



Grocery Store Trend Prepared Foods

Grocery stores are seeing an increase in the importance of fresh, prepared and immediate-consumption food.

Prepared-food purchase frequency increased 9% year over year, and roughly one-quarter of consumers report that grocery-prepared foods replace restaurant occasions. Convenience and time savings are major drivers.



Prepared Meals and Salads



Rotisserie Chicken



Hot Bar Foods



Deli Sandwiches



Hot Soup



Fresh Sushi



Take-and-Bake Pizza

Fresh and prepared foods are increasingly a reason consumers choose one retailer over another:

35%

have switched stores because of dissatisfaction with fresh food quality

42%

are more likely to buy additional packaged products when purchasing fresh/prepared foods

61%

buy ready-to-eat meals from grocery stores at least monthly

94%

of grocers say fresh/prepared foods significantly influence loyalty.

For more information about how Novolex can help you boost sales and satisfy customer demand for fresh and prepared foods, contact your sales representative or visit [novolex.com](https://www.novolex.com).

