

The Purpose of Prepared Foods

WHY ARE CONSUMERS TURNING TO PREPARED FOODS?

More supermarkets are offering freshly prepared foods to meet consumer demand. But what are those demands? Progressive Grocer partnered with sister division EIQ Research Solutions to interview 500 consumers who have household responsibility for grocery shopping to better understand the reasons behind the “why” of the purchase. The top two reasons for purchasing fresh prepared foods were “too busy to cook” (41.5 percent) and “buying just the amount needed” (41.5 percent). Most consumers (45.9 percent) also buy enough for two. Below are additional insights. Survey respondents sourced via ProdegeMR, reinventing the market research process by taking a respondent-first approach. Visit www.prodegemr.com for more info.



Older generations are more likely to purchase prepared foods from conventional supermarkets than other formats, while Millennials and Gen Xers are more likely to include supercenters in their prepared food purchasing decisions.

When you visit the following types of retailers, how often do you purchase fresh prepared foods?

(Percentage of respondents answering often or very often)

	Younger Millennials	Older Millennials	Gen X	Baby Boomers	Mature/Silents
Conventional Supermarket	40%	39%	31%	25%	33%
Supercenter	33%	45%	24%	17%	14%
Limited-assortment Supermarket	8%	25%	15%	9%	16%
Natural/Gourmet Food Supermarket	31%	26%	17%	14%	7%

Consumers who are purchasers of prepared foods and shop at these stores. (Bases Vary)

Which types of fresh prepared foods do you purchase?

	Younger Millennials	Older Millennials	Gen X	Baby Boomers	Mature/Silents
Hot ready-to-eat foods from the deli/prepared food area	53%	74%	65%	71%	65%
Ready-to-eat foods from the deli/prepared food area that are intended to be eaten cold	62%	71%	64%	48%	60%
Heat-and-eat chilled foods from the deli/prepared food area	44%	56%	40%	34%	25%
Meals or beverages from an in-store restaurant	36%	44%	22%	18%	12.5%
Other	0%	0%	2%	4%	0%

Purchasers of fresh prepared foods (n=477)



23% of men purchase prepared meals just for themselves; this was the highest category.