

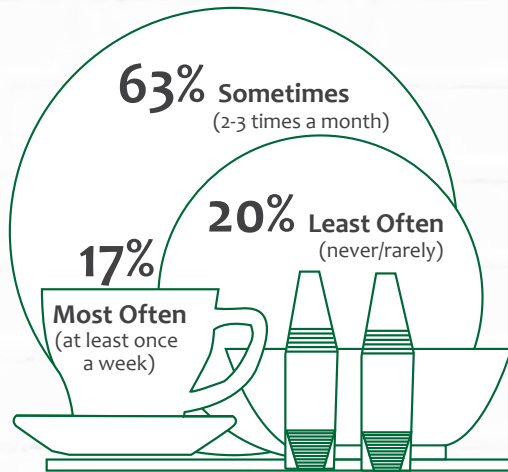
# EATING ROUTINE DISRUPTION

Fundamental shifts in technology, travel and trade have placed food at the center of everyday life and popular culture. Food is fun and important. This shift toward deeper interest and participation in food culture is a true cultural shift and is at the heart of why consumers break away from their regular eating routine.



**8 in 10 consumers maintain a frequent (17%) or occasional (63%) break from their routine eating.**

How often would you say you break from your regular eating routine (e.g., have something different, eat more, eat less, eat at a different time, etc.)?



**Consumers are more likely to break from their routines at mealtimes, primarily dinner. U.S. consumers today snack almost as many times as they eat meals each day.**

Daypart of most recent break from routine:

**Breakfast: 9%**

**Lunch: 18%**

**Dinner: 41%**



.....**Snack: 32%**.....



**Most consumers' eating behaviors are intentional in both their everyday eating and their weekly rhythms, while one-fifth of consumers are most likely to lack a routine altogether.**

How would you describe your typical eating routine these days?

I usually eat around the same time and have about the same amount each day, but what I have and why always seem to change

**23%**

I can't describe my eating routine because I really don't have one

**20%**

I typically follow a routine for the whole week but will occasionally vary what I do

**17%**

I tend to follow a routine during the week but not on the weekends

**17%**

I'm a creature of habit when it comes to eating

**14%**

I have/like to stick to a fairly strict regimen that governs what and when I eat every day

**5%**

I have my usual routine for weekends but not during the week

**3%**