

Grocerant: Satisfying Consumers' Desire for New Convenience

What is a "grocerant"?

Expanded prepared-foods selections – including deli, hot bars, salad bars, coffee bars and more – are both driving and satisfying consumer desire for the new convenience. Many stores now offer in-store dining areas, akin to restaurants – hence the term "grocerant."

Grocerants and prepared foods serve as an alternative to both home cooking and restaurants.

How many consumers purchase prepared food from grocery stores?

Among shoppers who typically buy prepared foods... **61%** buy prepared foods/beverages once a week or more.

This is significantly higher among:

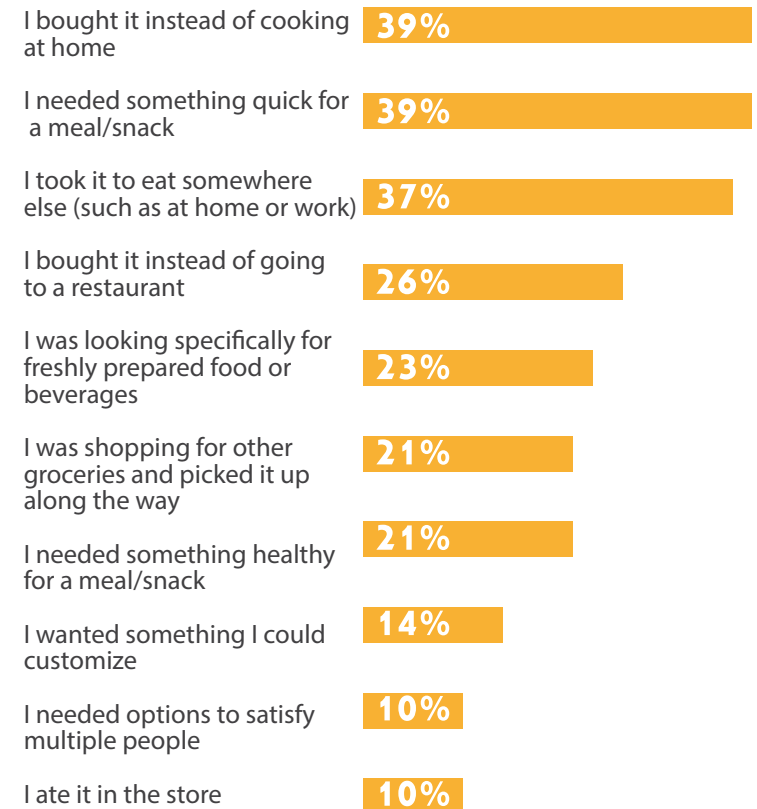


Men 72%
Women 52%

Millennials 67%
Gen X 58%
Boomers 53%

Parents 71% vs 55% for those without kids in the house

"The most recent time I bought freshly prepared foods or beverages..."



Only 1 in 10 of prepared-foods purchasers actually eats their food in the store.