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INSIGHTS

INTO THE MIND OF THE MODERN EUROPEAN CONSUMER

WHAT IS TODAY'S MEAT EATER THINKING?

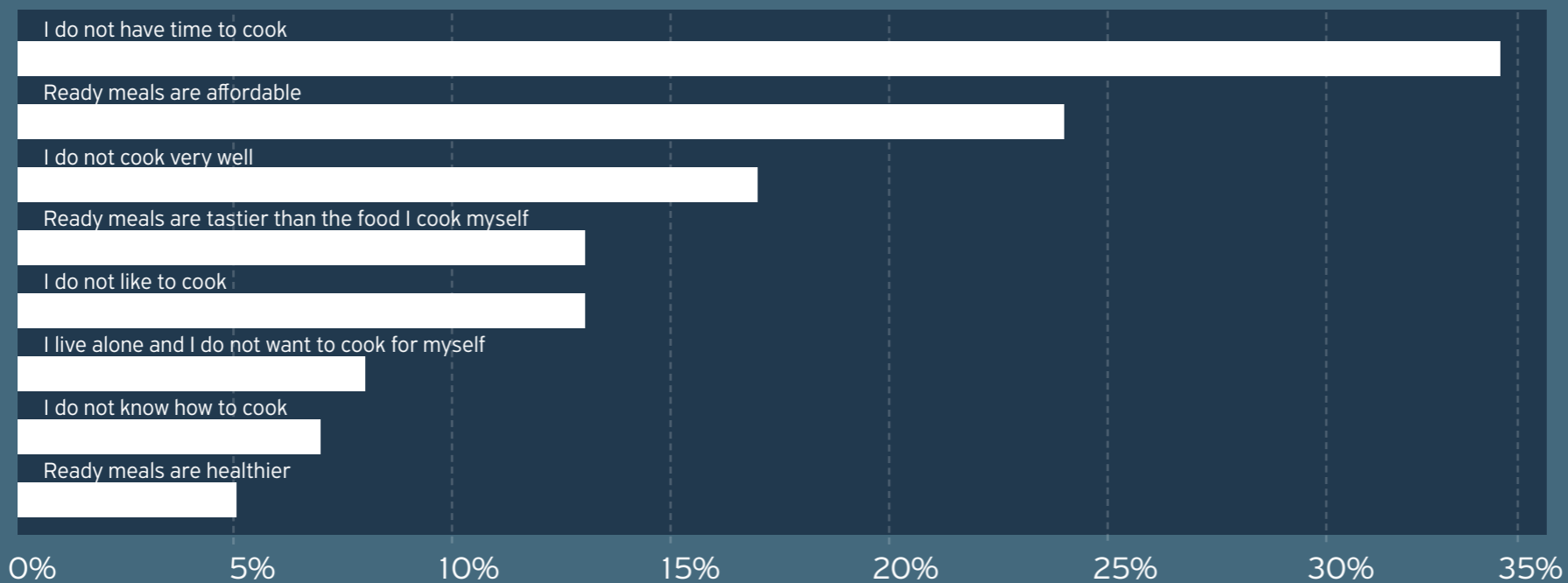
Enjoy this peek into their psychology, along with practical takeaways you can use to drive your meat business.

#1

“I WANT TO COOK, BUT I DON’T HAVE TIME”

Home cooks’ proverbial plates are full...but not only with food. They may have pickier palettes but the time they’re willing to devote to meal preparation is shorter than ever.

Reasons for Eating Meals



The takeaway:
Consumers want to buy the food they would cook themselves, if only they had the time.

#2

“I WANT TO FEEL LIKE I COOKED SOMETHING”

Time-stretched consumers want amazing meals without the work.

Meal preparation times

1993



2003



2023



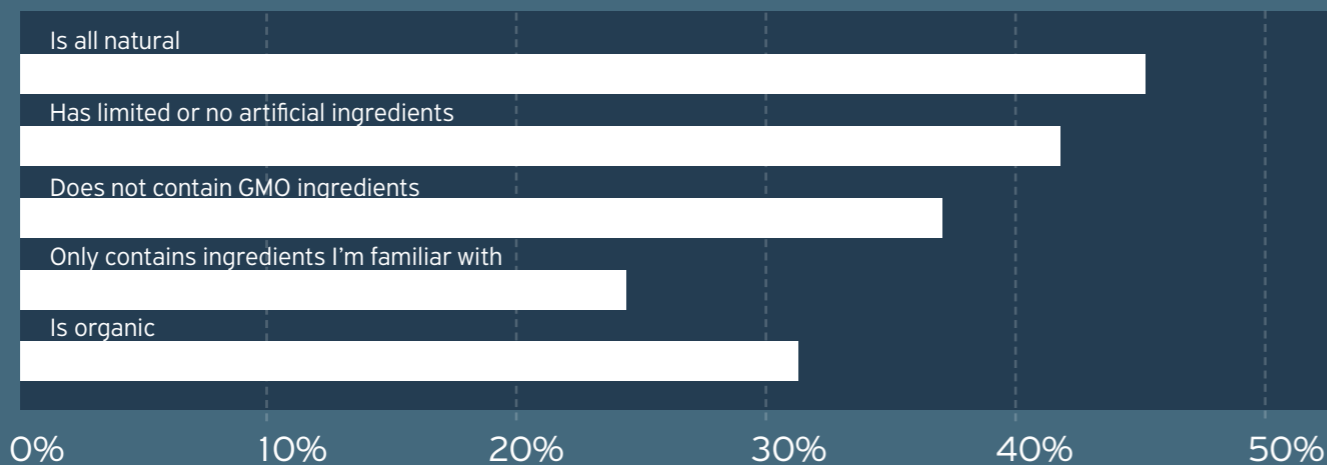
The takeaway:
Consumers want processed ready meals to closely approximate the home-cooked experience.

#3

“CAN I REALLY TRUST THAT READY MEAL?”

High profile scandals have left consumers skeptical about the quality of prepared food.

Preferred Food Attributes and Ingredients



The takeaway:

Buyers are shifting toward chilled ready meals and leaving frozen, canned, or dried foods on the shelf.



#4

“I CAN’T EAT THAT. I HAVE AN INTOLERANCE”

An increasing number of consumers have altered their diets, either by choice or due to health concerns.

The takeaway:

Consumers want to see and understand the ingredients that go into their meal.



#5

“I WANT TO FEED MY FAMILY & FRIENDS INTERESTING FOOD”

Consumer interest in eating creatively remains strong and people want to eat amazing food in their own homes.

The takeaway:

Home cooks are looking for quick fixes that pack an impressive, often exotic punch.

#6

“CAN YOU MAKE IT TASTE LIKE GRANNY MADE IT”



As sophisticated as the modern meat eater might fancy herself, she still has a soft spot for the food she grew up with.

The takeaway:

Feel free to explore exotic recipes, but don't forget to include a few evergreen favourites in your assortment.

HOW CAN YOU DELIVER WHAT THE MODERN MEAT CONSUMER DEMANDS?

Brand owners and retailers turn to OvenRite® to:



Differentiate their brand from competitors



Maximise convenience for customers



Sell their product for a premium price

LET'S CONNECT TODAY

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new and powerful ways to succeed.

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