

# Restaurant At-home: Innovating With the Culinary Experience

September 2021

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## INTRODUCTION

Scope

Key findings

## WORK FROM HOME WILL KEEP LUNCH AT HOME

August 2020: initial understanding of the implications of work from home

Workplace attendance increasing slowly far below pre-COVID-19 levels

What new offers compete for the lunch occasion for home workers?

Ready meals gain more than cooking and baking as foodservice is limited

Finnish 3-course ready meals offer a Michelin experience under EUR15

## ARE THE TIME SAVINGS SPENT COOKING AND EATING?

Interest in cooking set to remain higher than before COVID-19

No time to cook is no longer an excuse!

Immediate last mile delivery lowers the bar for grocery shopping

Bonduelle invests in meal delivery platform to reach convenience seekers

## ECONOMY VS PREMIUM: WHERE ARE CONSUMERS MOVING?

Employment rate not yet back to pre-pandemic levels

Exercise and health and wellness as a part of the restaurant-at-home

Some consumers health driven, others comfort seekers

Consumers in tourism-dependent economies seek inexpensive food

Spending plans by theme differ little across segmentations

## MORE NEW OCCASIONS FOR FOOD DURING THE PANDEMIC

Industry professionals increasingly positive about event attendance

Unchanged weekday eating habits; the weekend is the time for food

South Korean drinking meal: a convenient morning snack or breakfast

## CONCLUSION

Conclusion

## APPENDIX

Overview of Lifestyles survey

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