



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

September 2020

Table of Contents

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

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