

# age of majority

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## Pandemic Effects Food & Beverage

### Post COVID-19 Food & Beverage

Few industries experience constant innovation and fierce competition as the food and beverage sector. The outbreak of COVID-19 threw the industry for a loop, with immense supply and demand issues, as well as increased scrutiny over personal spending budgets amidst economic strife. Yet, during all of this turmoil, brands continued to evolve and introduce new products to consumers. Perhaps the most important potential audience for food brands are Active Agers who spend more on food and beverage products compared to younger generations, including Gen X'ers and Millennials (CBRE, [2019](#)). How exactly has the COVID-19 pandemic affected their snacking and dining preferences and habits? We tackle this important question and others in the research findings below.

#### Older adults are exploring new products more than ever.

- 41% of respondents tried a new food or beverage product as a result of COVID-19.
- Traditional snack foods, frozen meals/entrees and alcoholic beverages drew considerable interest.

#### Consumption habits have changed.

- Some food and beverage areas witnessed considerable increases in consumption among adults 55+, including fresh produce, traditional snack foods and baking ingredients.
- Other areas have seen a decrease in consumption, such as meat/poultry.

#### The rise of cooking at home.

- Before the pandemic, 41% of respondents cooked at home every day. At the height of the pandemic, that number increased to 62%.
- When predicting their post-pandemic habits, nearly half (47%) of respondents see themselves cooking at home - a dip from current pandemic times, but an increase from pre-COVID-19.

#### Take-out remains a reliable option.

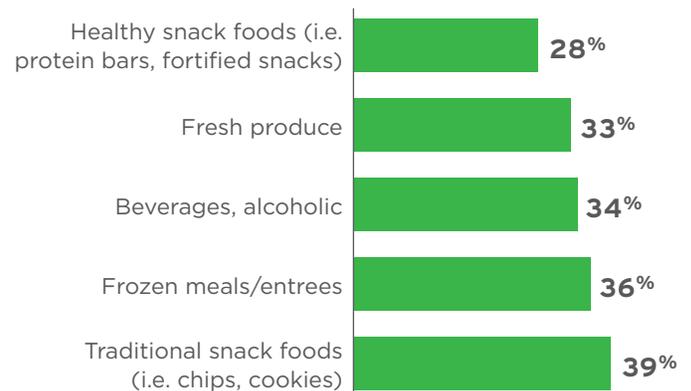
- 64% of adults 55+ ordered takeout at least once a month before the pandemic, which dipped to just 60% during the pandemic. It is projected that this number will bounce back to pre-pandemic levels (or even slightly higher) once the pandemic is over.

*Pandemic Effects is an eight-part series looking at the ways in which the COVID-19 pandemic will affect the lives and habits of adults 55+.*

#### Survey methodology

An average of 400 U.S. and Canadian residents participated in eight online surveys fielded between June 10 and July 28, 2020. Respondents were all members of Revolution55, an online insights community of Age of Majority.

In which product categories have you tried a new food or beverage?



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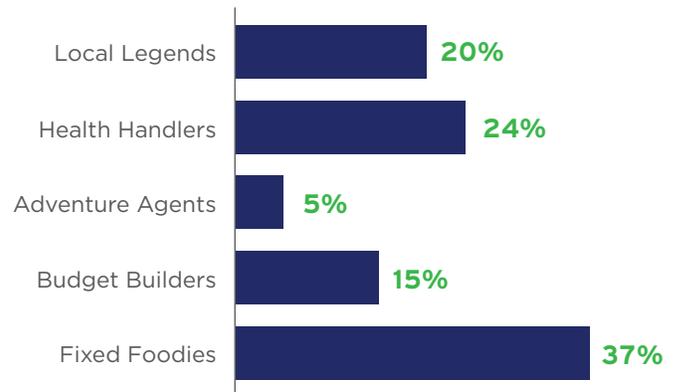
## Restaurant dining will return, but will face the most resistance.

- Before the pandemic, 8 in 10 adults 55+ frequented restaurants.
- The outbreak of COVID-19, and the subsequent closure of dining venues, created an inevitable devastating effect on the dining-out habits of all age groups, which will continue to be felt post-pandemic, at least for the short-term. Nearly half (45%) of the respondents in our research stated that they plan on either never returning or rarely returning to restaurants in the near future.

## A healthy lifestyle is paramount.

- When asked to characterize their food and beverage consumption habits (in a post-COVID-19 world) by identifying with one of several provided personas, nearly a quarter (24%) of respondents identified as “Health Handlers”, meaning that they will be more concerned with their health and diet than they were before the pandemic.

Which persona best describes your approach towards food and beverage in a post-COVID-19 world



**Local Legends** I will make a conscious effort to buy more locally-sourced food and beverage products than I did before the pandemic.

**Health Handlers** I will be more concerned with my health and diet than I was before the pandemic.

**Adventure Agents** I will seek out new and adventurous culinary experiences more than I did before the pandemic.

**Budget Builders** I will prioritize price of food and beverage products more than I did before the pandemic.

**Fixed Foodies** My outlooks on food and beverage has not changed due to the pandemic.

## What does it all mean?

The COVID-19 pandemic has drastically altered the Active Ager's approach towards food and beverages. Older adults are open to exploring new innovations in the industry and the pandemic has encouraged them to branch out even faster and further than they had before. As the pandemic has instilled a greater sense of health-mindedness, certain trends are emerging such as lower consumption of meat and increased consumption of fresh produce. The effects of the pandemic will likely continue to shape the dining and purchasing habits of older adults for the foreseeable future, including their cautious return to dining out at restaurants and their increased interest in cooking at home.

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## About Age of Majority and Revolution55

Age of Majority is a strategic marketing consultancy that identifies, sizes and capitalizes on opportunities to deliver better products, services and experiences to Active Aging consumers. Powered by our highly engaged online community of Active Agers, Revolution55, we deliver actionable consumer insights and decisive recommendations that lead to executable solutions. Let us put our community to work for your brand or company.



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