

## FAST FACTS

# Rediscovered Demand Spaces in a Global Pandemic



COVID-19 has caused large scale disruption in the way people live and work, redefining consumer behaviours along the way. Consumption habits have changed as people are spending more time at home, with long term implications beyond 2020.

This is the second in a series of five Fast Facts focused on diving into key consumption and purchase shifts brought on by COVID-19.



Accelerated Health



Rediscovered Demand Spaces



Sustainable Nutrition



Return to Value



Sign Posted for Safety

People continue to avoid public places due to global social distancing measures, consumer anxiety, and a willingness to save money.

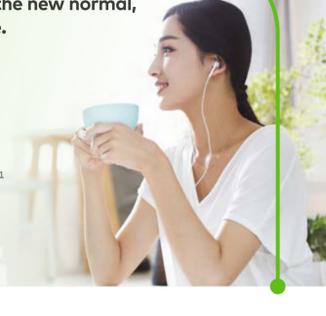
Percentage of global consumers who feel comfortable visiting the following locations (June 2020)<sup>1</sup>



As a result, remote working has become part of the new normal, a trend set to continue for the foreseeable future.



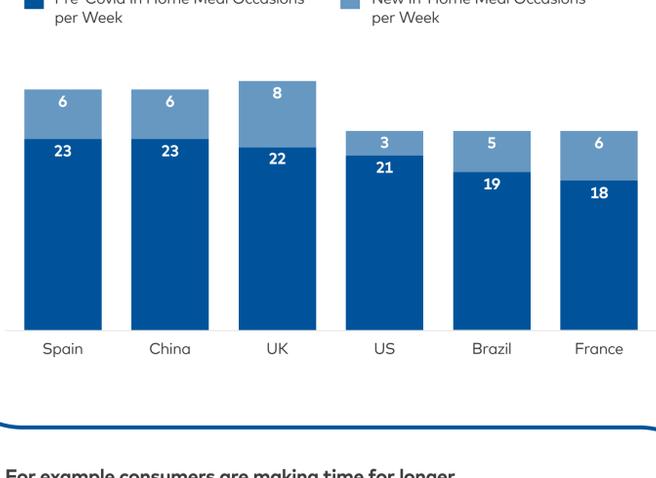
53% of people who never worked from home previously now plan to work from home more often in the future<sup>2</sup>



As people spend more time at home due to COVID-19, there has been an average of six additional "in-home" meal occasions per week.

Consumers are now putting more thought into their home-based meal routines and when they eat:

Number of In-Home Meal Occasions per Week<sup>3</sup>



For example consumers are making time for longer, more nutritional breakfasts:



22% of UK breakfast eaters have spent more time eating breakfast since the COVID-19 restrictions were put in place<sup>3</sup>



35% of Chinese consumers have cooked breakfast at home at least 4-5 times a week during the last 6 months<sup>4</sup>



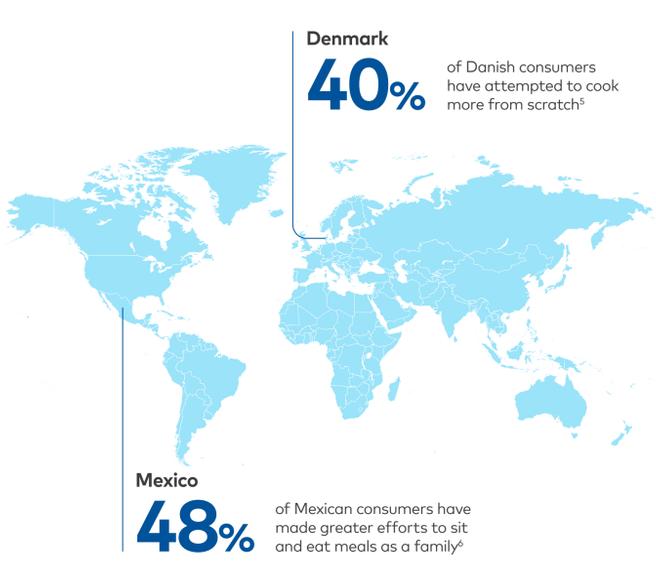
+291% YoY increase in popularity of at-home breakfast meal-kits in the US<sup>5</sup>



+94% increase in the share of UK breakfast cereal product launches featuring functional immune system claims<sup>10</sup>



Consumers are also creating more home cooked meals, and enjoying more family time:

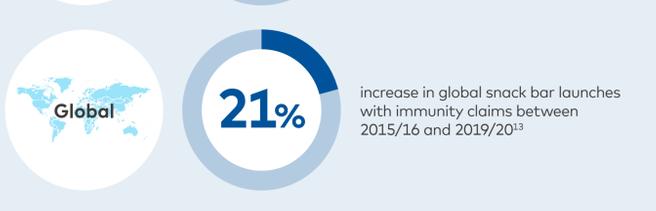
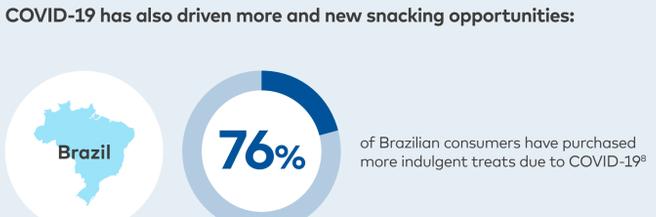


26% of global consumers have bought more premium ready meals to compensate for reduced spending in restaurants and takeaways<sup>11</sup>



+8% increase in consumers who have made greater attempts to eat together as a family as a result of COVID-19<sup>11</sup>

COVID-19 has also driven more and new snacking opportunities:



## Opportunities

COVID-19 has resulted in many changes to our daily activities. Unprecedented global lockdowns, social distancing and the desire to save money has forced consumers to alter their consumption behaviours and create new ones.

Our research is showing that consumers are working, living and eating at home in greater numbers. This has resulted in a rediscovery of family consumption occasions. For example, people are taking the time to eat traditional breakfasts in the morning and eat home-cooked meals with their families for lunch and dinner. This is a departure from the growing 'on-the-go' trend, where people sought to eat on the move or substitute their meals with snacks. With less people going out to eat at restaurants and cafes, food and beverage manufacturers are presented with opportunities to leverage these growing "in-home" consumption occasions. For example, meal-kits that are delivered direct to consumers' homes are growing in popularity because they allow easy entry to home-cooking, and the making of more indulgent 'treat' meals at home.

The global snacking boom has also adjusted as COVID-19 keeps people at home. Consumers are looking for a way to treat themselves during these stressful, anxiety inducing times. Food and beverage manufacturers can look to produce snacks that give consumers that indulgent break during a day of being stuck inside.



Keen to learn more about at-home consumption opportunities involving dairy?

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