

## Convenience & Snacking:

The Rise of On-the-go Trend in Food Service



## Introduction

Convenience & Snacking: In this dynamically progressing world, convenience has become paramount to consumer choices. People persistently seek quick and easy solutions to fulfill their daily needs, including food consumption. The on-the-go trend in food service has witnessed a significant rise in recent years, with a growing number of individuals opting for portable and snackable options. These ready-to-eat options fit appropriately into their busy lifestyles.

The United States is the world's largest market and is experiencing steady growth owing to the increased consumption of convenience and ready-to-eat foods. The two fundamental reasons behind this trend are busy lifestyles and the country's rising average household food expenditure.

### Exhibit 1: US shoppers' mindset on convenience



## The Growing Trend of Convenience & Snacking

The trend towards convenience foods and snacks is on the rise, primarily driven by the increasing desire for quick, on-the-go consumption tailored to individual preferences. Several compelling themes dominate the convenience food sector:

- **Cooking Tiredness**

With the average person logging over 40 hours a week, there needs to be more time left to cook meals from scratch. As a result, people seek effortless and delicious solutions for their dinners. Companies like Applegate Farms and Strong Roots are rising to this challenge by offering quick, tasty, and nutritional products for busy consumers.

- **Healthy Choices**

For many, convenient foods are not just about speed; They also represent an "affordable luxury" category. Consumers are willing to pay extra for products that support a natural and healthy diet. Brands like Mark's Mindful Munchies cater to this demand with offerings like Pop Bitties Sweet Potato Chips, providing a wholesome snacking experience with only 110 calories.

- **Single-size Servings**

Consumers look for quality, smaller products for individual meals in grocery shops or food-to-go options. Tosi's Superbites bars have tapped into this market, appealing to health-conscious solo dwellers with single-serve options packed with essential nutrients.

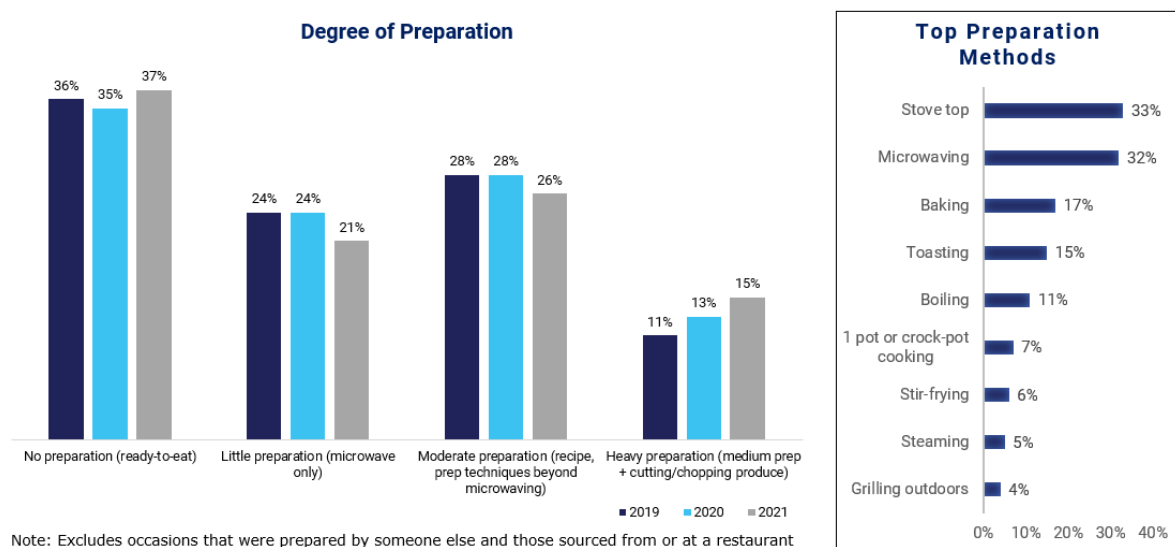
- **Functional Packaging**

Nowadays, consumers look for eco-friendly packaging and user-friendly design with features like easy tear-off tops and resealable covers. Chobani's paper yogurt cups exemplify this green thinking approach.

- **Quick Time & Ease of Preparation**

Meeting consumers' convenience demands means keeping things short and straightforward. Quick and easy preparation methods are essential, whether in a single pan, microwave, or right out of the box. However, the food must maintain quality and taste.

## Exhibit 2: US consumers' preference towards cooking preparation.



## What Do Different Generations Expect from Convenience?

Different generations have varying expectations when it comes to convenience in food service:

- **Millennials and Generation Z**

These tech-savvy generations place a high value on speed, efficiency, and customization. They prefer mobile ordering, quick service, and innovative food options that cater to their on-the-go lifestyle.

- **Generation X**

While convenience is essential for Generation X, they also appreciate quality and health-conscious options. They seek a balance between fast service and nutritious offerings.

- **Baby Boomers**

Baby boomers value convenience but may prefer traditional dining experiences. They often seek out restaurants that provide a comfortable atmosphere and personalized service.

## **Influence of Technology & E-commerce**

**Mobile apps and online platforms** have made it effortless to place orders and pay for food items, reducing the waiting time and making the overall experience more convenient. Integrating **AI and data analytics** has also enabled personalized recommendations and improved customer service.

**E-commerce** has also significantly contributed to convenience, allowing consumers to purchase packaged snacks, ready-to-eat meals, and beverages online, which are then delivered directly to their doorsteps.

## **Impact on Food Service Industry**

- **Rise of Fast Casual Restaurants**

These establishments offer quick service and higher-quality food, bridging the gap between fast food chains and full-service restaurants. Fast casual dining has become famous for those seeking on-the-go meals without compromising taste or quality.

- **Increased Demand for Delivery and Takeout**

The convenience-driven lifestyle has fueled the growth of food delivery and takeout services. Ordering food online or through mobile apps has become more prevalent, leading to the emergence of efficient third-party food delivery platforms and innovative changes in restaurant operations.

- **Emphasis on Portability and Packaging**

Snacking's popularity has propelled the food service industry to offer smaller, portable portions and easy-to-consume packaging. Menu items like sliders, handheld wraps, and snack boxes cater to customers seeking quick bites and variety.

- **Menu Innovation**

In response to snacking trends, food service establishments are incorporating innovative and unique snack items into their menus. The industry has witnessed a surge in creativity, offering gourmet popcorn, flavored nuts, mini-desserts, and appetizer-sized dishes, appealing to snack-focused preferences.

- **Health and Wellness Considerations**



Amid convenience and snacking trends, consumers prioritize health consciousness. The industry has responded with a demand for healthier snack options, including plant-based snacks, low-calorie alternatives, and allergen-free choices.

## Concluding Remarks

As consumer lifestyles continue to evolve, food establishments must adapt to meet the demands of different generations and leverage technology to provide seamless experiences. By striking the perfect balance between speed, efficiency, and quality, the food service industry can create a harmonious marriage of convenience and culinary delight, captivating modern consumers' hearts and taste buds.



Visit Us: [www.iebrain.com](http://www.iebrain.com)

Contact Us: [contact@iebrain.com](mailto:contact@iebrain.com)

### INDIA (HQ)

Unit 207-208, 2<sup>nd</sup> Floor,  
Welldone Tech Park Sohna  
Road, Sector 48, Gurugram,  
Haryana 122018

Phone No. - **+91 124 429 4218**

### USA

646 Sutton Way #1006 Grass  
Valley, United States CA 95945

Phone No. - **+1 347 480 2054**

### UK

13 Freeland Park, Poole, Dorset,  
United Kingdom, BH16 6FH

Phone - **+ 44 207 193 3548**