



POWER of FOODSERVICE AT RETAIL 2020 TOP 10 FINDINGS



1 RETAILERS HAVE AN OPPORTUNITY TO BUILD A TOP-OF-MIND REPUTATION FOR FOODSERVICE AT RETAIL PROGRAMS.

Only 16% of shoppers frequently consider retail foodservice when they decide not to cook dinner.

2 THE NUMBER OF HOME-PREPARED DINNERS JUMPS TO AN AVERAGE OF 5.0 PER WEEK.

After years of decline, the number of home-prepared meals with any level of scratch cooking jumped from 4.5 to 5.0 meals per week.

3 ORDERING FROM RESTAURANT IS MOTIVATED BY A VARIETY OF REASONS THAT PROVIDE IMPORTANT LESSONS FOR RETAIL.

The three top reasons for ordering from restaurants are cravings for a specific type of food (60%), want a treat (59%) and want to support a local restaurant (58%).

4 ONLINE GROCERY SHOPPERS LIKE THE IDEA OF ADDING TONIGHT'S PREPARED DINNER TO PICK UP OR DELIVERY.

More than half of online grocery shoppers (52%) have interest in adding tonight's dinner to their online order when ordering for pick-up between 4pm and 7pm.

5 THE PANDEMIC SAW A BIG SPIKE IN RESTAURANT TAKEOUT/DELIVERY FOR AN AVERAGE OF 1.9 ORDERS PER WEEK.

Consumers average 1.9 restaurant orders per week, with many using apps such as DoorDash, Uber Eats and Grubhub.

6 SHOPPERS POINT TO TAKING FEWER TRIPS FOR LOWER ENGAGEMENT WITH RETAIL FOODSERVICE.

Three in 10 consumers now purchase from foodservice less than before the pandemic, which led to a drop in the share of high frequency deli-prepared customers (11%).

7 GRAB-AND-GO POPULARITY EXPANDS AMID HESITANCE TO RE-ENGAGE WITH SELF-SERVE AREAS.

About one-third of shoppers have seen their grocery store offer more pre-packaged items. For items that were previously on self-serve bars, 31% prefer them in pre-packaged format.

8 PRE-PACKAGED HOT FOODS DRAW HIGH INTEREST, BUT IT DOES COME WITH SOME SHOPPER DEMANDS.

Many (46%) like the idea of hot pre-packaged foods but knowing when the item was prepared is important to many (60%).

9 HEALTH AND NUTRITION PLAY AN EQUALLY BIG ROLE AS PRE-PANDEMIC.

A majority of shoppers (64%) put at least some effort in eating healthy and nutritious meals when buying foodservice.

10 AFTER BEING A MULTI-YEAR GROWTH ENGINE, RETAIL FOODSERVICE SALES ARE NEGATIVELY AFFECTED BY COVID-19.

Prior to the pandemic, retail sales of deli prepared foods were growing at more than 3%, but in the first three months of the pandemic sales fell 17%.

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