



Daymon

AMBIENT MEAL KITS

BRINGING THE OUTSIDE IN



**THE
NEW NORMAL**

*Eating at home
is the new
eating out.*

THE KIT

Ambient meal kits heat up with the current 'stuck-at-home' phenomenon as consumers seek fresh innovative ways to prepare meals.

Facing very real issues around financial insecurity, cost containment and having to adapt to savvy buying behaviours, **the home-centric reality of eating at home has become the new eating out.**

In the UK, with Coronavirus restrictions causing almost all out-of-home eating occasions to transfer to the home, the results show that **55% of adults are spending more time cooking in their kitchens as behaviour shifts to bringing the outside in.** Consumers are demonstrating stronger interest in skills around home cooking with cooking products, as from March this year, setting a new trend as one of the developing categories in the UK. Not only for the purposes of stocking up or trying out new products, but also for replenishment as seen in the near doubling of the number of lunches eaten at home under lockdown.

THE EXPERIENCE

The growth of recipe boxes and the launch of meal kits by food service operators, for instance Patty & Bun and La Mia Mamma, highlight the opportunities for a sector on the rise, for retailers to invest by enlarging the offer around affordable, inspired, ambient kits.



Joyment

*New and
innovative
ways to surprise
and delight
consumers.*

Finding new and innovative ways to surprise and delight consumers providing them with temporary relief from the pressures of daily living, termed the JOYment trend, is becoming more pronounced. A demand for the unexpected along with the need for multi-sensory experiences moves retail beyond the transaction to a more interactive base.

Meal kits should therefore by design, allow for consumers to connect not only with the food but with the overall preparation itself as a member of a collective cooking community. Where they are not only preparing a meal but are afforded the opportunity to connect digitally to a cooking class or perhaps be inspired by a renowned chef. All the while learning and seeking out ways to develop as they work towards becoming aficionados themselves.

To be noted is the fact that with too many choices and too little time, consumers are seeking ease and convenience with a desire for simplification. In relation to satisfying the 'home made' eating experience, it is recommended that the preparation of the meal kits cannot be complex or time consuming. **UK consumers consider 20 minutes a reasonable amount of time to prepare a meal.**



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OPPORTUNITIES

Ambient meal kits are a pre-COVID trend that is now gaining strength. As part of the ready-meals sector driven by fresh as well as ambient meal kits, a global increase of 26% CAGR growth (2014-2019) in this market has been achieved. In the UK, sales of ambient meal kits grew by 10.4% to reach £86.1M (IRI 52 weeks ending 29 Feb 2020).

Private Brands, leaders in the chilled ready-made meals category account for sales of more than 80%. The opportunity in the ambient meal kits category, as observed by **the growth driven by innovative brands** such as Spice Tailor and Nando's amongst others, **reveals a market still considered unexplored territory and ripe with possibility.**

Driven by affordability and consumer-centric innovation along with the ability to align with

consumers lifestyles, Private Brands have all the attributes required to become a key driver in this category. Allowing retailers to deliver a meaningful solutions to consumers that will add differentiation, efficiency and relevance for retailers.



Sources: Kantar, IRI, Mintel, Euromonitor