

Want more insights like this? Contact your NPD account representative, call 866-444-1411, or email contactnpd@npd.com.

