



From Pantry to Plate: Navigating the New Wave of At-Home Eating

Thriving an era of convenience and affordability-driven consumer choices

Q4, 2024



Uncovering the why behind consumer choices

In the fast-paced world of food and beverage, consumer preferences are always shifting. At Tastewise, we don't just track trends—we dive deep into the motivations that drive them. Our approach helps you not only identify the next big thing but also understand the "why" behind it, empowering you to create and execute strategies that truly resonate with tomorrow's consumers.

Here's how we do it:

Data-Driven Insights:

We analyze billions of food and beverage moments across home cooking, dining out, and e-commerce. Our AI-powered platform combs through this vast data landscape to pinpoint emerging trends with the greatest potential to shape consumer behavior.

Trend Criteria:

- **Critical Mass:** Trends must reach a significant level of consumer interest to be considered.
- **Sustained Growth:** We prioritize trends that show consistent growth over the past two years.
- **Multi-Source Validation:** We validate trends across multiple data sources to ensure their relevance and staying power.

Gen-AI Driven Execution:

Our proprietary food-specific data, combined with advanced Gen-AI technology, doesn't just stop at identifying trends—it powers the rapid execution of endless product concepts and marketing campaigns. Whether you're a global brand like PepsiCo, Kraft Heinz, or Nestlé, our tools enable you to:

- **Instantly Access Consumer Insights:** Understand what drives your target audience with real-time, AI-powered data.
- **Create at Scale and Speed:** Execute trend-driven product concepts and marketing strategies quickly to meet the moment.
- **Optimize Market Positioning:** Leverage AI-powered insights to make data-backed decisions on claims, trends, and ingredients that resonate.
- **Streamline Collaboration:** Enhance productivity and teamwork across departments with our integrated, easy-to-use tools.

At Tastewise, our mission is to turn complex data into actionable insights that fuel your success. With our Gen-AI solutions, you can execute with speed and scale, ensuring your brand stays ahead in an ever-evolving market.

Ready to learn more? Reach out to info@tastewise.io



What — myrecipes EatingWell Simply epicurious

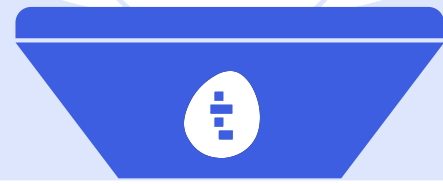
How — Yummly Taste of Home GRUBHUB bon appétit Minimalist Baker

Where — goodFOOD FOOD52 Uber Eats ambitious kitchen allrecipes! TASTY ifood the kitchn SKIP

Who —

When —

Why —



✓ **In-Home & eRetail**
1 Trillion Data Points

✓ **Social Media**
72B Observed F&B moments

✓ **Restaurants & Food Delivery**
4M+ locations and best-selling menu items



What's in this report?



**Home as the
New Dining Hub**



**Redefining
Value in the
Consumer
Kitchen**



**Quick Bites,
Big Profits**



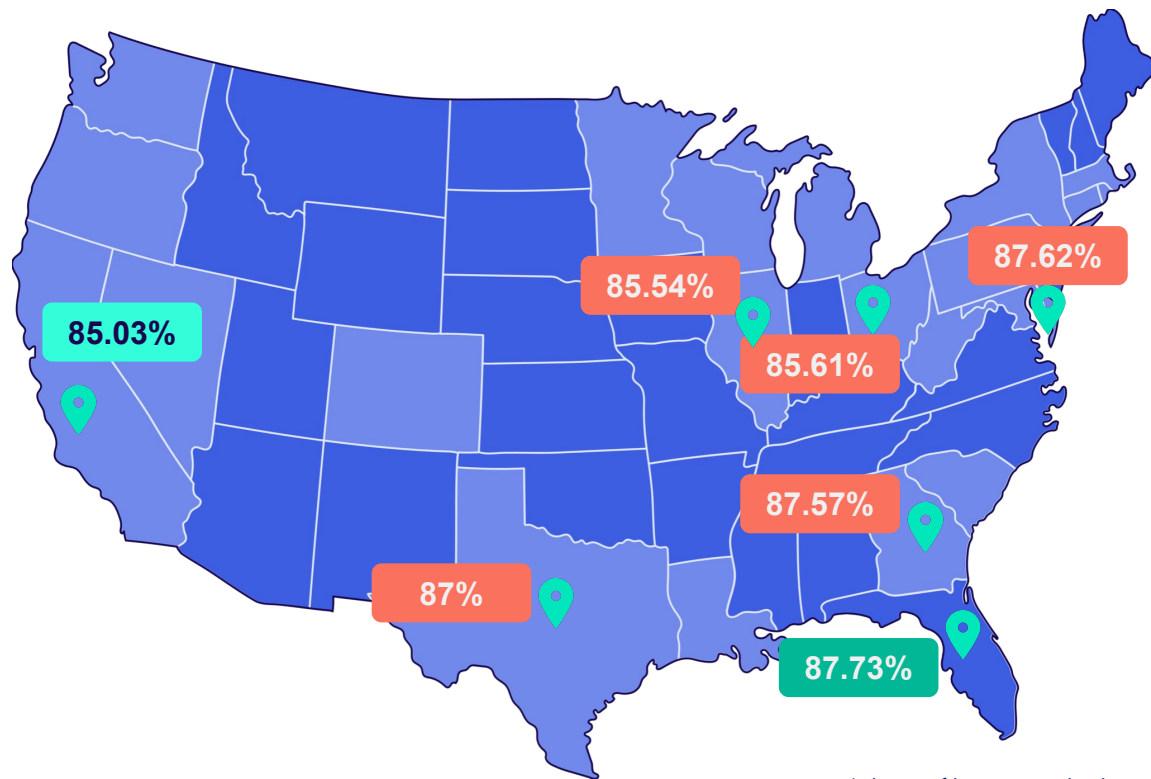
Home-centric shifts: Major US cities respond differently

Home as the new dining hub

Inflation, post-post-COVID behavioral shifts, and TikTok: the rise in **home cooking** is unmistakable, and grocery store sales are on the rise as people choose to eat at home. This trend, combined with the popularity of home-cooked meal content on social media, has fundamentally reshaped consumer behavior. To succeed in this evolving landscape, the industry must grasp current consumer preferences and adapt to the deep implications of these trends.

Currently, **89% of all dining** in the US takes place at home. Among major cities, **Los Angeles** has the lowest rate of at-home eating, while **Miami** leads with the highest.

Understanding these regional differences is crucial, as consumers in various areas require tailored strategies to meet their unique needs.



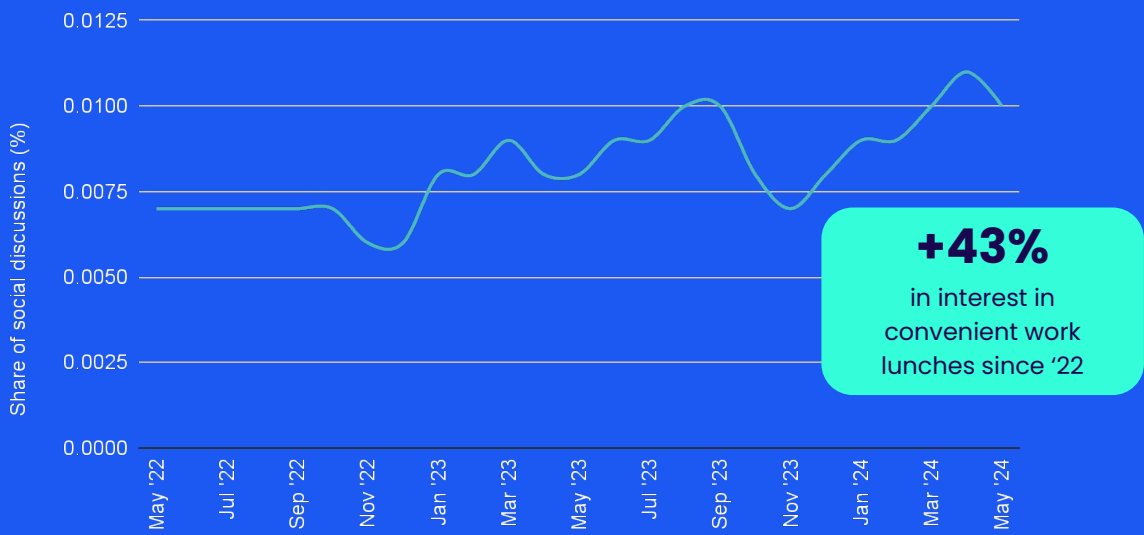
*Share of home-cooked meals nationwide



With 89% of dining happening at home, new opportunities abound for hybrid workday meals

Home as the new dining hub

Consumer interest in convenient workday lunches



The shift back to full-time office work or hybrid models has transformed lunch habits, with employees now seeking meals that are both convenient and satisfying. As home cooking has emphasized convenience and affordability, these factors have become key drivers in workplace dining. Currently, **10% of work lunches prioritize convenience**, a trend that has grown by +5.6% YoY. In fact, people are **2.2x more likely** to seek convenient lunch options while at work.

Interestingly, the demand for **indulgent** desk lunches is the fastest-growing trend, with a **+64%** increase in consumer interest YoY. This **dual demand** for convenience and indulgence creates opportunities for retailers to offer new, luxurious meal options that are easy to enjoy at a desk—whether in an office or at home.




Home convenience in 2024: Microwaves unseat air fryers for quick preparations

Home as the new dining hub

Microwave

Microwave Apples With Cinnamon
Salad In A Jar



469,420
Total Saves


About Consumer Needs

DESCRIPTION

This quick recipe for microwave cinnamon apples cooked in a bag or a bowl is perfect for the next time your snack monster attacks. Try it with yogurt!

Oven

Oven Baked Chicken Parmesan
Fox And Briar



2,146,237
Total Saves


About Consumer Needs

DESCRIPTION

This delicious Oven Baked Chicken Parmesan recipe doesn't require any frying. Because this chicken Parmesan is baked, it is healthy, quick and easy! Make this crispy baked

Infused

Bailey's Chocolate Mousse
Lemon Tree Dwelling



1,482,610
Total Saves

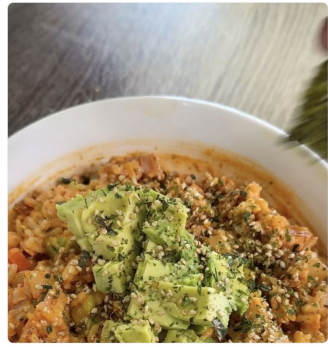
About Consumer Needs

DESCRIPTION

Baileys Chocolate Mousse is deliciously light, fluffy chocolate mousse, infused with Baileys Irish Cream. This easy dessert recipe is Perfect St. Patrick's Day

No-cook

@thetastebud



82,683
Post Likes

DESCRIPTION

Korean tuna rice is the perfect after school snack because it's spicy, quick to make and satisfying. If you've never had Korean canned tuna its chunkier and way more flavorful than your average canned stuff. With just some hot rice, kimchi, Japanese mayo, furikake and crispy seaweed, this is an easy, no cook meal that's good to share too! #koreanunrarice #foodreels #reelfood #bayareafoodie #backtoschool

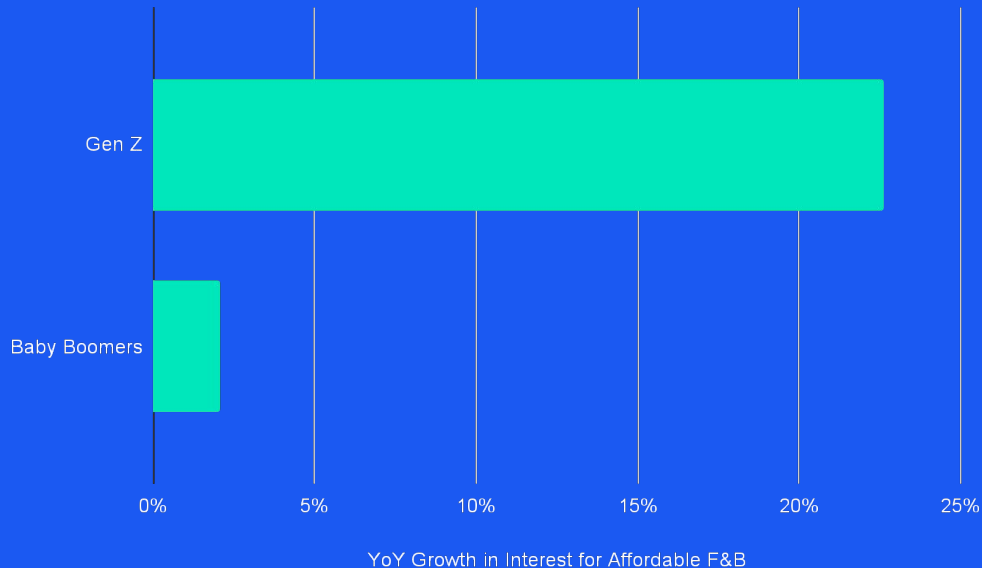
Consumer interest in convenient meal preparation is shifting, with **microwaves** taking the lead with a **9.9%** YoY increase, while oven use saw a more modest 3.2% rise. Surprisingly, the **air fryer**, which was hugely popular in 2023, experienced a **12.7% decline** in convenience-related discussions.

Meanwhile, **"infused"** dishes have surged in popularity, boasting a **33% increase** in consumer interest due to their ease of preparation, and "no-cook" options have grown by 13% YoY. These trends indicate a clear move towards simpler, more time-efficient meal solutions, often with a trendy twist, in at-home cooking.

With affordability 19% more discussed in 2024, inflation-driven shopping strategies redefine “value”

While price is still a key factor, the concept of “value for money” is changing. Economic uncertainty and inflation have fueled a rise in deal-seeking behavior, with more consumers gravitating towards private label brands and strategic bulk buying. This trend reflects a broader cultural shift where cost-saving efforts are becoming mainstream and even celebrated—**saving is now seen as sexy.**

Gen Z, in particular, is leading the charge, openly discussing and creatively finding ways to enjoy affordable food and beverages. In short, Gen Z loudly craves affordability!

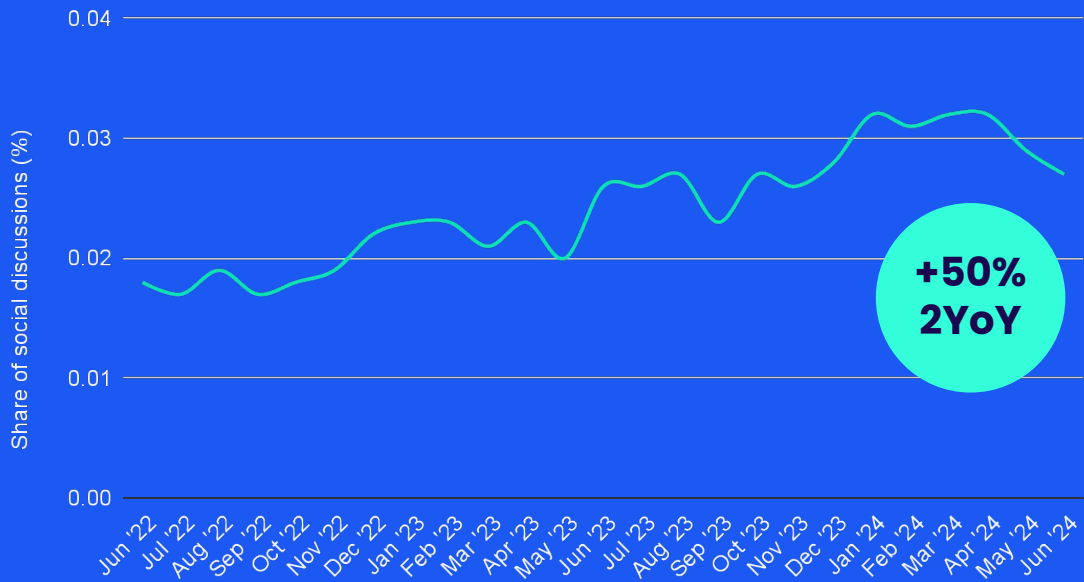




Interest in affordable indulgence is on the rise +50% YoY, shaping trends

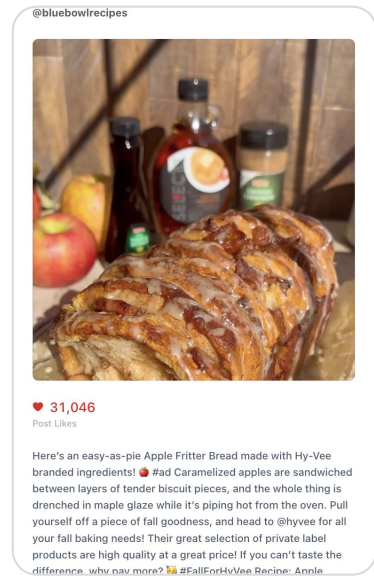
Redefining value

Consumer interest in affordable *and* indulgent F&B over time



In the wake of the pandemic-fueled rise in **home cooking**, consumers have become accustomed to higher quality, more indulgent meals.

However, a renewed focus on affordable eating has consumers searching for that perfect midpoint between **affordability** and **indulgence**.



Lobster offers new opportunities for savory, affordable, and indulgent meals

Instant Pot Lobster Tails (From Fresh Or Frozen)

Melanie Cooks



10,365

Total Saves

About

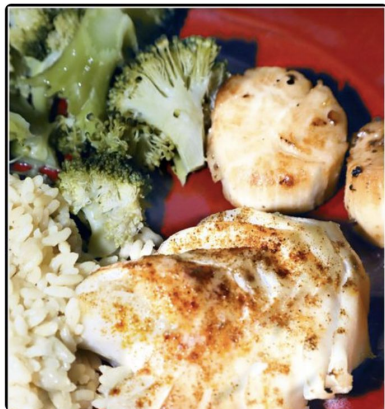
Consumer Needs

DESCRIPTION

Love lobster, but afraid to try cooking it at home? Well – here's your simple, easy, fool-proof way to have affordable, perfectly cooked, luscious lobster at home – Instant Pot Lobster Tails! I love lobster, like many p...

Poor Man's Lobster

For The Love Of Food



50,702

Total Saves

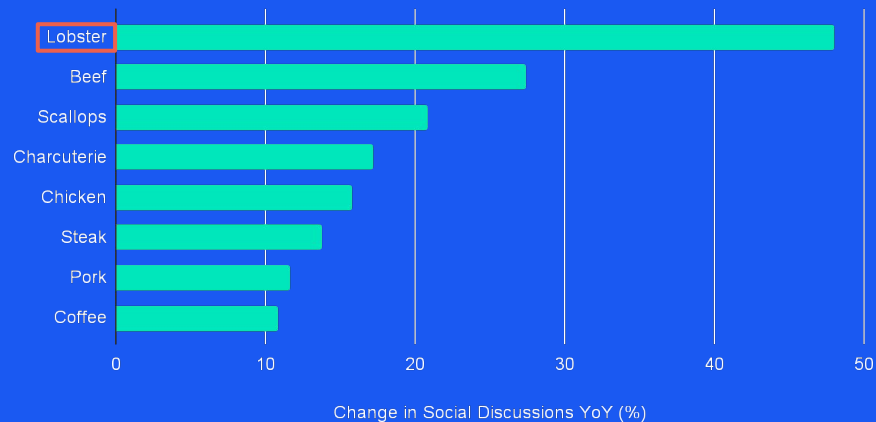
About

Consumer Needs

DESCRIPTION

Believe it or not this butter baked cod really does taste like lobster! Even if you are not a fan of fish, give this easy recipe a try and I promise you will think you are eating a fancy broiled lobster tail instead of a...

Top ingredients for affordable indulgence: Growth in interest over time



Growing interest in affordable, indulgent meals has shot up **+20%** in consumer interest for **savory** dishes.

Lobster tops the trending ingredients for affordable indulgence. As a result, there are currently amazing opportunities surrounding cost-saving preparations like **hotpot**, **soup**, or **instant pot dishes**, and with lobster alternatives like **cod** and **shrimp**.

Private label consumption up 18.5% YoY, with growing opportunities in healthy products

Top motivations for private label consumption

Health
22.6% share

+4.8% YoY

Affordable
21.1% share

Convenient
21% share

@bluebowlrecipes



♥ 31,046
Post Likes

Here's an easy-as-pie Apple Fritter Bread made with Hy-Vee branded ingredients! 🍌 #ad Caramelized apples are sandwiched between layers of tender biscuit pieces, and the whole thing is drenched in maple glaze while it's piping hot from the oven. Pull yourself off a piece of fall goodness, and head to @hyvee for all your fall baking needs! Their great selection of private label products are high quality at a great price! If you can't taste the difference, why pay more? 🍌 #FallForHyVee Recipe: Apple Filling: 3 medium honeycrisp apples, peeled & diced 3 tbsp salted butter ½ cup brown sugar 1 ¼ tsp cinnamon ¼ tsp nutmeg Splash of water For Assembly: 2 tbsp salted butter, melted 1

Consumers primarily choose store brands for their focus on **healthy** eating (22.6% of discussions of private label products), **affordability** (21.1%), and **convenience** (21%). Of these, "healthy" is the only motivation showing growth, with a **5%** year-over-year increase, reflecting a trend towards cost-effective, health-conscious options.

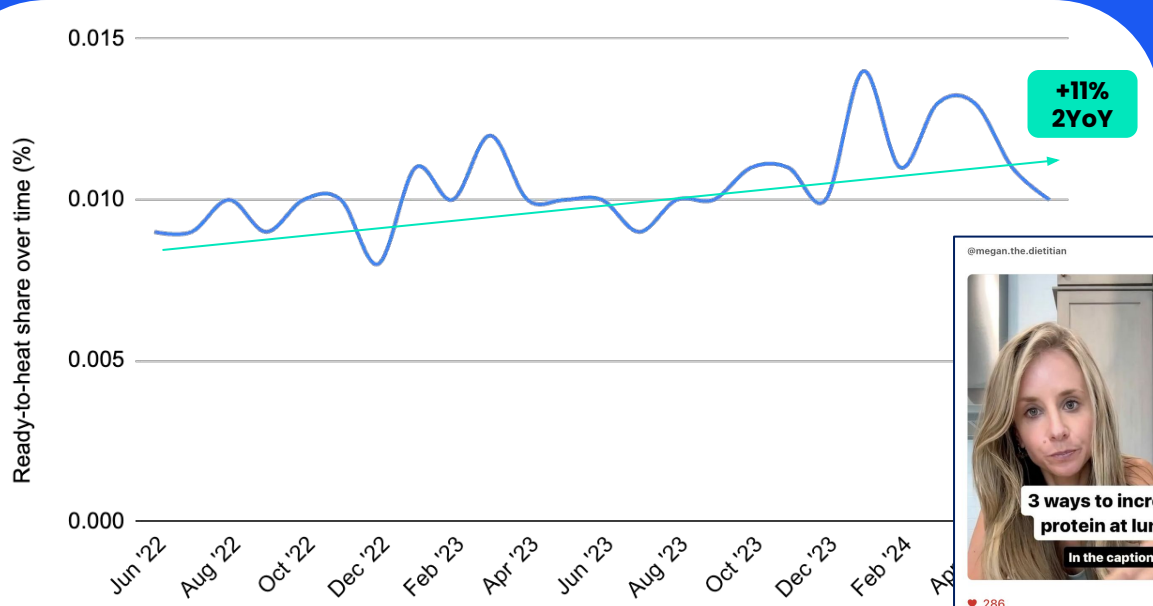
For brands, this presents a significant opportunity to highlight the health benefits of their products, alongside their affordability and convenience.



“Ready-to-heat” foods replace meal kits in 2024 for convenience

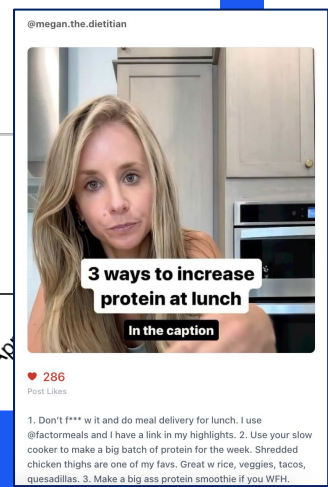
Quick bites, big profits

Interest in ready-to-eat meals over time



Interest in **ready-to-heat** meals continues to rise, up 11% over the past two years, with **rice** leading the way as the topmost ingredient in consumer interest. Consumers are five times more likely to choose rice in a ready-to-heat format, driving a **14% year-over-year increase** in interest.

In contrast, interest in **meal kits** has declined by **48%** in the past two years, indicating a shift towards quicker, hassle-free dining options. This shift presents a prime opportunity for brands to leverage influencer marketing and tap into the growing popularity of ready-to-heat meals (like Factor_; see example)

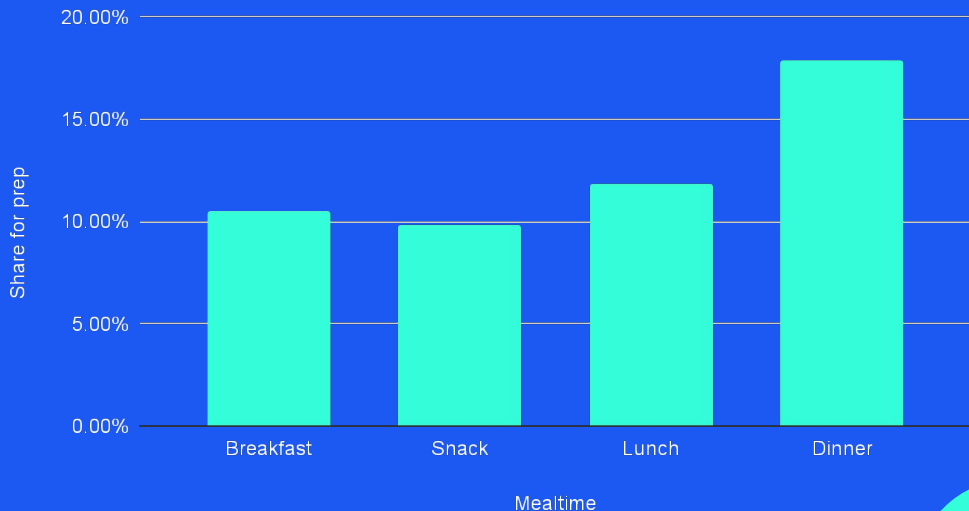




Prep-ahead, premium desserts offer quick indulgence at the end of the day

Quick bites, big profits

Interest in prep across meal times



Dessert
+26%
YoY

Consumers increasingly look for **convenient, healthy, and value-driven** meal options at home. While traditional meal prep is declining in interest, there's growing interest in time-saving options like ready-to-heat meals, which offer both quality and convenience.

Dinner remains the primary meal for advance preparation, but **dessert** is seeing notable growth, with a **26.3% increase in make-ahead interest**. Additionally, there's a **37.6% rise** in demand for **premium** make-ahead dishes, reflecting a trend towards investing in higher-quality meals that save time.

Brands should focus on offering convenient preppable dessert recipes - and staples like protein-packed snacks - to meet the rising demand for healthy, efficient meal solutions.



Consumers are 3.2x more likely to eat a snack than other types of F&B for fitness reasons

Quick bites, big profits

GenAI-created concepts to capture today's snack opportunities

23% of snack occasions are called out for their health implications.
Opportunity: highlight "hero" ingredients in fitness-forward snack concepts to capture consumer interest.

ashwagandha

Ashwagandha Energy Bites

Ashwagandha Energy Bites are a perfect fitness snack. They are made with ashwagandha, an ingredient that has seen a 52.9% YoY social change and a 38.3% social monthly change. These bites are not only sweet, a claim that has a YoY growth of 33.70%, but also packed with the benefits of ashwagandha, making them a great snack for fitness enthusiasts.

[Create A Recipe](#)

spicy honey

Spicy Honey Millet Puffs

Spicy Honey Millet Puffs are a unique fitness snack. They are made with millet, an ingredient that has seen a 38% YoY social change and a 36.1% social monthly change. These puffs are not only spicy, a claim that has a YoY growth of 21.76%, but also packed with the benefits of millet, making them a great snack for fitness enthusiasts.

[Create A Recipe](#)

seaweed

Seaweed Crunch Bars

Seaweed Crunch Bars are a unique fitness snack. They are made with seaweed, an ingredient that has seen a 40.4% YoY social change and a 32.4% social monthly change. These bars are not only crunchy, a claim that has a YoY growth of 66.30%, but also packed with the benefits of seaweed, making them a great snack for fitness enthusiasts.

[Create A Recipe](#)



Ready to see what Tastewise
can do for your brand?



info@tastewise.io

