

Evolving Meal Occasions Market 2017: Key Players – Bright Greens, McDonald's, Kellogg's, Walmart, PepsiCo and More

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WiseGuyReports published new report, titled "Evolving Meal Occasions"

Summary

"Evolving Meal Occasions", report explores how meal occasions are evolving, what the opportunities are, and how food and beverage brands and manufacturers can capitalize on them.

Food consumption is no longer confined to three meals a day, as changing family structures, busier lifestyles and health concerns affect when - and what - consumers choose to eat throughout the day.

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Companies mentioned

Deliveroo
McDonald's
Ben & Jerry's
Unilever
Moma
PikNik
Kellogg's
Nosh
Bright Greens
Huel



Quaker Oats
Sonoma Brands
TruVibe
Pacific Beach
Walmart
Doritos
PepsiCo
Dorset Cereals

Scope

- The traditional three-square-meals-a-day routine is becoming less relevant to modern lifestyles.
- Breakfast is most likely to be skipped or rushed, while consumers tend to spend longer over their evening meals.
- Wider access to convenient foods and services is influencing what and where consumers eat.

Key points

- Gain insight into the key drivers impacting meal consumption habits throughout the day.
- Understand what motivates consumption choices at different times of day.
- Identify five key trends in evolving meal occasions and understand the innovation implications.
- Explore how food and drink brands and innovators can respond to the evolving needs of consumers at meal times.

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Norah Trent

WiseGuy Research Consultants Pvt. Ltd.

+1 646 845 9349 / +44 208 133 9349

[email us here](#)

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