

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

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## INTRODUCTION

### Scope

COVID-19 brings celebrations to the home, shifts consumption to retail

## CELEBRATIONS AS HOMETAINMENT

Shifts in celebrations is a particularly impactful hometainment trend

COVID-19 set to keep impacting key celebrations in the autumn

## COVID-19 FACTORS IMPACTING CELEBRATORY EATING: THE ECONOMIC EFFECT

GDP slump greater than that of 2008 set to hurt consumer expenditure

Unemployment: COVID-19 is not impacting all workers equally

## COVID-19 FACTORS IMPACTING CELEBRATORY EATING: THE COOK AT HOME EFFECT

“No time to cook” the leading worldwide barrier to cooking pre-COVID

Unemployment and working from home gives consumers more time

Working from home set to be one of the few permanent changes

Interest in home cooking fading, but effect on sales may yet remain

Oikos Greek yoghurt in Canada taps into home-cooking trend

## COVID-19 FACTORS IMPACTING CELEBRATORY EATING: THE CHANNEL SHIFT EFFECT

Cash-strapped consumers may regard premium retail foods as a saving

Travel restrictions lead consumers to seek substitute experiences

Much speak for maintained popularity of home delivery for celebrations

## ONLINE ASSORTMENT ANALYSIS

COVID-19-related restrictions impact sales of large cakes and pies

Assortment sizes returning to normal; streamlining effect remains

## OUTLOOK

Baking ingredients stand to gain long term from new baking habits

New pockets of potential for celebratory eating as hometainment

Forecast: more parties, home parties, smaller parties, simpler parties

## APPENDIX

About Via Online Tracking from Euromonitor International

## About Euromonitor International

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