

# The Coronavirus Era: 'Hometainment' and the New Experiential Consumer in Food and Nutrition

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## Abstracts

Celebrations are moving away from foodservice and festivals and back into homes. This creates opportunities for experiential foods in retail. Consumers have more time than before the pandemic, and many have started cooking, creating opportunities in ingredients and cooking concepts. Meanwhile, the economy is facing a big drop in real GDP, potentially leading to a polarisation in assortments towards the extremes – economy and premium – similar to that seen following the 2008 financial crisis.

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Euromonitor International's The Coronavirus Era: 'Hometainment' and the New Experiential Consumer in Food and Nutrition global briefing offers an insight into to the size and shape of the Packaged Food (Rolling Update) market, highlights buzz topics, emerging geographies, categories and trends and identifies the leading companies and brands. It also offers strategic analysis on driving packaged food industry trends like health and wellness, premiumisation, convenience and value-for-money and how those trends influence factors like new product developments, packaging innovations, retail distribution and retail pricing both historically and into the future.

**Product coverage:** Cooking Ingredients and Meals, Dairy Products and Alternatives, Snacks, Staple Foods.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

## Why buy this report?

Get a detailed picture of the Packaged Food (Rolling Update) market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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