

UNDERSTANDING PANDEMIC ERA CONSUMERS

NEW 4-PULSE STUDY REVEALS EVOLVING EATING
HABITS AMONG YOUNG ADULT CONSUMERS



BALANCING HEALTH AND INDULGENCE

69% of young adult consumers said indulgent comfort food was their salvation during months sheltering at home. Although 83% are looking forward to healthier eating, 71% agreed that a little bit of indulgence is likely to be part of their daily routine.

LIKE TO COOK, BUT NOT FROM SCRATCH

Staying at home offered an opportunity to cook with 78% of young adult consumers saying they explored new recipes. Although they enjoyed some cooking, 57% said they prefer purchasing fully prepared food over making food from scratch.



CRAVE THE VARIETY OF DINING OUT

Young adults were stuck in a food rut in the early days of the pandemic with 59% saying they were eating the same few things every day. By late summer 2020, 79% said they craved the variety they can get when dining out.



APPRECIATE RESTAURANTS DOING THE RIGHT THING

The appreciation of restaurant experiences is much greater than pre-pandemic. Young adult consumers paid attention to business practices and are rewarding restaurateurs with their business. 75% plan to patronize restaurants that were known for taking care of their employees during difficult times.

CULINARY ADVENTURE IS ON THE MENU

81% of young adult consumers like to try new dishes and flavors at restaurants.