

# Top Trends in Prepared Foods Market outlook with industry review and forecasts 2017-2022

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/EINPresswire.com/ -- Top Trends in Prepared Foods

## Summary

"Top Trends in Prepared Foods 2017" is part of Top Trends series. It examines the key consumer behaviors that are shaping preferences within this space, and subsequently how this is translating into innovation and future opportunities.

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## Key Highlights

The prepared foods sector represents a highly dynamic space for growth as consumers' quest for convenience and experimentation continues and evolves and ethical and healthy eating gains consumer interest. Overarching themes include the rise of meat-free diets, healthy swaps driven by ingredient-savvy consumers seeking healthy alternatives to traditional starchy food, and experimental prepared food inspired by borrowing ideas from other food categories.

## Key Players

Nissin Food

Hello Fresh

Purple Carrot

Mindful Chef

Tyson

Intermarche

Jumbo

Waitrose



## Scope of the Report

- Consumers' diets are diverse, and while most claim not to follow a specific diet, there is a gradual shift occurring in response to health trends.
- Consumers are less experimental with staple foods such as pasta, rice, and noodles, yet they are willing to experiment with prepared food that they do not consume frequently, such as ready meals.
- Consumers perceive an ethical and sustainable lifestyle to be an important part of their wellbeing and wellness, and prepared foods aligning with ethical and sustainable issues will appeal to many consumers.

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