

2024 Consumer ATTITUDES & USAGE OF FOOD IN GENERAL

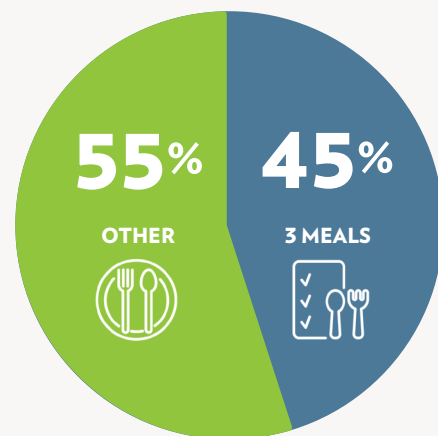
CONSUMER INSIGHTS

CONSUMERS CHOOSE FOOD FOR A VARIETY OF REASONS



When choosing food, consumers ranked **FLAVOR AND FRESHNESS** as the most important elements.

EATING THREE MEALS A DAY IS OLD NEWS



LESS THAN HALF of consumers eat three meals a day (may include snacking).

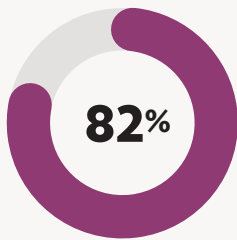
NEARLY HALF OF HOUSEHOLDS ADHERE TO SOME DIETARY GUIDELINE

- 18% Low Sugar
- 15% Carb Restrictive (Down 3%)
- 11% Clean Eating
- 10% Organic



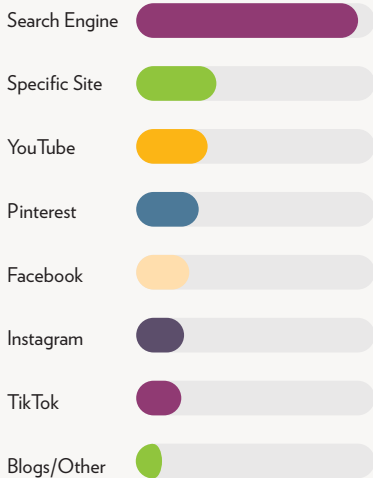
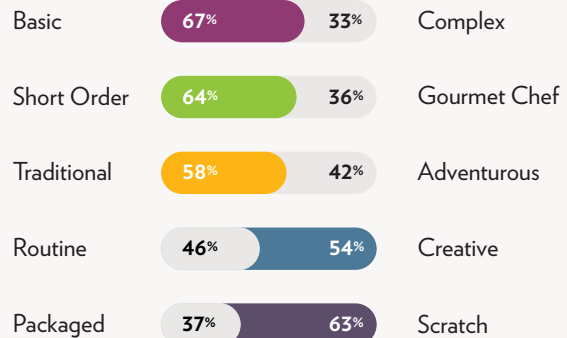


CONSUMER INSIGHTS



82% LIKE OR LOVE COOKING. Only 19% of consumers feel like they "have to."

BASIC, SCRATCH, AND SHORT ORDER is how most consumers view their cooking style.

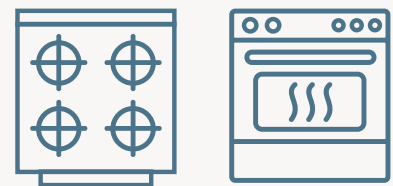
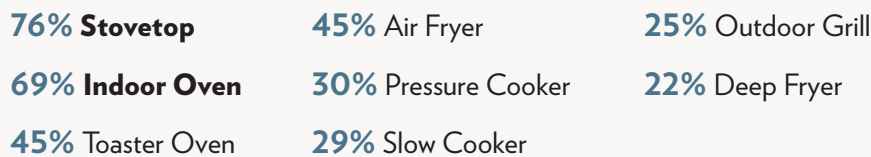


SEARCH ENGINES are the most popular method to find recipes online.



THE VAST MAJORITY of consumers use recipes when they cook.

STOVETOPS AND OVENS ARE THE MOST USED COOKING APPLIANCES



METHODOLOGY

The Consumer Attitudes and Usage online study is conducted annually to gather insights on U.S. consumers, evaluating their attitudes towards foods, cooking, and their dietary choices. This year's study was fielded in January 2024 and included results from 2,000 respondents that were balanced to current census data on gender, income, and age.