Foodies in the U.S.: Opportunities for Restaurants and Retail, 2nd Edition

Description:
One of the most powerful threads running through food culture today is the unending quest for new and exciting food products and experiences. Foodies in the U.S.: Opportunities for Restaurants and Retail confirms that foodies are deeply immersed in searching for the next big thing in the food world. Foodies by definition are more likely than adults on average to strongly agree that good food is really important to them. Packaged Facts consumer survey data cited in this report size the gap between foodies and the average consumer when it comes to keeping up with the latest food trends, being the first to try out new food products, and seeking out new flavors and ingredients.

Foodies in the U.S.: Opportunities for Restaurants and Retail focuses on two segments of the foodie population. One consists of self-identified foodies generally. The second comprises a core group of 29 million “Trendsetter Foodies” who are especially dedicated to seeking out new food products and new recipes.

The report highlights significant and potentially surprising challenges for marketers targeting foodies. For example, food retailers and foodservice companies focus their marketing efforts on foodies under the age of 35, members of the Millennial generation. However, marketers need to be cautious about assuming that the only foodies who count are Millennials. The psychographic profiles of Millennial and Boomer Trendsetter Foodies are remarkably similar, and there is a convergence within a broad spectrum of attitudes and behaviors on the part of Trendsetter Foodies across all age groups. Whether they be Millennials, Gen-Xers or Boomers, Trendsetter Foodies share a common underlying desire not only to seek out new food experiences and products but to try new things of all kinds, and this report charts similarities in the eating habits, food preferences, food shopping habits, and attitudes toward cooking at home of Trendsetter Foodies of all ages.

Scope of the Report

Foodies in the U.S.: Opportunities for Restaurants and Retail analyzes the attitudes and behavior of Foodies from two perspectives. The first is based on self-defined foodies per a April 2015 Packaged Facts National Online Consumer Survey. The second perspective is based on a Packaged Facts analysis of Simmons NCS trend data, highlighting a core group of “Trendsetter Foodies” who agree a lot that they like to try out new food products and also try new recipes. Trendsetter Foodies total around 29 million and represent about 12% of the adult population. They embody the cutting edge of consumers who are passionate about food when they shop in grocery stores, cook at home, or go out to eat in a restaurant.

Methodology

Consumer data in this report come from two primary sources. The first source is the Packaged Facts National Online Consumer Survey conducted in April 2015. These surveys reflect a panel of 2,000 U.S. adults (age 18+) that is balanced to the national population on the primary demographic measures of gender, age bracket, race/ethnicity, geographic region, marital status, presence or absence of children in the household and household income.

The second source is the Simmons NCS for Fall 2014 (and Fall 2007 for trend analysis tables) from Experian Marketing Services. On an ongoing basis, Experian Marketing Services conducts booklet-based surveys of a large and random sample of consumers (approximately 25,000 for each 12-month survey compilation) who in aggregate represent a statistically accurate cross-section of the U.S. population.

The report is also based upon data collected from a wide range of industry sources, including company websites, trade publications, business newspapers and magazines, consumer blogs, and annual reports, 10Ks and other releases from public companies.

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