



# Changing Eating Habits In The US To Drive Food Processing Industry - Literated Market Research

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*The eating behaviors of the US customers are evolving which is evident from the stalled sales at grocery stores & sluggish restaurant traffic growth.*

BANGALORE, INDIA, September 25, 2015 /EINPresswire.com/ -- The eating behaviors of the US customers are evolving which is evident from the stalled sales in the center aisles at grocery stores and sluggish restaurant traffic growth. The top five trends in the US consumer in 2015 that would shape the future near of the food processing industry in the country are as follows:

**Hispanics** – the population of U.S. Hispanic is growing exponentially compared to non-Hispanics. While non-Hispanic visits declined, the Hispanics grew restaurant visits in 2014. The national consumption pattern is being influenced by in-home the Hispanic population combined with their adherence to dining traditions. During Hispanic meal preparation, fresh and from scratch are the most common food forms.

**Millennials** – in 2015, the largest living population in the US is slated to be the millennial generation which is projected to surpass the baby boom generation. The food and eating service patterns therefore is decided by the choices and the preferences of the Millennials. With their approach to food choice and preparation, the Millennials are driving changes in this country's eating behavior. The demand for fresh food is on the rise while the demand for processed foods is declining among the Millennials, shows studies. This trend is exhibited by the long queues at grocery stores where fresh and non-packaged foods can be found. It should be noted that 65 percent of U.S. Hispanics, a growing population base, are Millennials or younger.

**Aging Boomers** – there are major changes in the way the baby Boomer generation is approaching [food and beverage](#) consumption given that the generation is aging, considering retirement and developing health ailments. Therefore, this generation, which is in no way, negligible, will chose food and eating habits that suits what they need to sustain their health and lifestyles and will be less driven by the latest fad. Food like high in whole grains, protein, and calcium, or low in saturated fat, cholesterol and sodium, will be of more interest to this generational group.

**Smaller Households** – studies have shown that the trend of eating alone is on the rise in the US and the trend for household-oriented consumption is lowered. According to the Census Bureau, 27 percent of all households in the US now consist of just one person — the highest level in U.S. history. This has wide-ranging implications for food and beverage marketers in terms of new product development, packaging and positioning.

**Fresh Food** – There has been a 20 percent to over 100 billion eatings of fresh foods like fruits, vegetables, meat, poultry, fish and eggs from 2003 and 2013. This trend is driven by the younger generations, Generation Z and Millennials. The demand among the generation z and the Millennials are more organic foods, fresh ingredients and freshly prepared items.

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