

What's Driving Food Choices in 2020

Before extreme COVID fears in the US:



- Convenience
- Cost
- Healthfulness
- Taste

- Natural
- Organic
- Gluten-Free
- Sustainability



Impact of COVID emergency:



- Convenience
- Cost
- Healthfulness
- Taste

- Availability
- Shelf Life
- Accessibility



Consumer Perception of Healthy

Pre-COVID

- Healthy is “free-from”
- Healthy is unaltered, unprocessed and “clean label”
- Plant-based foods such as meat alternatives are taking over
- Sustainability-driven purchasing behaviors

Impact of COVID

- Healthy is “foods & beverages that build my immune system”
- Consumption of more plant-foods with a shelf-life, such as beans and lentils
- When times are difficult, consumers drink! “Taking care of my body and my mind!”
- De-escalation of sustainability spending and fewer purchases of organic foods

