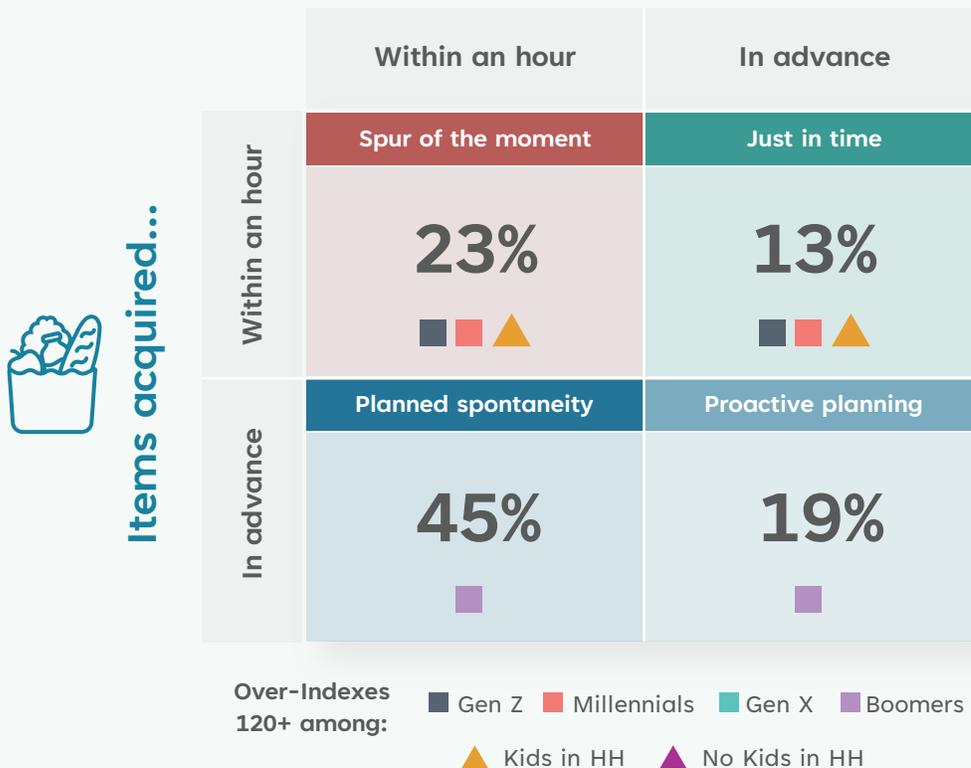


Inside occasion decision and acquisition timeframes



Planned spontaneity—having foods and beverages on-hand to choose from, but waiting until an hour before the occasion to decide what to eat/cook—has remained the dominant strategy for consumers over the past several years. However, younger consumers’ “get what you want, when you want it” mentality is driving growth in spur of the moment and just in time behaviors in the era of food delivery and mobile ordering.

Occasion decided...



Food for thought: how can your core consumer’s decision and acquisition approach help inform your portion sizing, product design, distribution and marketing?

Source: *Eating Occasions Landscape 2025: Modern Needs and Sourcing Strategies*, Hartman Group