



About The NPD Group, Inc.

The NPD Group provides market information and analytic solutions that drive better decision-making and better results. The world's leading brands rely on us to help them get the right products in the right places for the right people. Practice areas include apparel, appliances, automotive, beauty, consumer electronics, diamonds, e-commerce, entertainment, fashion accessories, food consumption, foodservice, footwear, home, mobile, office supplies, retail, sports, technology, toys, video games, and watches / jewelry. For more information, visit npd.com and npdgroupblog.com. Follow us on Twitter: @npdgroup.

Eating Patterns in America

Simply everything you need to know about the key trends influencing food and beverage consumption in the U.S.

For 31 years, The NPD Group's annual report on *Eating Patterns in America* has been the definitive source for detailed information on eating and drinking habits in the United States. That's because only NPD's trended information provides in-depth insight into actual consumption behavior — and, more importantly, shows you how that behavior is changing over time.

Eating Patterns in America gives you the most in-depth and comprehensive insight into in-home and away-from-home food and beverage consumption. Plus, it explores the impact of health, nutrition, demographic shifts, and economic factors on consumer behavior.

Business Benefits

- Determine which emerging behavior patterns will be long-term trends and which will be fads, to support effective product development, marketing, and strategic business efforts
- Identify new and effective ways to grow your business, ensuring new products correspond to actual market opportunities
- Keep your sales team abreast of emerging industry trends and changes in consumer behavior

Key Topics

- How snacking is blurring the lines between traditional meal occasions
- How meal kit delivery services, retail foodservice, technology, and other disruptors influence in-home eating
- The future outlook on eating and drinking expectations
- The consumer mindset behind health and wellness
- The battle for share of stomach: in-home versus away from home eating
- Generational motivations and consumption behaviors

Methodology

Eating Patterns in America is based on data collected by The NPD Group's 30+ databases, including National Eating Trends®, CREST®, SnackTrack®, Dieting Monitor, Kitchen Audit, and many others. This report is delivered electronically to your desktop and includes an executive summary, presentation-ready charts, and detailed historical data tables — some going back more than 25 years.

Industry Expertise

No one knows more about how people eat than The NPD Group. For decades now, we've been the definitive source of information on food and beverage consumption, whether at home or away-from-home. Snacks on the go? Lunch at the drive-thru? Dinner with the family? We track them all.

We monitor a wide range of critical food industry trends and track consumer behavior, attitudes, and usage motivators — from diet and nutrition to food safety and brand awareness.

The smartest companies in the food and beverage industry depend on our information, insights, and expertise to understand what consumers are actually eating and drinking. In addition to providing this unique information, we can combine our data with your information or third-party data to help you solve specific, difficult business issues.

Learn More

For more information, contact your NPD account representative, call 866-444-1411, or email contactnpd@npd.com.

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