# HOW CONSUMERS **EXPERIENCE MORE**



Consumers most recently purchased and consumed these **ethnic cuisines**:



**American** 

77%



Mexican

**65%** 



Italian

**59%** 

Over the past year, consumers have experienced these convenient **meal options**:

48%

Pre-made frozen/refrigerated meals

45%

Restaurant curbside pickup

37%

Restaurant takeaway pre-made/ semi-made meals

35%

Food delivery via apps

Top concerns overall by consumers purchasing meals through convenience options:



#### **#1 - Cost**

Home delivery via apps, meal kits or grocery store



# #2 - Food Quality

Pre-made frozen/refrigerated meals or curbside pick-up



### **#3 - Maintaining Temperature**

Restaurant takeaway premade/semi-made meals



## #4 - Safety/Spoilage

Home delivery via apps, meal kits or grocery store and pre-made frozen/refrigerated meals



49% of consumers are frequently looking for (or trying) new experiences, foods and/or recipes.



Foods with **new**and/or exotic flavors
ranked the highest
overall by consumers
looking to achieve new
and unique food
experiences.

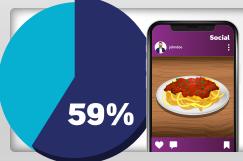
facebook

You Tube

Instagram

Pinterest

48% of consumers like using social media for learning about new/different ingredients.



**59%** of consumers like using social media for **sharing and/or getting ideas** for recipes.