



Frozen Prepared Meals

Staying home creates opportunity for frozen meal innovation

As a result of the pandemic, an increase in at-home food consumption creates opportunity for prepared meals to offer convenience, new experiences or flavors, and healthier options. Parents continue to be the main target audience for frozen meals and frozen snack purchases, but brands should appeal to kid-friendly tastes and needs, as well as what adults want.

- 58%** of parents of children under age 18 are interested in healthier frozen snack options²
- 37%** of US consumers express interest in prepared meals developed for their children's taste preference¹
- 41%** of US consumers seek prepared meals that meet their child's nutritional needs¹

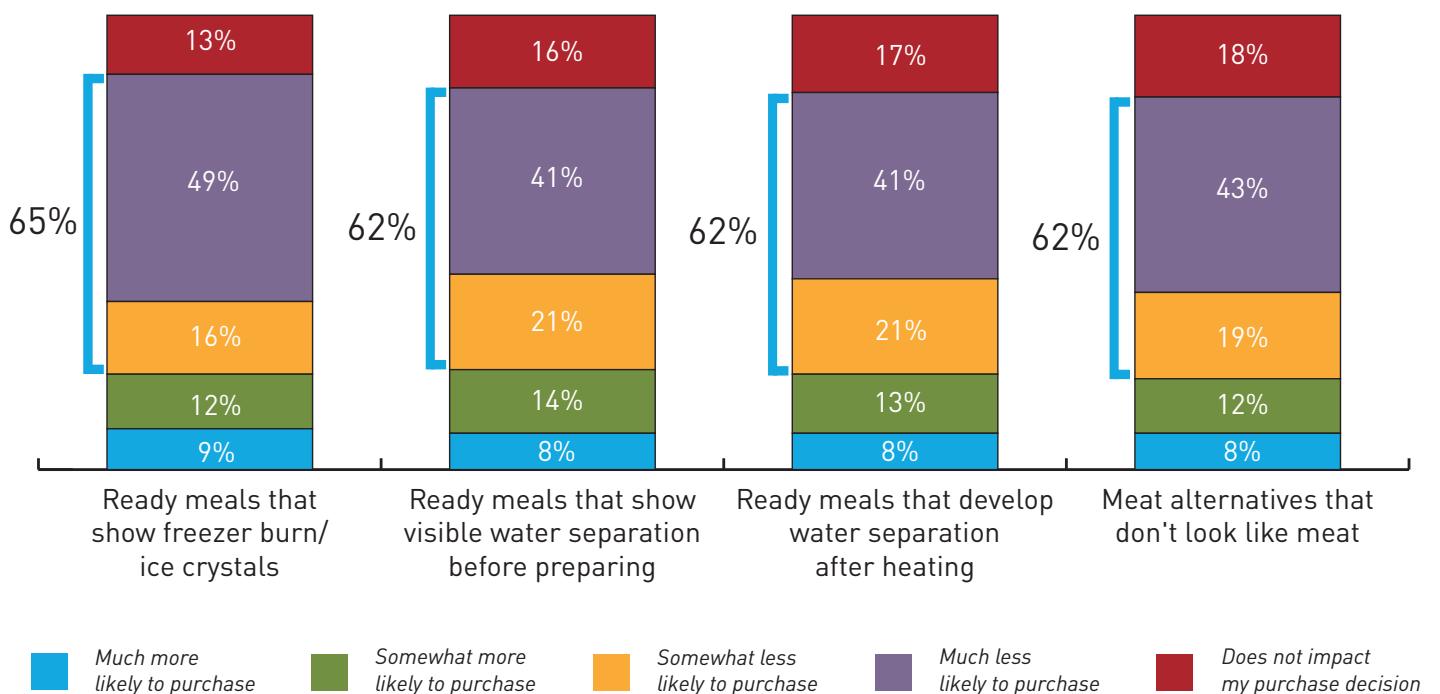
US consumers also express interest in the following:¹

- Prepared meals with plant-based proteins
- Gourmet items
- Fewer ingredients
- Internationally-inspired flavors

While consumer demands increase, their need for a satisfactory eating experience remains constant

Prepared meals are often challenged to mimic a fresh eating experience while still offering convenience that consumers desire. This presents hurdles for formulators as they look to ensure sufficient shelf-life and satisfaction in a complex food system.

Dissatisfiers in Ready Meals³



Sources: 1) Mintel, Prepared Meals: Incl Impact of COVID-19, US, May 2020. 2) Mintel, Frozen Snacks: Incl Impact of COVID-19, US, July 2020. 3) Tate & Lyle Proprietary Research, 2020 Global Consumer Ingredient Perception Research - US.

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Whatever challenges you're facing, wherever you are in the world, we can help you craft innovative solutions that bring healthier, tastier foods and beverages to your consumers.

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