

The Evolution of Eating Occasions

August 2021

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Key findings

Opportunities abound if innovation strategies evolve with eating occasions

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New Home Lifestyles

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Permissible Indulgence

The Evolution of Eating Occasions in focus

Companies are meeting the needs of consumers using various strategies

Simplifying preparation: Zanara makes hot cereals snackable

Simplifying preparation: Meyer Corp launches cookware suited for microwave cooking

Leveraging social media-centred food discovery and sharing : Kraft Heinz connects to FoodTok

Being compatible with home lifestyles: LG Corp uses artificial intelligence for a connected kitchen

Being compatible with home lifestyles: Cholimex adapts to dishes and consumers

Adapting to delivery and takeaway: Inno -Pak launches a simple tamper-proofing solution

Creating sensorial engagement through digital means: Unilever matches audio with taste

Justifying spend with novelty and quality: Checkers launches premium range

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Key industry takeaways

Challenges to overcome

Become tomorrow's next leader

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