

modern eating in America



Our culture is changing and so is how we eat. Whom we live with, how we spend our time, where we live and the things we value are morphing. Acknowledging these macro dynamic shifts is essential to understanding eating culture and eating occasions today.



WHO WE ARE

Demographic changes in the size, structure and "complexion" of American households:

- Rise of single-person households
- Rise of non-traditional family structures
- Ethnic diversification



WHAT WE DO

Economic shifts in the type and amount of work we do and its perceived impact:

- Shift from manufacturing to service sector
- Rise of women in workplace
- Rising work demands and perceptions of harried-ness



WHERE WE LIVE

Environmental shift in where we live and the retail and technical landscape around us:

- Return to city centers
- Diversification of food retail and food service
- Increasing digital connection



WHAT WE VALUE

Cultural shifts in how we define a high quality of life and perceive high-quality food:

- Evolving culture of health and wellness
- Fresh revolution as the symbol of quality in food
- Appreciation for personal, customized and global foods

These shifts have sent shockwaves through our eating patterns and resulted in a new, modern eating culture marked by fragmentation. Eating occasions are an expression of today's modern eating culture and provide snapshots of how fragmentation happens in the daily eating moments of consumers' lives. Three such eating occasions most poignantly reflect the fragmentation of today's modern eating culture:



Immediate Consumption



Snacking



Alone Eating