

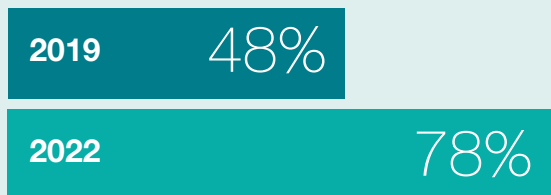
Elevating convenience



Home cooking had a serious moment during the pandemic – serving up a way to nurture souls and connect via Instagram-worthy creations. As routines inched toward normalcy, consumer appetite for at-home meals prevailed. But they're a bit fed up with slicing and dicing.

Home dining maintains its gains

Meals made at home¹



At the same time, **6 in 10** experienced **cooking burnout** by 2022²



Convenience comes to the table

Continuous category growth:

\$302Bn
global market³

19.8% CAGR
in dinner mix category since 2016⁴

Opportunity in label-friendly options

Cargill research identified top trends:⁵



"Eating for Health"
in convenience



"Healthy for Me"
lifestyle macrotrend



struggling to find quick-prep meals that are both **healthy & taste good**⁶



will pay more for natural, label-friendly products⁷

Trend to watch: Premiumization



Upscale grocery seen as **better value than dining out**⁸



Global, gourmet, functional, experiential products gaining

There's more to explore in our report, "Convenience Grows Up."

Uncover growth forecasts for key convenience categories, essential product attributes, new spaces for ready-made and more.

[DOWNLOAD NOW](#)



¹ IRI. OmniConsumer Study, July 2022.

² SWNS Digital on behalf of Jennie-O: "Americans Experiencing Cooking Fatigue While Stuck at Home During the Pandemic." Sept. 6, 2021.

³ Euromonitor Passport Total Value RSP 2022.

⁴ Ibid.

⁵ Cargill TrendTracker 2022.

⁶ Ibid. SWNS Digital.

⁷ L.E.K. Consulting. "Consumer Health Claims 3.0: The Next Generation of Mindful Food Consumption." 2018.

⁸ IFT. Food Technology Magazine. "Outlook 2023: Consumer Trends." Dec. 1, 2022.