

Convenient Food and Drinks Consumption, Demand, Sales, Competitor and Forecast 2017 – 2022

Convenient Food and Drinks Market 2017 Share, Trend, Segmentation and Forecast to 2020

PUNE, INDIA, March 3, 2017

/EINPresswire.com/ -- Summary

"Innovation Trends and Opportunities in [Convenient Food and Drinks](#)" is part of Consumer Insight research. It examines the top trends, innovation themes, and opportunities in convenient food and drinks affecting each FMCG market.

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Wise Guy Reports business card with contact information for Norah Trent, Partner Relations & Marketing Manager. The card features the company logo, email address (sales@wiseguyreports.com), phone numbers for US (+1-646-845-9349) and UK (+44 208 133 9349), and social media links for LinkedIn, Twitter, and Facebook. The background is blue with a white silhouette of a head and abstract geometric shapes.

Today's busy lifestyles affect perceptions of time, and hence consumers demand more convenient items. This report outlines consumer motivations driving the purchase of time-saving products and services. It also discusses key innovation trends in the food and drinks market by identifying five key trends, and explores future opportunities within this space.

Scope

- The senior "silver" consumer segment is growing worldwide, with unserved demand for convenience.
- Single male consumers have a proactive attitude towards cooking meals at home, but seek convenience.
- Convenience-oriented consumers do not want to compromise on quality.
- Time-saving consumers are more actively seeking out products that improve their health than average.

Reasons to buy

- Understand the relevant consumer trends and attitudes that drive and support innovation.
- Identify the opportunities to explore how convenience in packaging and products can be aligned to satisfy the needs of consumers.

Table of Content: Key Points

1. Introduction
2. Five trends in convenient food and drinks
3. Trend opportunities

- Trend 1: Silver-friendly
- Trend 2: Convenience for men
- Trend 3: No compromises
- Trend 4: Getting the right boost
- Trend 5: Stay healthy
- 4. Conclusions
- 5. Appendix

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