Eating patterns and behaviours inside the home during 2021 in Scotland

Data to December 2021

Introduction

- This slide deck presents insights into eating patterns and behaviours inside the home, in Scotland, during 2021. To identify and understand any changes in eating patterns and behaviours inside the home since the COVID-19 pandemic, this slide deck compares reported behaviours in 2021, with data from 2019 and 2020.

- This data is provided by Kantar, a market research company who collect information on food and drink consumed inside the home, including foods which were prepared at home but eaten outside of the home.

- This data is collected from subset of a main retail purchasing panel, and is referred to as the usage panel. It provides information on how often food and drink is consumed at home, alongside information such as when, where and why.

- This report also explores who consumed food at home, including by household types and social class.

Background to the Kantar usage panel

- Kantar are a market research company who collect longitudinal information on purchases into the home from a large Great Britain (GB) household consumer panel of around 30,000 households. A subset of around 11,000 individuals from these households also record the food and drink they eat at home or carry out (around 1,000 in Scotland). This subset of the main purchasing panel is called the usage panel.
- The panel is demographically and geographically representative of the GB population. The collected data is then weighted up to reflect the full population in GB.
- Each panellist completes an average of 4 week long diaries each year, recording all the foods and drinks they consume at home or carry out. They also record information for all individuals in the household, including children.
- The usage panel collects information on how often foods and drinks are consumed, alongside information such as when, where and why foods were consumed. Panellists are not asked to weigh their food and therefore the data does not provide quantities of food and drink consumed.
- The usage panel does not include any food or drink purchased or consumed outside of the home (OOH), for example from restaurants, cafes, or ‘on the go’ and any takeaways which are delivered direct to the home. This information is collected by another subset of the main purchasing panel, with 7,500 individuals in GB recording their OOH purchases*. Of this, 3,500 also record their OOH consumption.

* The data presented relates to purchase and does not necessarily equate to consumption, as factors such as waste and cooking losses are not accounted for.

How does the usage panel work?

40,000 individuals weekly diaries are completed across GB each year (approx. 3.5k from Scotland)	Each panellist completes an average of 4 week-long online diaries each year.	Panellists record all foods and drinks consumed at home or carry out
Information is recorded for all individuals in the household, including children	Usage panel data is linked to purchasing from the wider Take Home purchase panel	Panellists are demographically representative of the GB population

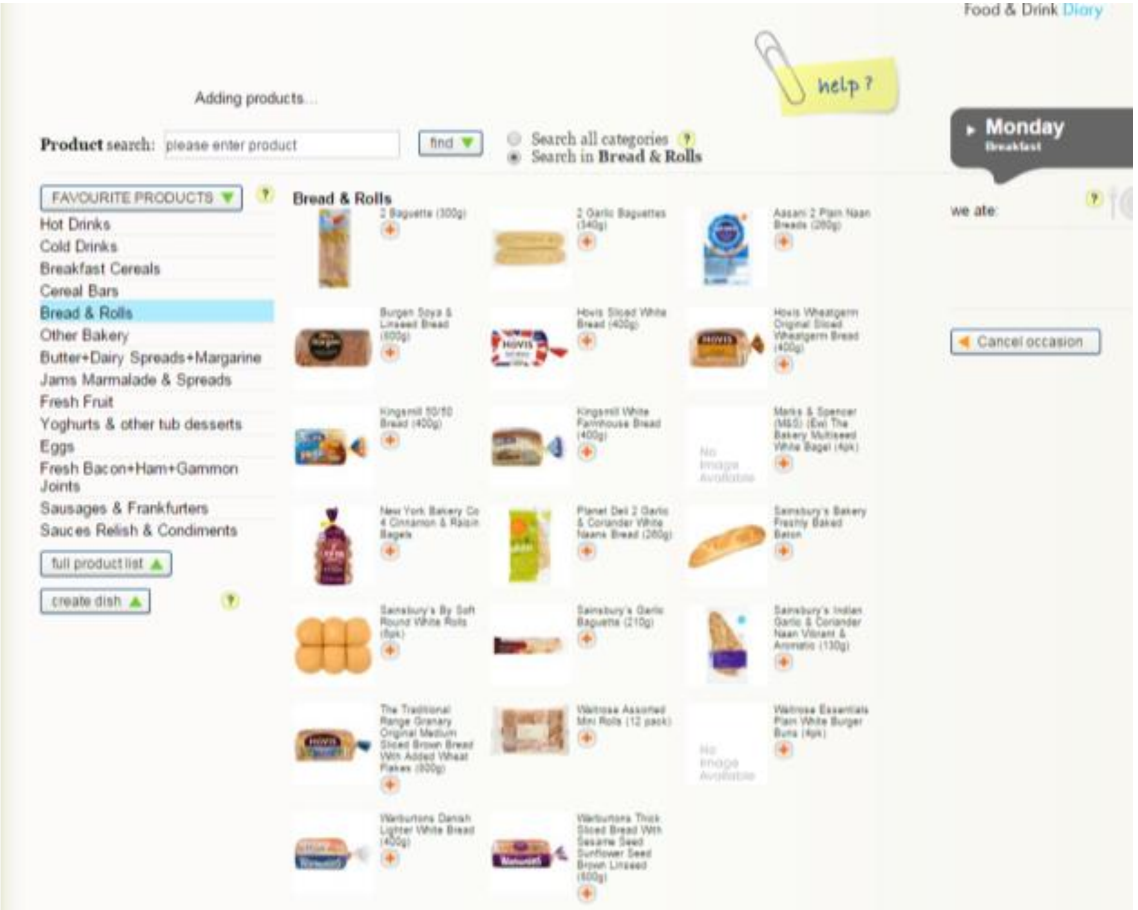
How does a panellist record what they eat?

Diary is filled out online on day of consumption for maximum recording accuracy

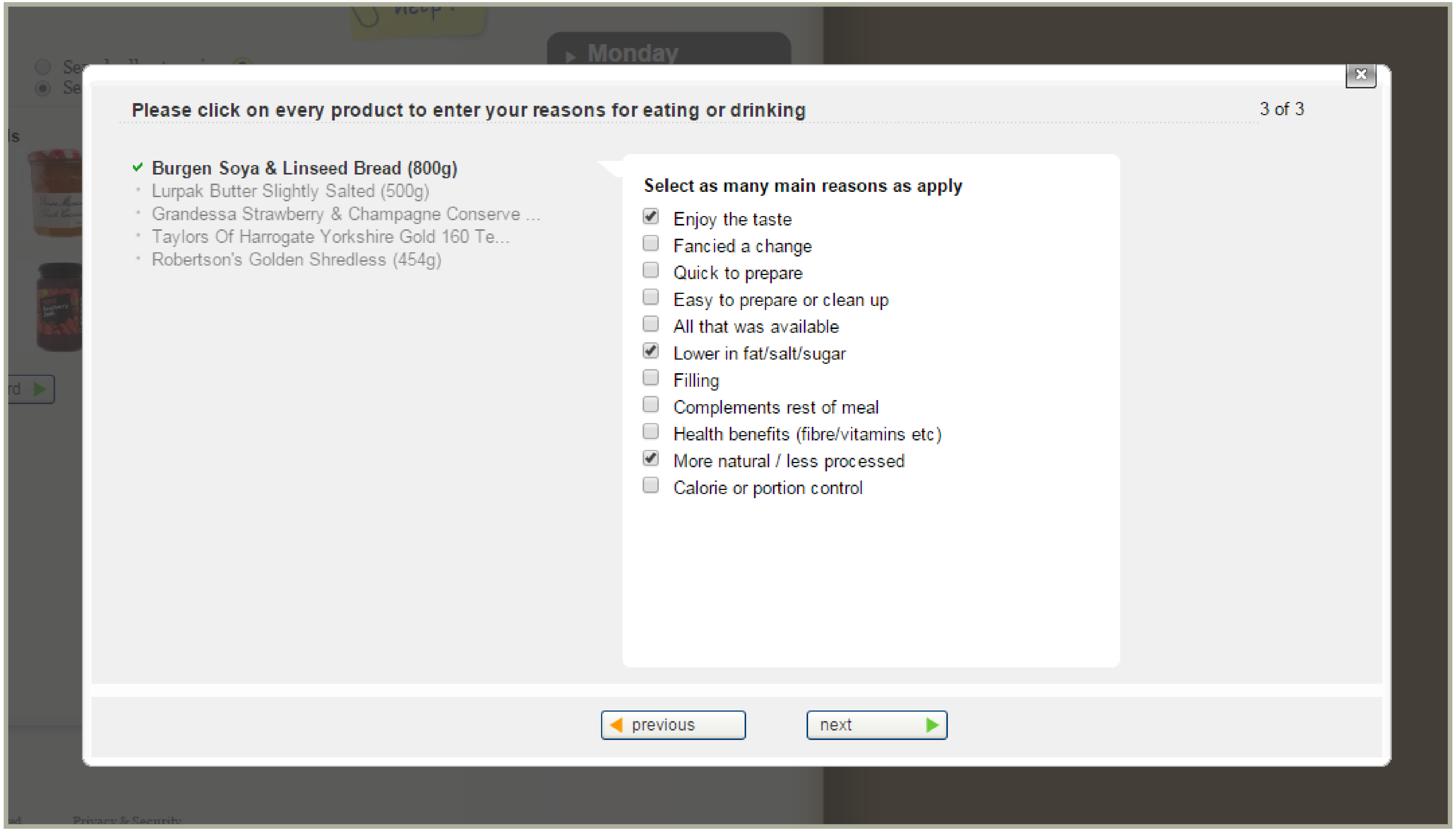
Panellists select day of week, followed by meal occasion

Products are selected from a ***virtual cupboard*** containing icons for all products purchased

This creates product level records of all food and drink consumption in-home



Panellists describe the occasion, the meal preparation and record their reasons for consuming.



We are then able to report on a variety of measures…

Who

- Age
- Gender
- No of People Present
- Demographics
- Guests

What

- Dishes
- Complimentary Products
- GB Plate

When

- Occasions
- Type of Occasion
- Time of Day
- Day of Week

Where

- In Home
- Carried Out e.g Lunchbox

Why

- Need States
- Motivations

How

- Prep Method
- Prep Time
- Involvement Type

Usage Panel

Throughout the presentation data is presented by the following demographics or characteristics:

Lifestage of buyer:

Under 45s, No Children
Age of main shopper in under 45 and there are no children in the household. This would include student households.

Families
A household containing children (anyone 15 and under)

Over 45s, No Children
Age of main shopper in over 45 and there are no children in the household (HH). This is made up of Older Dependents (main shopper 45-64, 3+ people in HH), Empty Nesters (main shopper is 45-64, 1-2 people in HH) and Retirees.

Social Class

Class A
Upper Middle Class; Higher Managerial Position

Class B
Middle Class; Intermediate Managerial

Class C1
Lower Middle; Junior Managerial, Supervisory, Clerical Workers

Class C2
Skilled Working Class; Skilled Manual Workers, Craftsmen, Specialist

Class D
Working Class; Semi/Unskilled Manual Workers, Apprentices, Labourers

Class E
Non-working

The slide deck focuses on consumers’ behaviour in Scotland but additional data for GB has been used to provide further insights where Scotland data is not available. The relevant data source is identified by a marker in the top right hand corner of each slide.

Scotland

GB

All reference to GB include England, Scotland and Wales

Glossary

Occasions: An individual's eating or drinking moment. Note if a family of four all eat a meal this counts as four occasions.

Servings: As above but counting for each individual element of the meal. We use Servings when looking at need states because different elements of your meal will be for different needs.

Need States: Panellists select from a pre-defined list of relevant drivers of consumption.

Ate Out: When panellists fill in an occasion that took place out of the house they will select that they 'Ate Out'.

Carried Out: Foods prepared at home and eaten outside of the home.

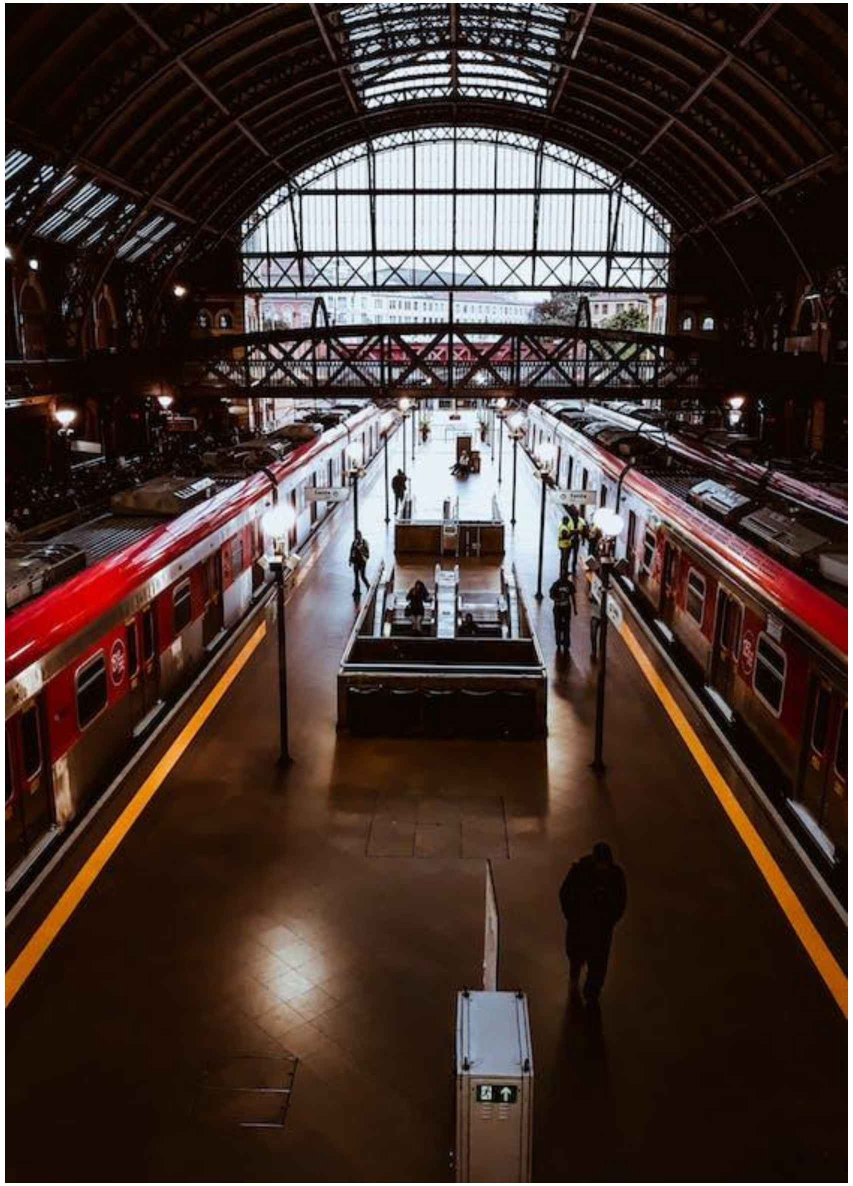
X w/e: The X number of weeks prior to the date given. For example, 4 w/e 26 Dec 21 would cover the 4 weeks from 29th November 2021 to 26th December 2021.

PPT: Percentage point.

ix: Index – calculated by looking at a share as a proportion to the named benchmark

OOH: Any food or drink purchased for consumption away from home, including takeaways (including home-delivered takeaway food) and any foods that were purchased for immediate consumption outside the home such as food 'on the go', a sandwich purchased at a supermarket, or a meal ordered within a restaurant.

Changing locations



In 2021, *In Home* occasions were 17% higher than in 2019. Carried Out and Ate Out occasions declined by 45% and 32%, respectively.

Scotland

	Eating In Home (7.1bn)	Carried Out of Home (241m)	Ate Out (1.6bn)
Vs 2020	-2% (-120m)	+0.4% (+1m)	+7% (+107m)
Vs 2019	+17% (+1.0bn)	-45% (-199m)	-32% (-731mm)

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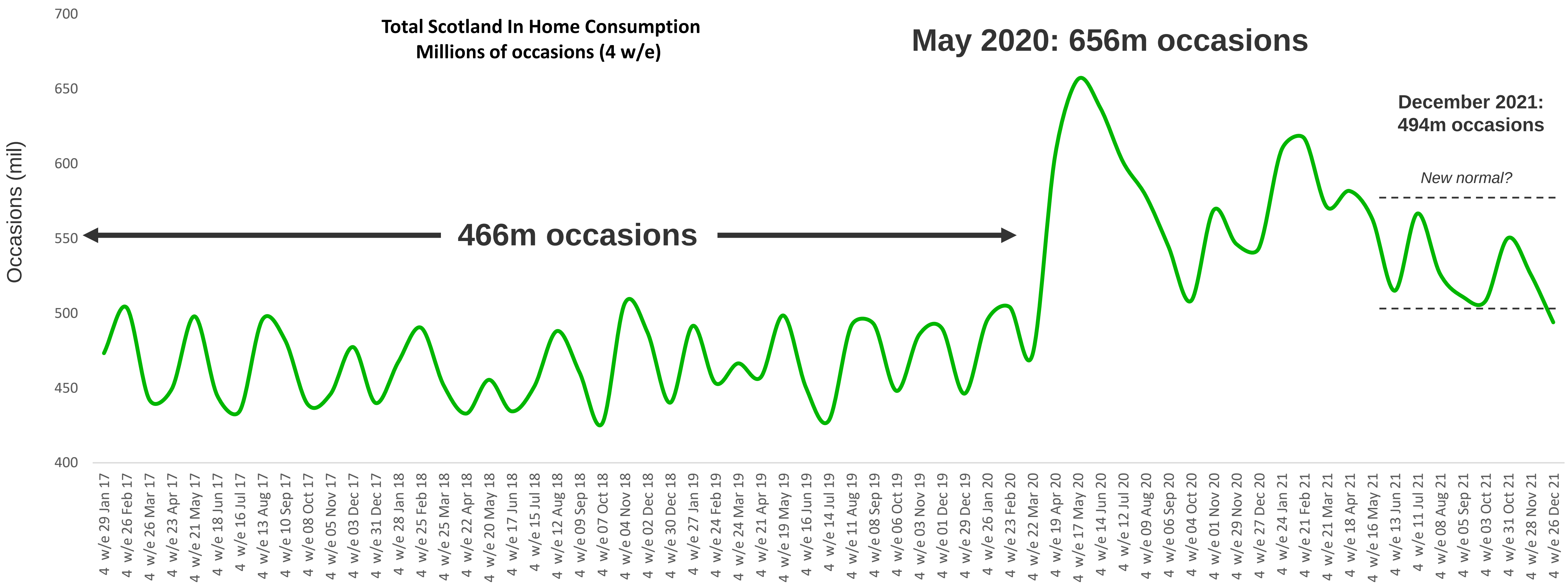
Kantar Usage Panel, Total Scotland, 52w/e 26 Dec 21 vs. 2020 and 2019, millions occasions, food & drink occasions

In Home occasions declined throughout most of 2021 after higher levels were seen during 2020. However, there were signs of stabilising to a 'new normal' level, which remained higher than 2019.

Scotland



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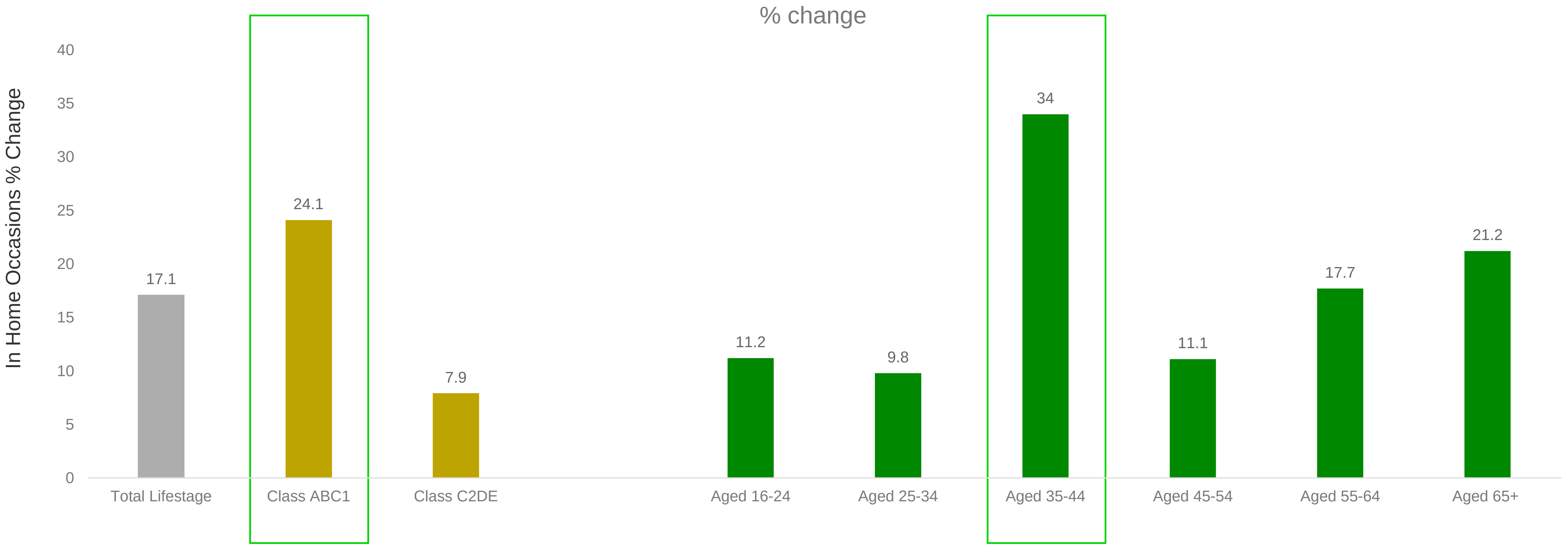
Kantar Usage Panel, Total Scotland, 4w/e millions occasions, in home food & drink occasions – 466m average 4 w/e period from Jan 17 to Mar 20

In Home occasions were greater in 2021 compared to 2019, most notably in social classes AB and C1, and among adults aged 35-44.

Scotland



Kantar Usage Panel, Total Scotland, 52 w/e 26 Dec 21 vs. 2019, % change of in home food & drink occasions

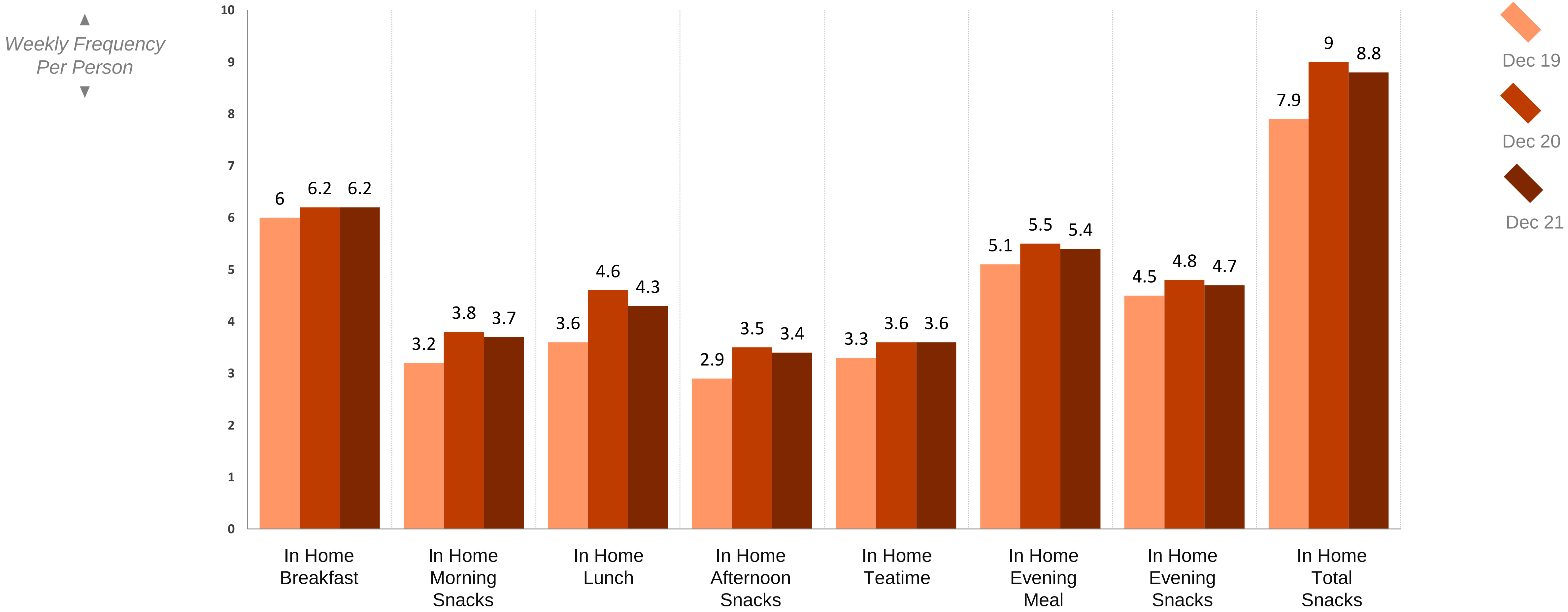
In 2021, *In Home* lunch and snacking occasions remained at higher levels compared to 2019, but have fallen slightly since 2020.

Scotland

	Breakfast 1.8bn	Lunch 1.1bn	Evening Meal 1.5bn	Snacking 2.2bn
Vs 2020	+2%	-3%	0%	-5%
Vs 2019	+8%	+41%	+10%	+20%

In 2021, *In Home* lunch and snacking occasions were higher than in 2019, but slightly less than in 2020.

Scotland



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Kantar Usage Panel, Total Scotland, 52 w/e, weekly occasion frequency per person

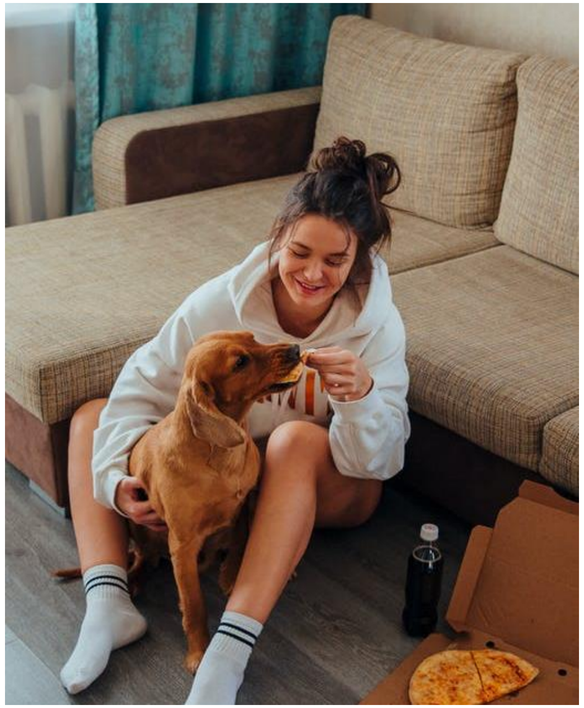
In 2021, the type of eating occasions became less planned, and more informal, relaxed, and in front of screens.

Scotland

Less 'Planned'
17.9%: -1.2ppts vs. 2019

More In Front of TV
12.5%: +0.4ppts vs. 2019

More Relaxing
9.8%: +1.6ppts vs. 2019

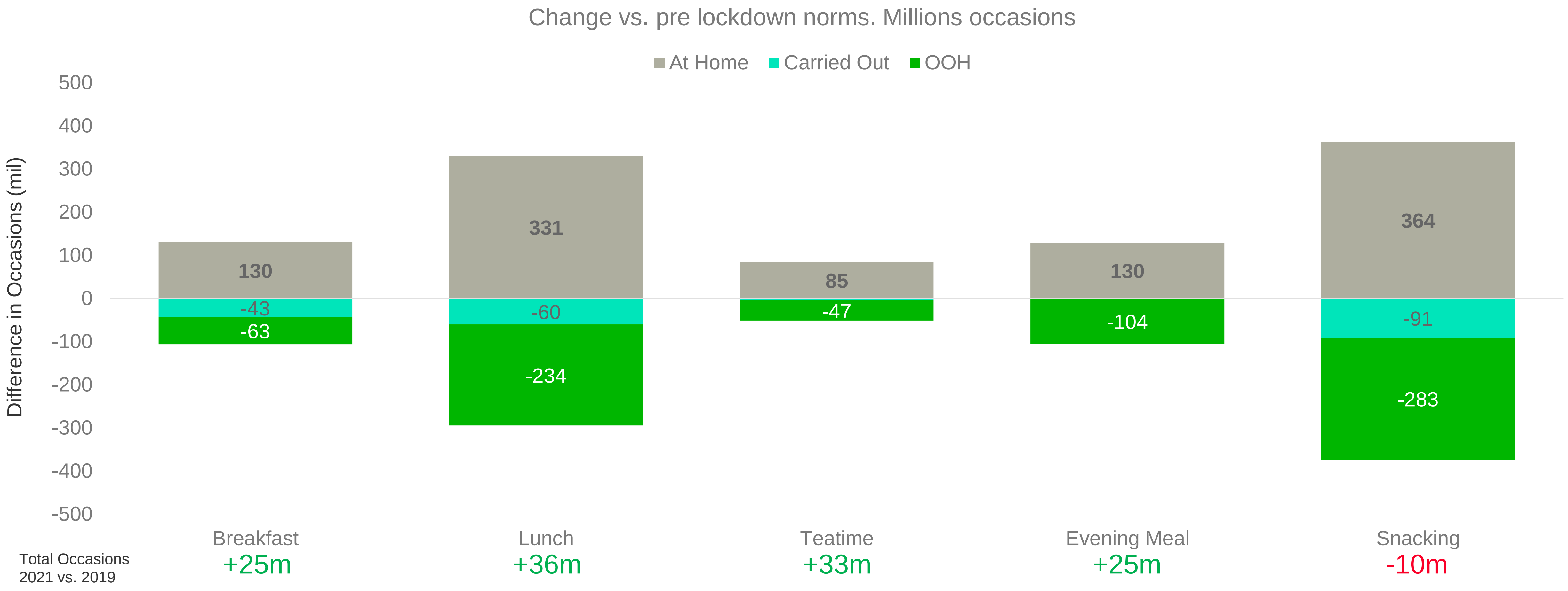


More In Front of Computers
1.7%: +0.4ppts vs. 2019

Kantar Usage Panel, Total Scotland, 52 w/e 26 Dec 21 vs. 2019, total in home & carried out occasions

In 2021, there were more total meal occasions compared to 2019, driven by an increase in occasions At Home. However, a decline in overall snacking occasions was driven by losses in OOH and carried out.

Scotland



Kantar Usage Panel, Total Scotland, 52 w/e 26 Dec 21 vs. 2YA, change in actual total food & drink occasions (mil)

In 2021, ‘Under 45s, No Children’ drove the decline in snacking occasions, whilst ‘Over 45s, No Children’ increased their total.

Scotland

	Under 45s, No Children	Families	Over 45s, No Children
Total Snacking Occasions Anywhere 2021 vs. 2019	-68m (-20%)	-53m (-6%)	+111m (+7%)

Kantar Usage Panel, Total Scotland, 52 w/e 26 Dec 21 vs. 2YA, total snacking occasions

In 2021, fruit accounted for 13.4% of *In Home* snacking occasions. This has remained mostly unchanged since 2019. However, many snacking occasions involved discretionary food categories, including chocolate confectionery and cakes and pastries.

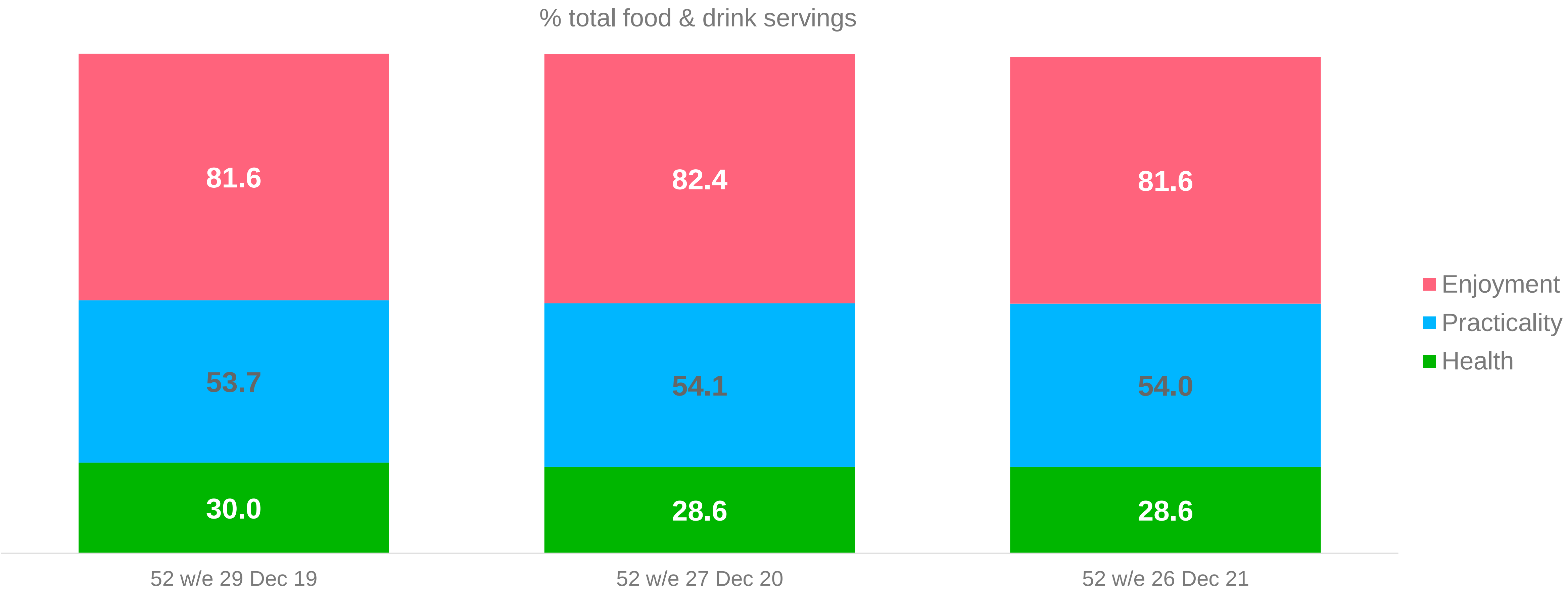
Scotland

Food Category	52 w/e 29 Dec 19	52 w/e 27 Dec 20	52 w/e 26 Dec 21
Fruit	13.6	13.3	13.4
Chocolate Confectionery	7.2	6.3	6.5
Everyday Biscuits	5.2	5.9	5.7
Cakes and Pastries	4.9	4.8	4.9
Savoury Snacks	4.9	5.3	4.6
Bread	5.1	4.5	4.5
Everyday Treats	3.6	3.6	4
Crisps	5.2	4	4
Cheese	3.6	2.7	2.7
Chocolate Biscuit Bars	3.4	3.1	2.7

Changing choices

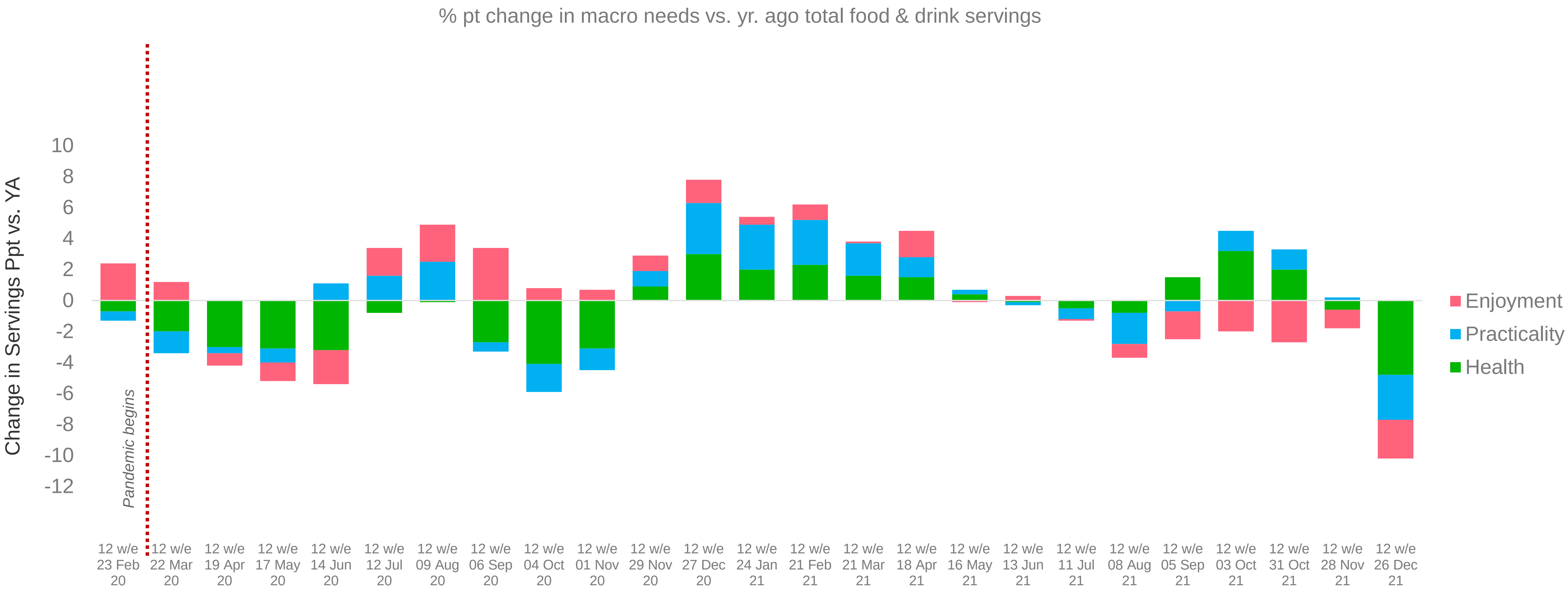
Enjoyment and practicality were the top two drivers of consumption. In 2021, health as a driver of consumption was 28.6%, the same level seen in 2020.

Scotland



There were fluctuations in the main drivers of consumption throughout 2020 and 2021. Health as a driver for consumption saw a decline in December 2021. Meanwhile, enjoyment began declining from mid 2021.

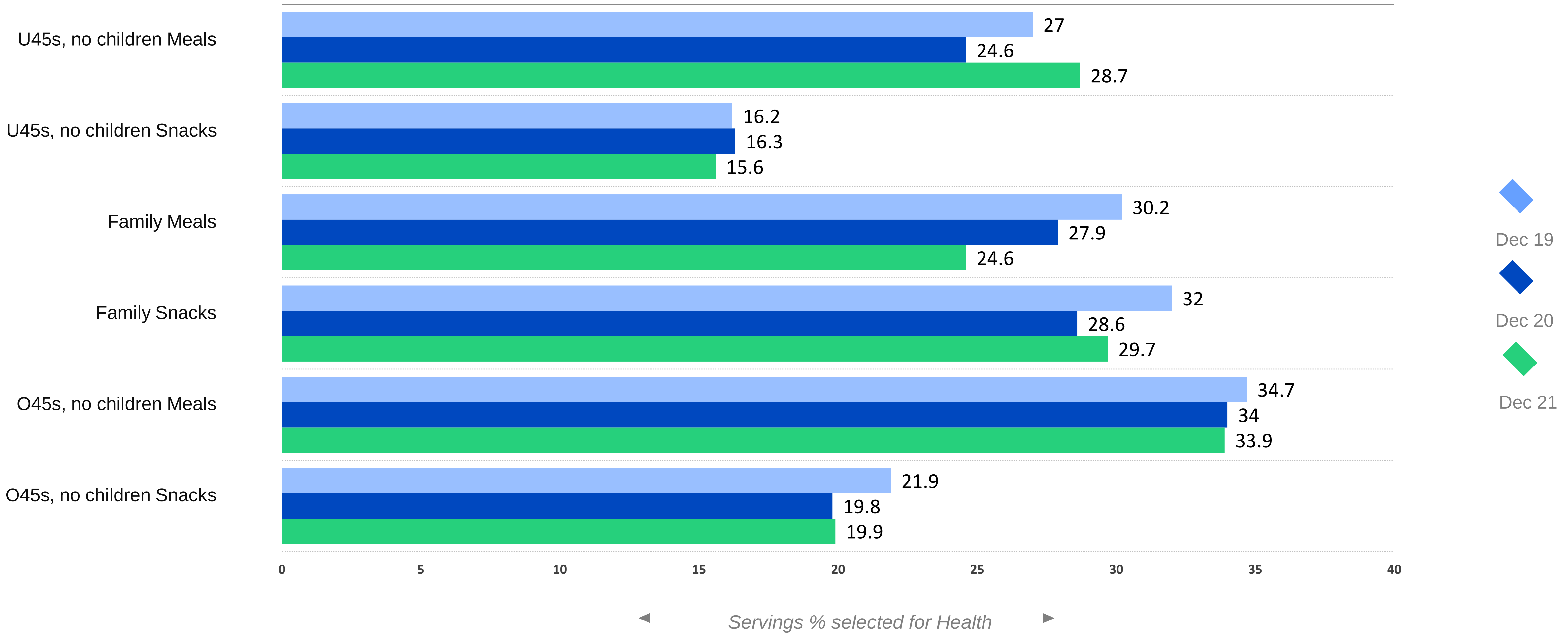
Scotland



Kantar Usage Panel, Total Scotland, % servings, 12 w/e vs. YA total food & drink, in home & carried out

Health as a driver for consumption of *In Home* meals and snacks generally declined in 2021 vs. 2019. However, meal servings among ‘Under 45s, no children’ increased during this time.

Scotland



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Kantar Usage Panel, Total Scotland, % servings selected for Health, 52 w/e, total food & drink, in home & carried out

Panellists looked at 8 Primary Health Needs, which can be divided into Benefit Led Health and Managed Health.

Add Good Things
Benefit Led health

To get portion of fruit or veg

Health benefits (fibre/vitamins)

Time for a healthier meal

More natural/less processed

Provide a varied diet

Avoid Bad Things
Managed health

Lower in fat/salt/sugar

Calorie and portion control

Lighter/not filling

In 2021, 24.4% of total food and drink servings were Benefit Led Health, compared to 11.6% for Managed Health.

Scotland

Add Good Things
Benefit Led health

24.4% of Total Food & Drink Servings

Avoid Bad Things
Managed health

11.6% of Total Food & Drink Servings

Kantar Usage Panel, Total Scotland, % servings, 52 w/e 26 Dec 21, total food & drink, in home & carried out

‘Under 45s, No Children’ were least likely to be driven by Benefit Led Health. ‘Families’ tend to “avoid the bad things” whilst ‘Over 45s, No Children’ tend to “add the good things”.

Scotland



	Under 45s, No Children	Families	Over 45s, No Children
Add the Good Things	93ix (vs. Total Consumers)	92ix (vs. Total Consumers)	106ix (vs. Total Consumers)
Avoid the Bad Things	42ix (vs. Total Consumers)	116ix (vs. Total Consumers)	100ix (vs. Total Consumers)

Kantar Usage Panel, Total Scotland, 52 w/e 26 Dec 21, % of servings selected indexed versus the average, total food & drink, in home and carried out occasions

Social classes AB and C1 were more likely to 'Add the Good Things'. Meanwhile, social classes C1 and E were focussed on being able to 'Avoid the Bad Things'.

Scotland

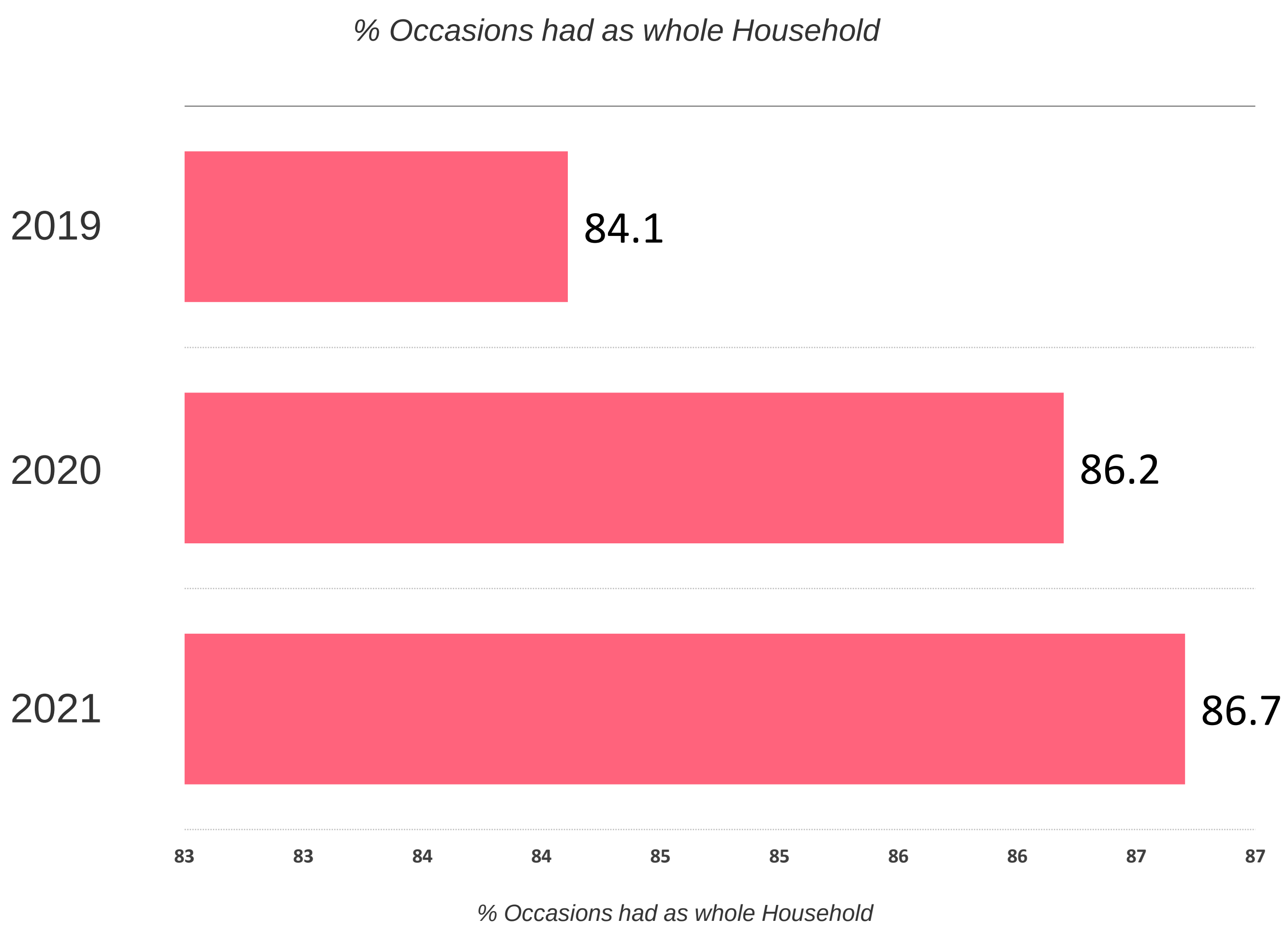
	Class AB	Class C1	Class C2	Class D	Class E
Add the Good Things	26.6% 109ix (vs. Total Pop)	26.9% 110ix (vs. Total Pop)	21.2% 87ix (vs. Total Pop)	17.4% 71ix (vs. Total Pop)	22.0% 90ix (vs. Total Pop)
Avoid the Bad Things	10.8% 93ix (vs. Total Pop)	14.6% 126ix (vs. Total Pop)	7.2% 62ix (vs. Total Pop)	8.1% 70ix (vs. Total Pop)	16.5% 142ix (vs. Total Pop)

KANTAR

Kantar Usage Panel, Total Scotland, 52 w/e 26 Dec 21, % of servings selected indexed versus the average, total food & drink, in home and carried out occasions

Changing meals

In 2021, 86.7% of *In Home* occasions were consumed as a whole household, compared to 84.1% in 2019.



Kantar Usage Panel, Total Scotland, total food & drink occasions where everyone in a Household is present, in home & carried out

Scotland

Average meal preparation times for lunch & evening meals combined declined very slightly in 2021.

2019: 23.5 minutes

2020: 23.5 minutes

2021: 22.7 minutes

‘Families’ took the most time to prepare their meals, taking nearly five minutes longer for their Evening Meal compared to ‘Under 45s, No Children’.

Scotland

	Under 45s, No Children	Families	Over 45s, No Children
Lunch Prep Time	10.7 mins	13.2 mins	11.6 mins
Eve Meal Prep Time	28.3 mins	33.2 mins	31.2 mins

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Kantar Usage Panel, Total Scotland, 52 w/e 26 Dec 21, total food & drink, in home & carried out occasions

Top 2021 Breakfast Categories

Scotland

Breakfast Cereals
(53.6% of breakfasts)

Bread
(24.0% of breakfasts)

Fruit
(17.8% of breakfasts)

Eggs
(8.5% of breakfasts)

Morning Goods
(8.1% of breakfasts)

Yoghurt
(3.3 of breakfasts)

Bacon Rashers
(3.2% of breakfasts)

Cereal Bars
(2.2% of breakfasts)

Sausages
(1.9% of breakfasts)

Cheese
(1.7% of breakfasts)

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Kantar Usage Panel, Total Scotland, 52 w/e 26 Dec 21, share of total breakfast occasions

Top 2021 Breakfast Categories - changes between 2021 and 2019

Scotland

Breakfast Cereals
-2.6ppt share of 2021 Breakfasts vs. 2019

Bread
-0.9ppt share of 2021 Breakfasts vs. 2019

Fruit
+3.0ppt share of 2021 Breakfasts vs. 2019

Eggs
-0.1ppt share of 2021 Breakfasts vs. 2019

Morning Goods
+1.1ppt share of 2021 Breakfasts vs. 2019

Yoghurt
+0.1ppt share of 2021 Breakfasts vs. 2019

Bacon Rashers
-0.3ppt share of 2021 Breakfasts vs. 2019

Cereal Bars
+0.4ppt share of 2021 Breakfasts vs. 2019

Sausages
+0.2ppt share of 2021 Breakfasts vs. 2019

Cheese
+0.2ppt share of 2021 Breakfasts vs. 2019

Kantar Usage Panel, Total Scotland, 52 w/e 26 Dec 21 vs. 2YA, share of total breakfast occasions

Top 2021 Lunch Dishes

Scotland

Sandwiches
(36% of lunch)

Soup
(8% of lunch)

Toast Meals
(4% of lunch)

Pies/Pasties/Sav Puds
(1.4% of lunch)

Pizza
(1.4% of lunch)

Salads
(1.1% of lunch)

Other Pasta Dish
(0.9% of lunch)

Cheese & Biscuits
(0.7% of lunch)

Macaroni Cheese
(0.6% of lunch)

Omelette
(0.6% of lunch)

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Kantar Usage Panel, Total Scotland, 52 w/e 26 Dec 21, share of total lunch occasions

Top 2021 Lunch Dishes – changes between 2021 and 2019

Scotland

Sandwiches
-1.5ppt share of 2021 Lunches vs. 2019

Soup
-0.4ppt share of 2021 Lunches vs. 2019

Toast Meals
+0.2ppt share of 2021 Lunches vs. 2019

Pies/Pasties/Sav Puds
-0.2ppt share of 2021 Lunches vs. 2019

Pizza
+0.7ppt share of 2021 Lunches vs. 2019

Salads
-0.6ppt share of 2021 Lunches vs. 2019

Other Pasta Dish
0.0ppt share of 2021 Lunches vs. 2019

Cheese & Biscuits
+0.1ppt share of 2021 Lunches vs. 2019

Macaroni Cheese
+0.2ppt share of 2021 Lunches vs. 2019

Omelette
+0.2ppt share of 2021 Lunches vs. 2019

Kantar Usage Panel, Total Scotland, 52 w/e 26 Dec 21 vs. 2YA, share of total lunch occasions

Top 2021 Evening Meal Dishes

Scotland

Roast Dinners
(4.6% of eve meal)

Pizza
(3.4% of eve meal)

Pies/Pasties/Sav Puds
(3.1% of eve meal)

Other Pasta Dish
(2.7% of eve meal)

Sandwiches
(2.5% of eve meal)

Spaghetti Bolognaise
(2.2% of eve meals)

Stew/Casserole
(1.7% of eve meal)

Indian Curry
(1.5% of eve meal)

Baked Potato Meal
(1.4% of eve meal)

Fajitas
(1.4% of eve meal)

Top 2021 Evening Meal Dishes - changes between 2021 and 2019

Scotland

Roast Dinners
-0.1ppt share of 2021 Eve Meals vs. 2019

Pizza
+0.4ppt share of 2021 Eve Meals vs. 2019

Pies/Pasties/Sav Puds
-0.3ppt share of 2021 Eve Meals vs. 2019

Other Pasta Dish
+0.5ppt share of 2021 Eve Meals vs. 2019

Sandwiches
-0.4ppt share of 2021 Eve Meals vs. 2019

Spaghetti Bolognaise
-0.3ppt share of 2021 Eve Meals vs. 2019

Stew/Casserole
-0.7ppt share of 2021 Eve Meals vs. 2019

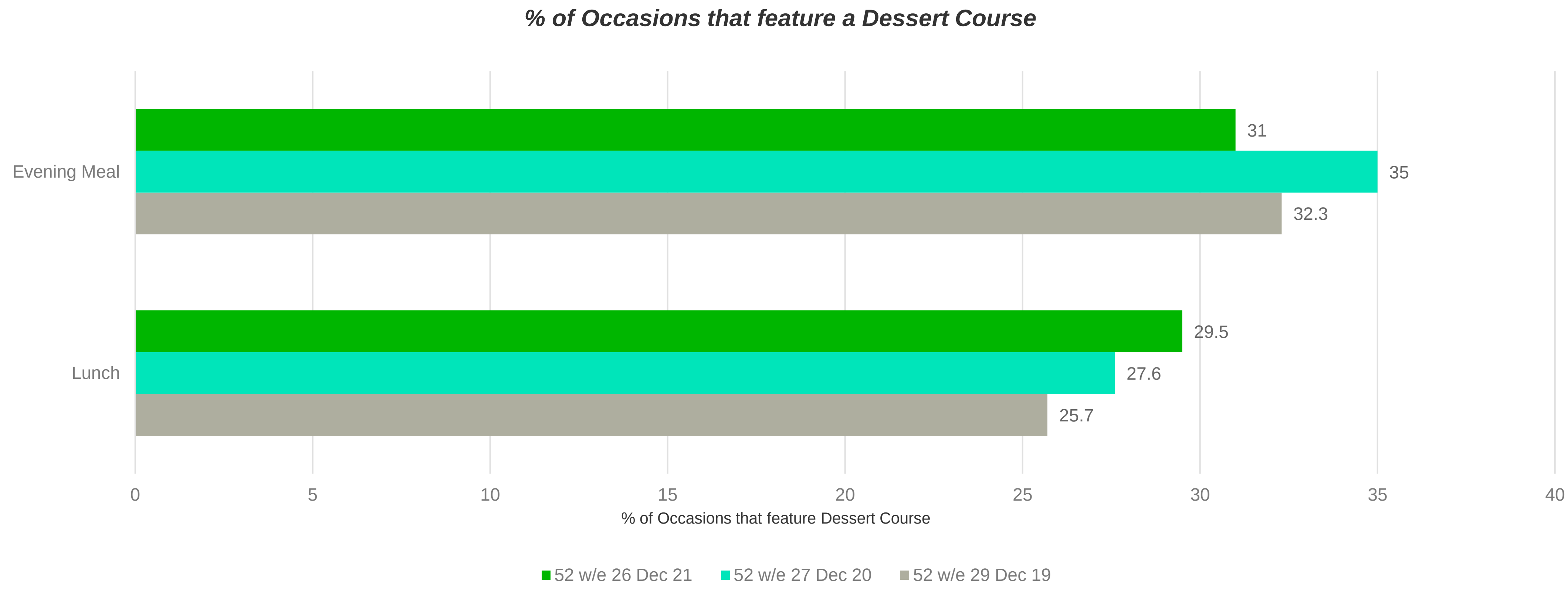
Indian Curry
-0.3ppt share of 2021 Eve Meals vs. 2019

Baked Potato Meal
+0.4ppt share of 2021 Eve Meals vs. 2019

Fajitas
+0.6ppt share of 2021 Eve Meals vs. 2019

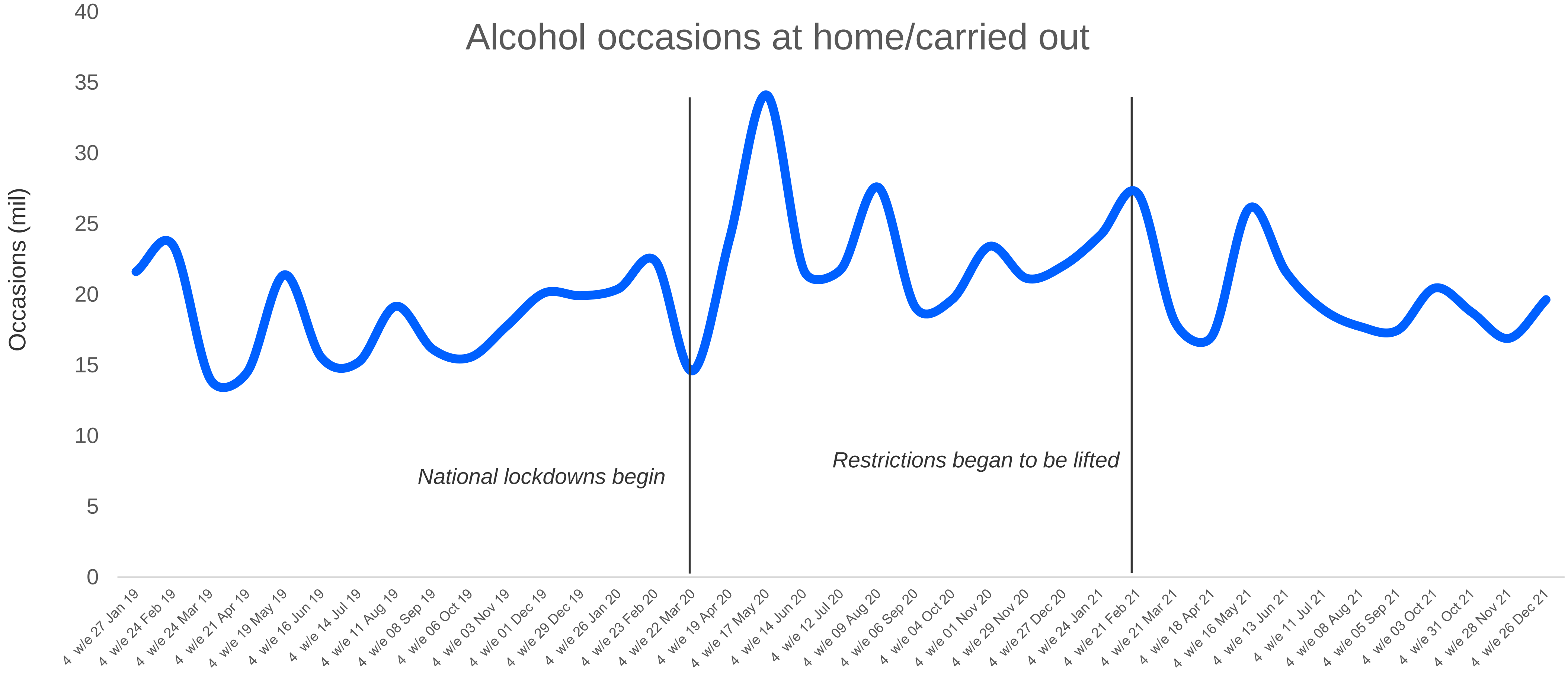
Kantar Usage Panel, Total Scotland, 52 w/e 26 Dec 21 vs. 2YA, share of total evening meal occasions

Consuming desserts during lunch occasions increased in 2021, but consuming desserts during evening meal occasions decreased below levels seen in 2019.



Consumption of alcoholic drinks increased during the initial period following the national lockdown, but this steadily decreased throughout 2021.

Scotland



Kantar Usage Panel, Total Scotland, 4w/e millions occasions (mil), in home alcohol

‘Families’ and ‘Over 45s, No Children’ increased their consumption of alcoholic drinks at home in 2020. However, it was ‘Families’ that saw the greatest decrease in consumption of alcoholic drinks between 2021 and 2020.

Scotland



	Under 45s, No Children	Families	Over 45s, No Children
2021 Vs. 2020	-1.1% (-0.2m)	-23.4% (-10.0m)	-7.6% (-17.5m)
2020 vs. 2019	-13.4% (-3.0m)	+24.0% (+8.3m)	+30.5% (+53.5m)

Kantar Usage Panel, Total Scotland, 52 w/e December vs. YA, in home alcohol occasions % change

How “involvement type” is defined in meal preparation.

Scratch cooking

Home made dishes

e.g. spaghetti bolognese, curry, chillies where the sauce is made, home made pies, home made soups

Assisted cooking

Cooking sauces & meal kits used

e.g. spaghetti bolognese but with Dolmio sauce

Assembled meals

Where multiple items are bought together on a plate

e.g. sandwiches, fish & chips, salad

Convenience meals

Prepared pizzas (but cooked at home) & ready meals

Delivered takeaway

e.g. Deliveroo, Uber Eats etc.

Scotland

Cooking effort impacts on both time and spend. In 2021, assembled meals took the least amount of time to cook (19 mins) and were the cheapest (£1.30 per person). Convenience meals were the most expensive (£2.09) whilst scratch cooking took the most time (36 mins).



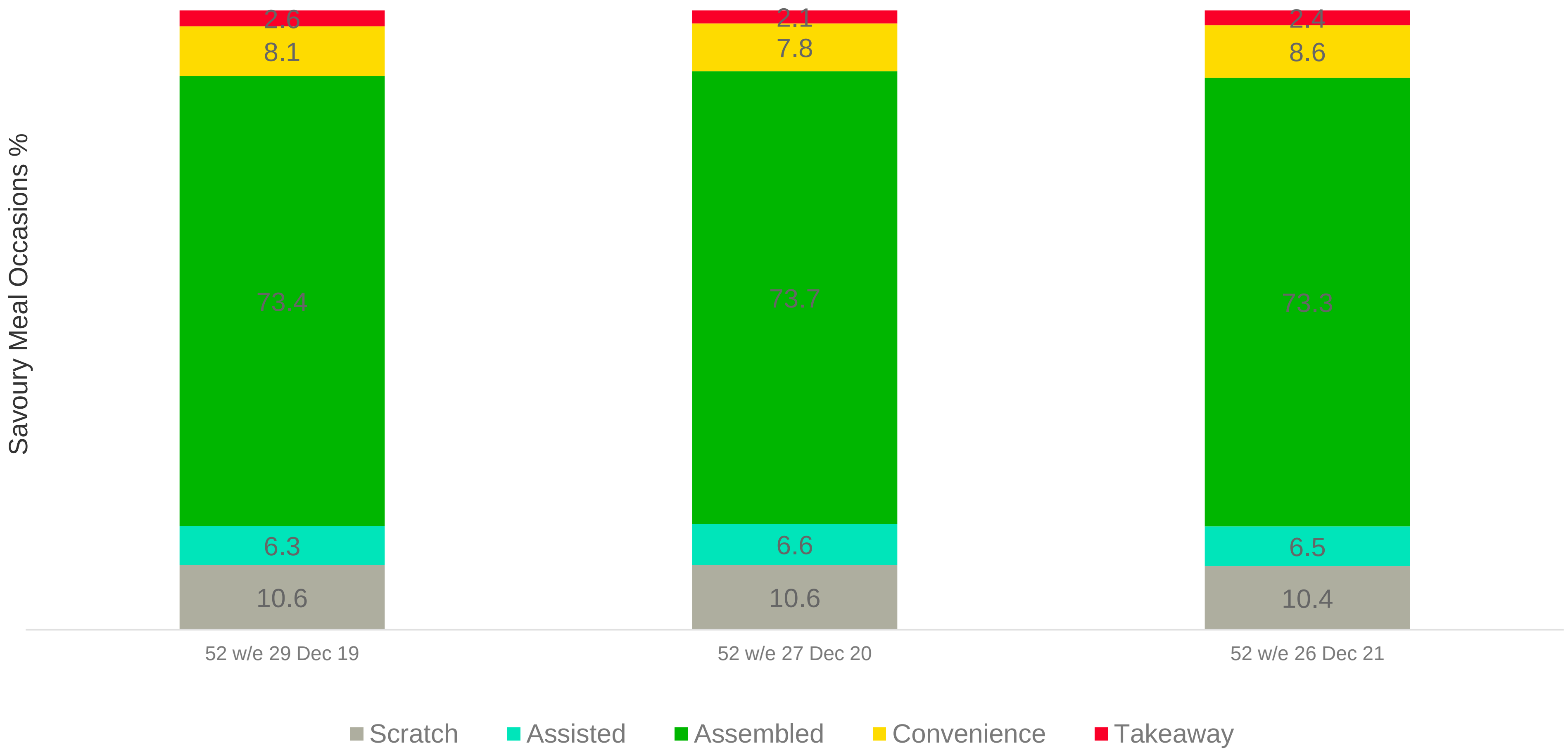

Scratch cooking	Assisted cooking	Assembled meals	Convenience meals
36 mins	33 mins	19 mins	26 mins
£1.66 per person	£2.00	£1.30	£2.09

“Cost”

“Effort”

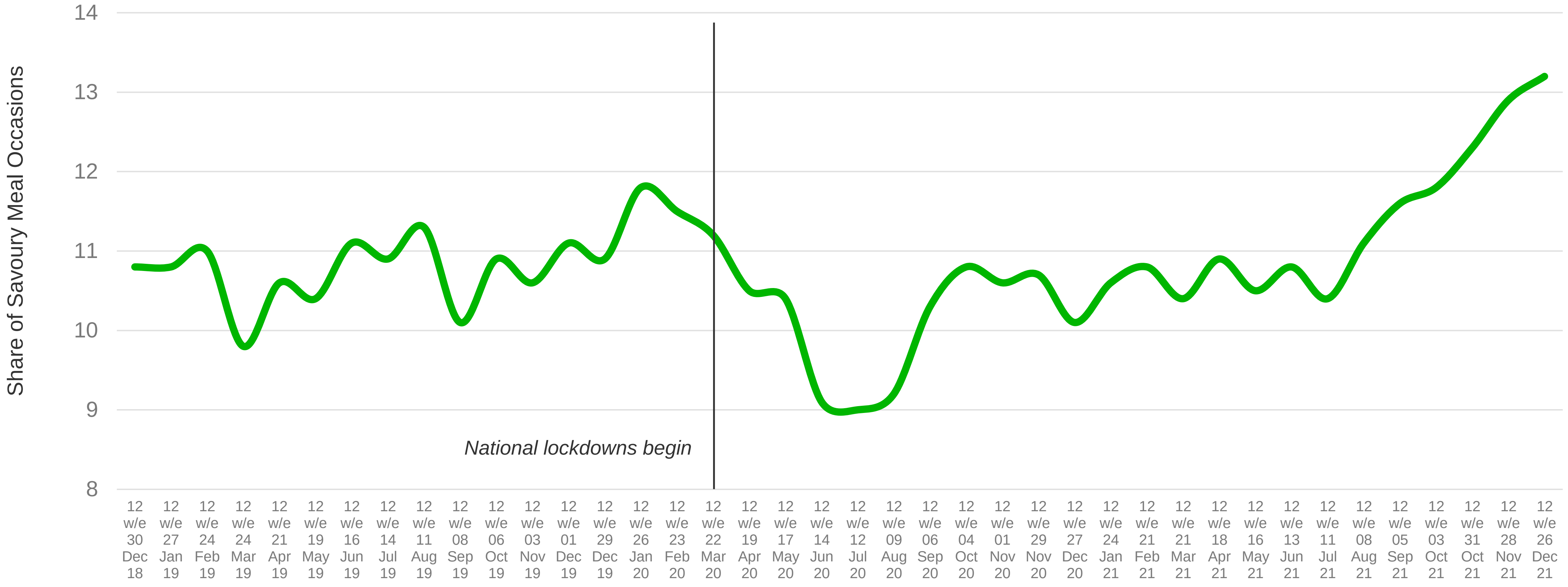
There were only slight differences in approaches to cooking in 2021, compared to 2019. Assembled cooking continued to account for the largest proportion of main meals in 2021 (73%) followed by scratch cooking (11%) and convenience cooking (9%).

Scotland



At the end of 2021, convenience cooking was at its highest level in several years.

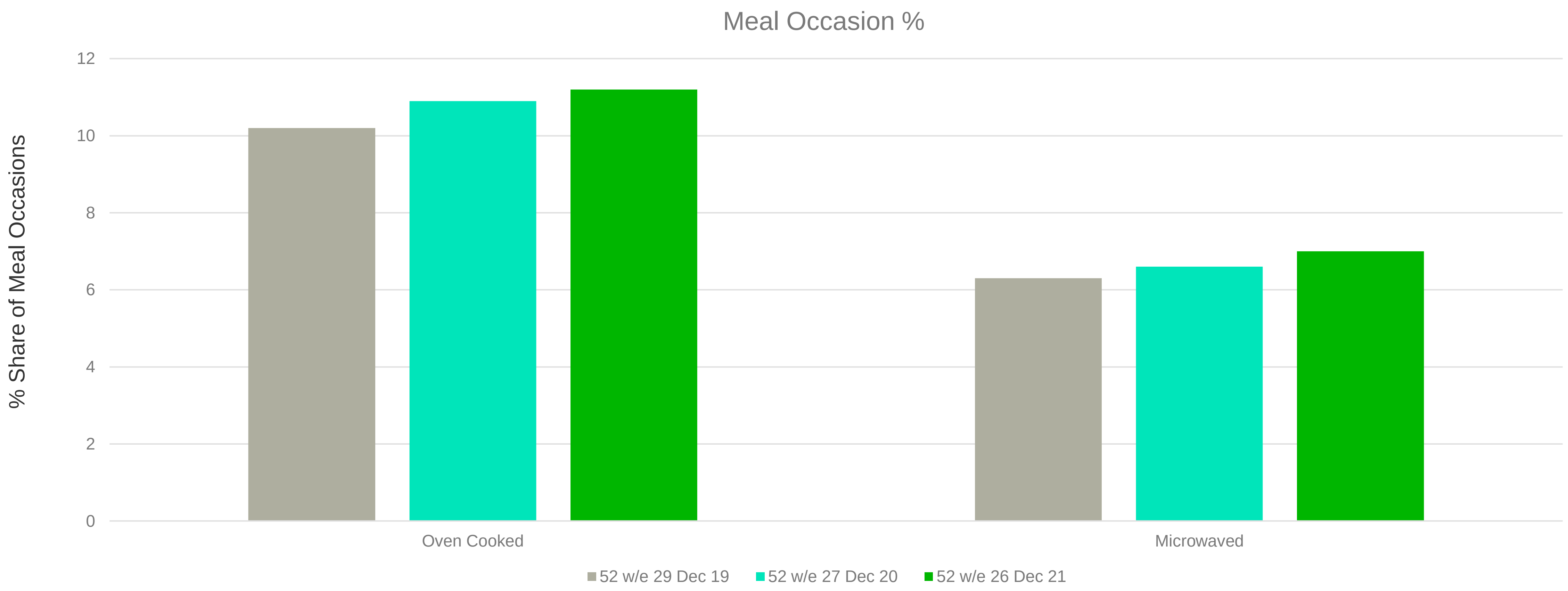
Scotland



Kantar Usage Panel, Total Scotland, 12 w/e, meal occasion % that are Convenience involvement type, in home & carried out

In 2021, there was an increase across both oven and microwave cooking, both providing their own 'convenience'.

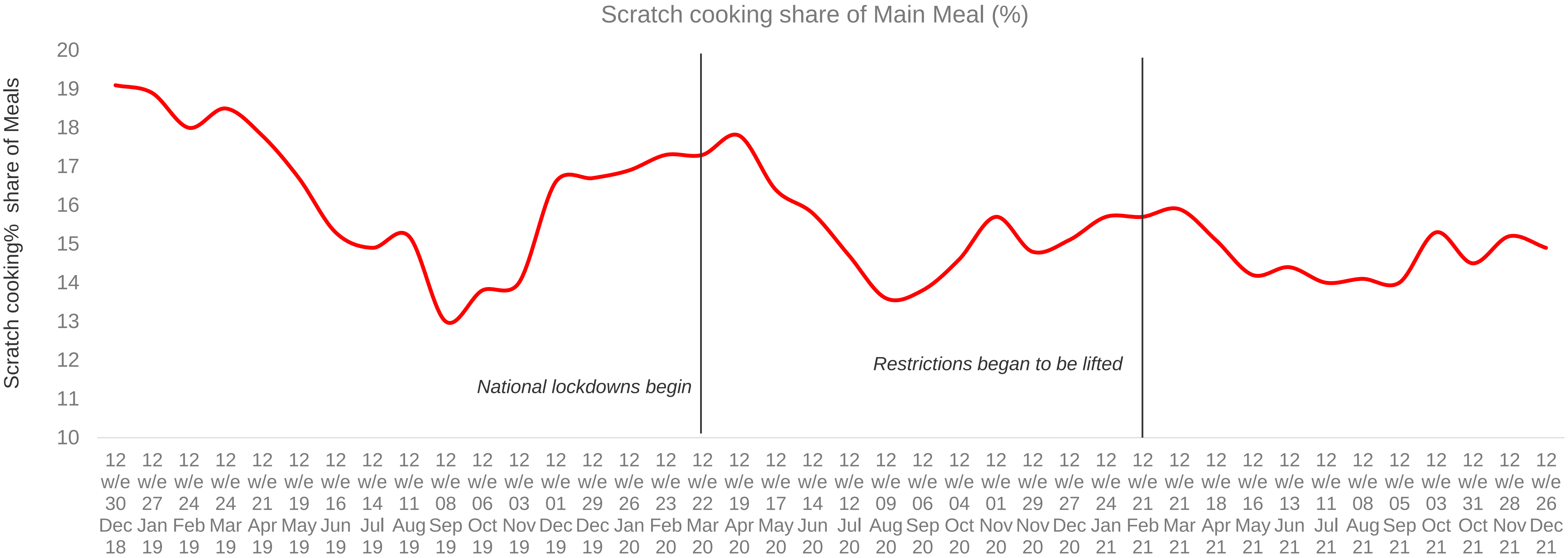
Scotland



Kantar Usage Panel, Total Scotland, 52 w/e, meal occasions % to feature specified cooking type, in home & carried out

There was in initial increase in scratch cooking following the first national lockdown. However, this was in decline and remained relatively steady throughout 2021.

Scotland

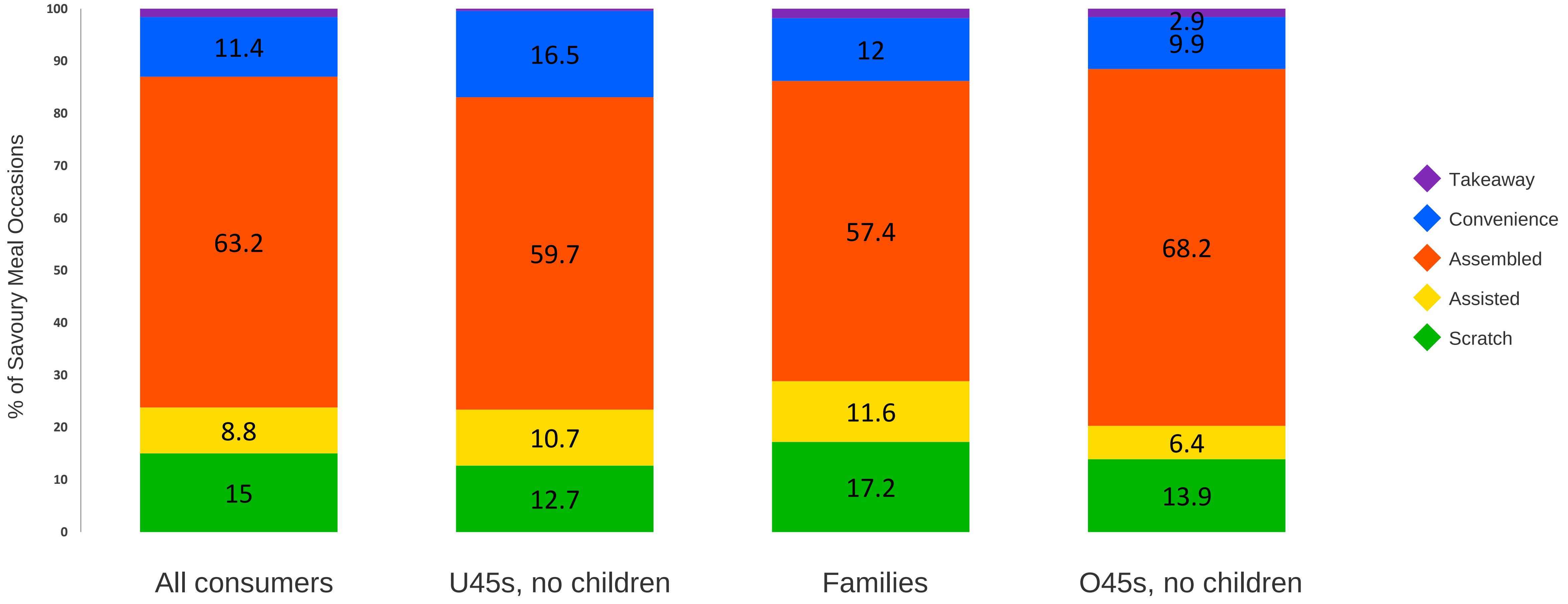


KANTAR

Kantar Usage Panel, Total Scotland, 12 w/e, meal occasion % that are Scratch involvement type, in home & carried out

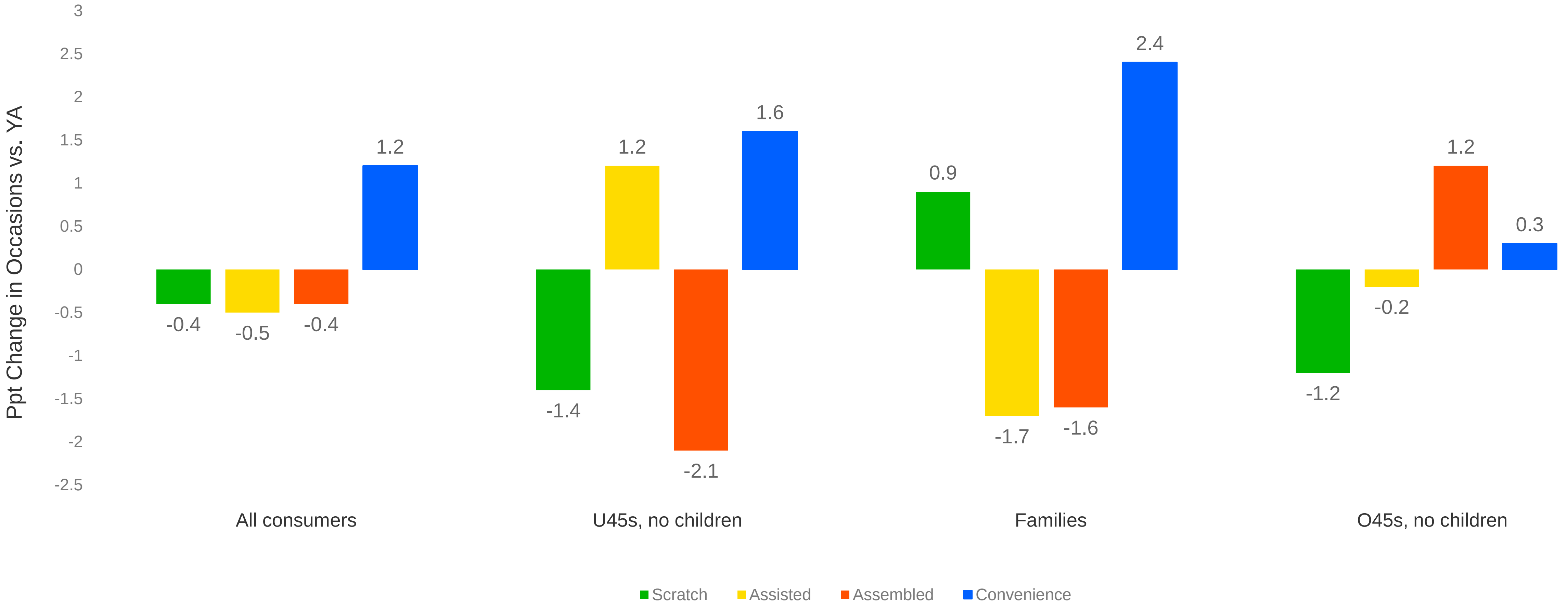
In 2021, ‘Families’ scratch cooked the most, whilst ‘Under 45s, No Children’ had the highest percentage of convenience meals by lifestage.

Scotland



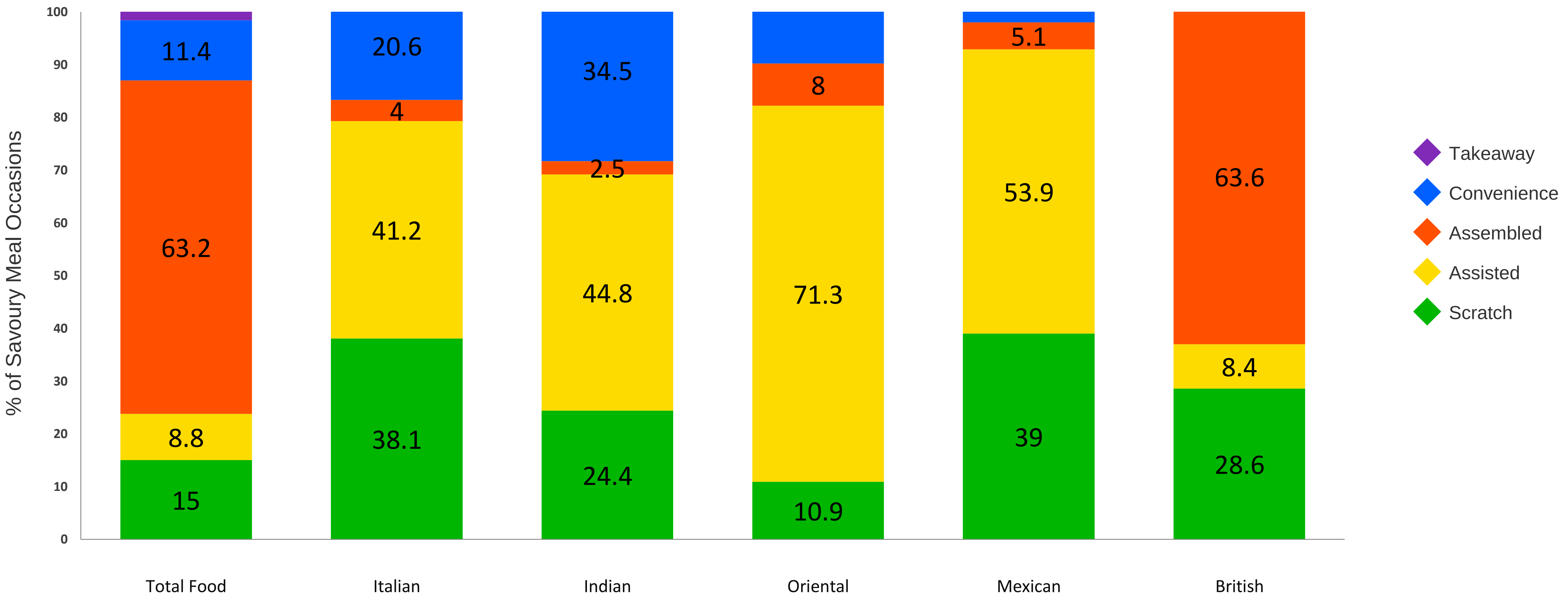
In 2021, convenience cooking increase was driven by ‘Families’, but an increase was also seen in ‘Under 45s, No Children’. ‘Families’ also had an increase in scratch cooking.

Scotland



In 2021, 63.2% of savoury meal occasions were assembled. Oriental savoury meal occasions were mainly assisted, whereas British savoury meal occasions were mainly assembled.

Scotland

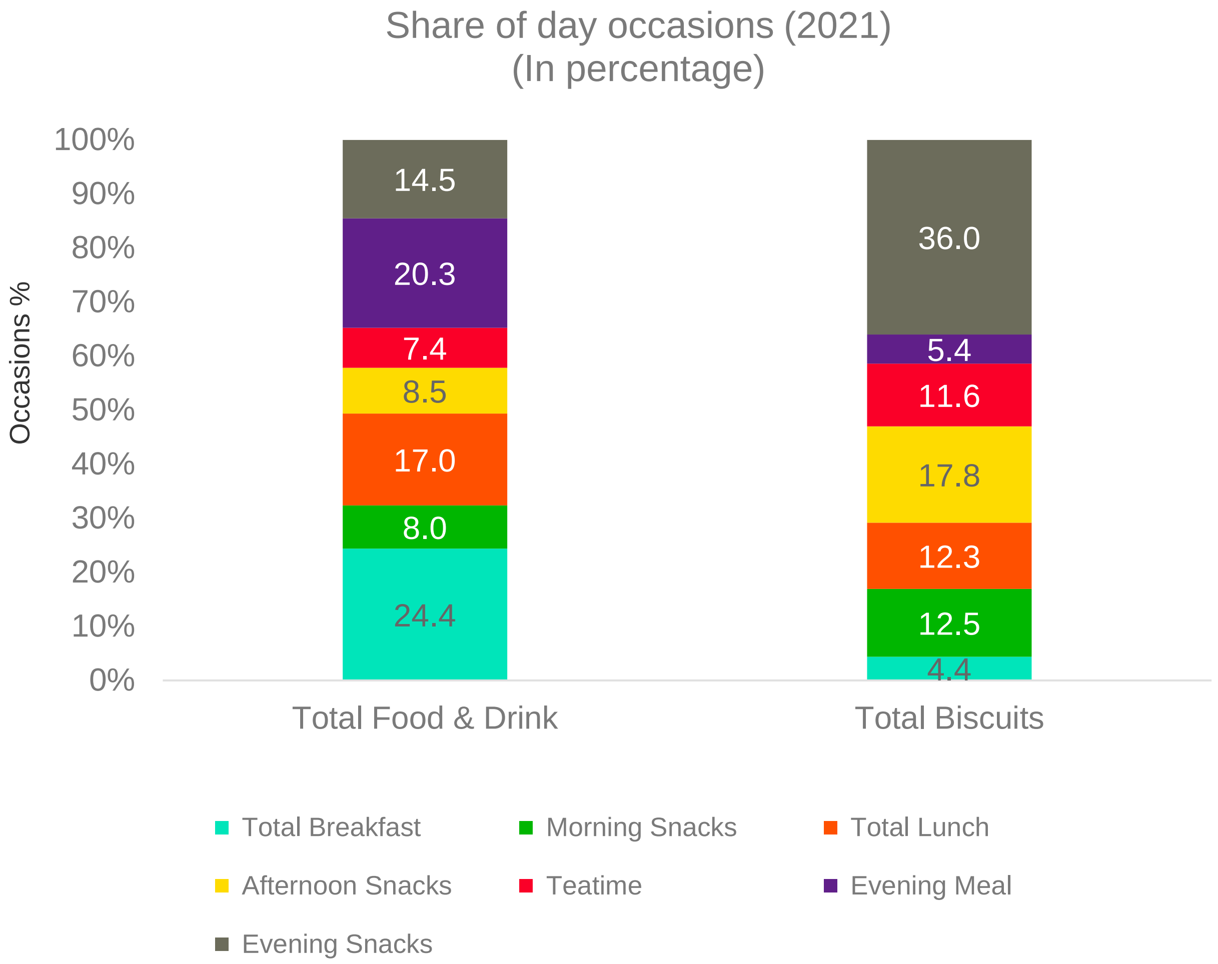


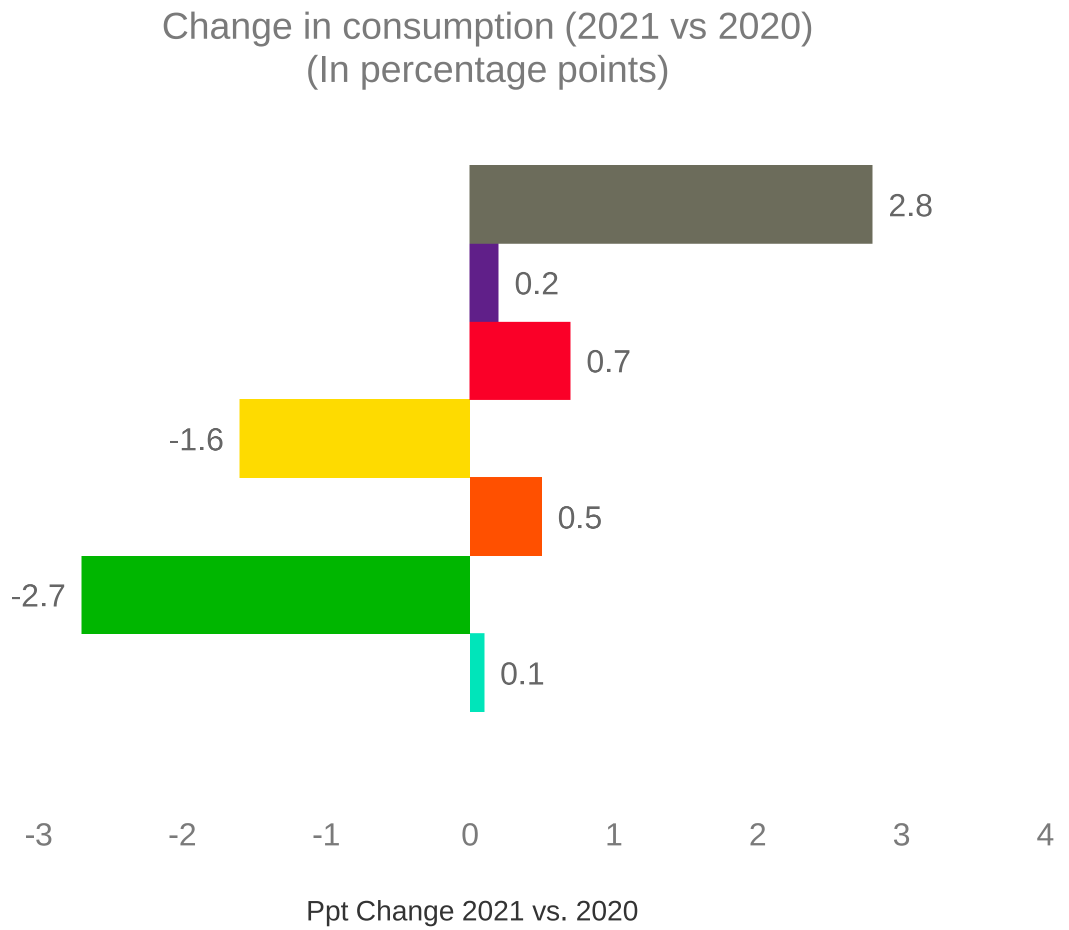
Kantar Usage Panel, Total Scotland, 52w/e 26th Dec 21, in home & carried out, % meal occasions

Changing categories

In 2021, 36% of biscuit occasions were consumed as an evening snack. This this was a 2.8 percentage point increase vs. 2020.

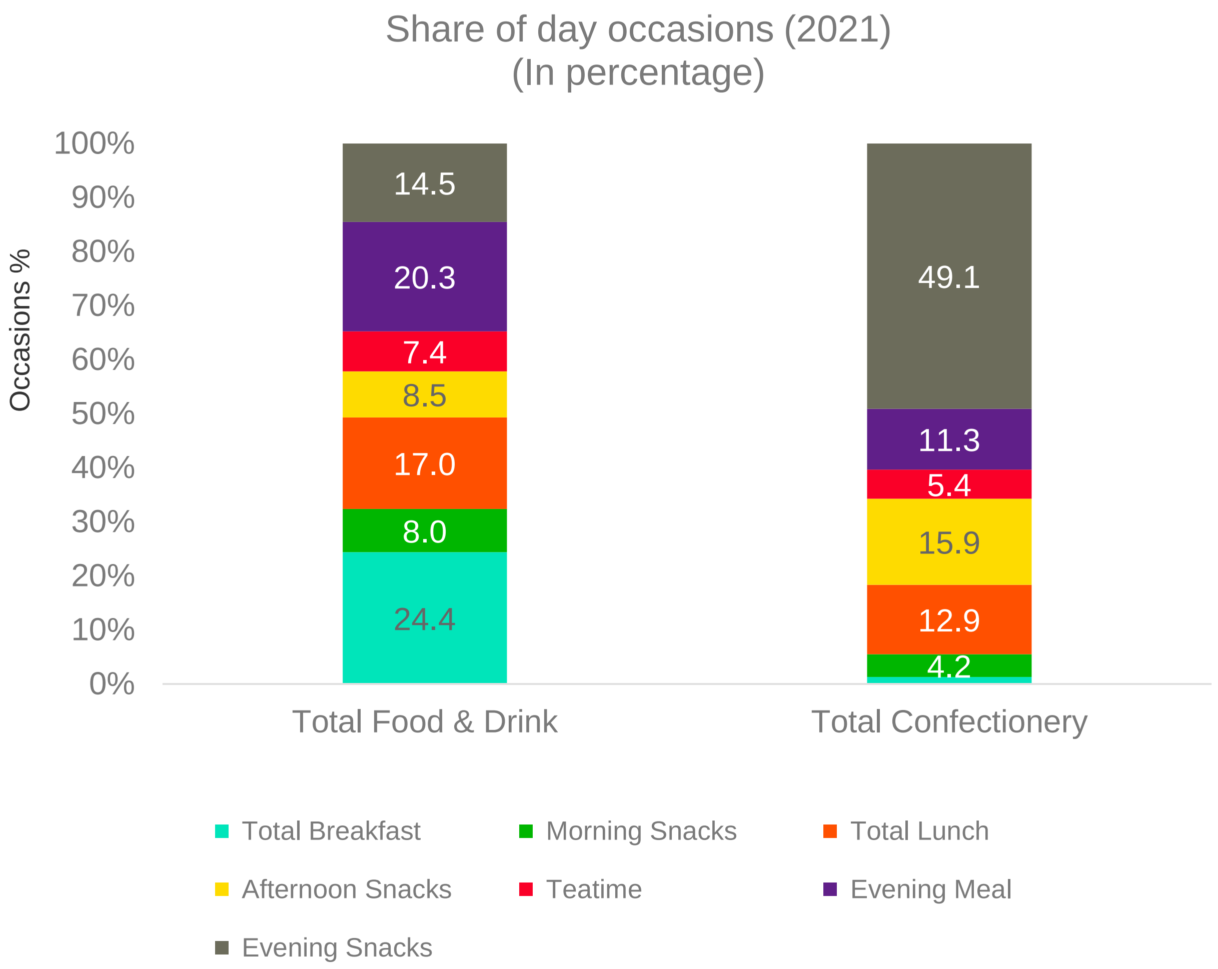
Scotland

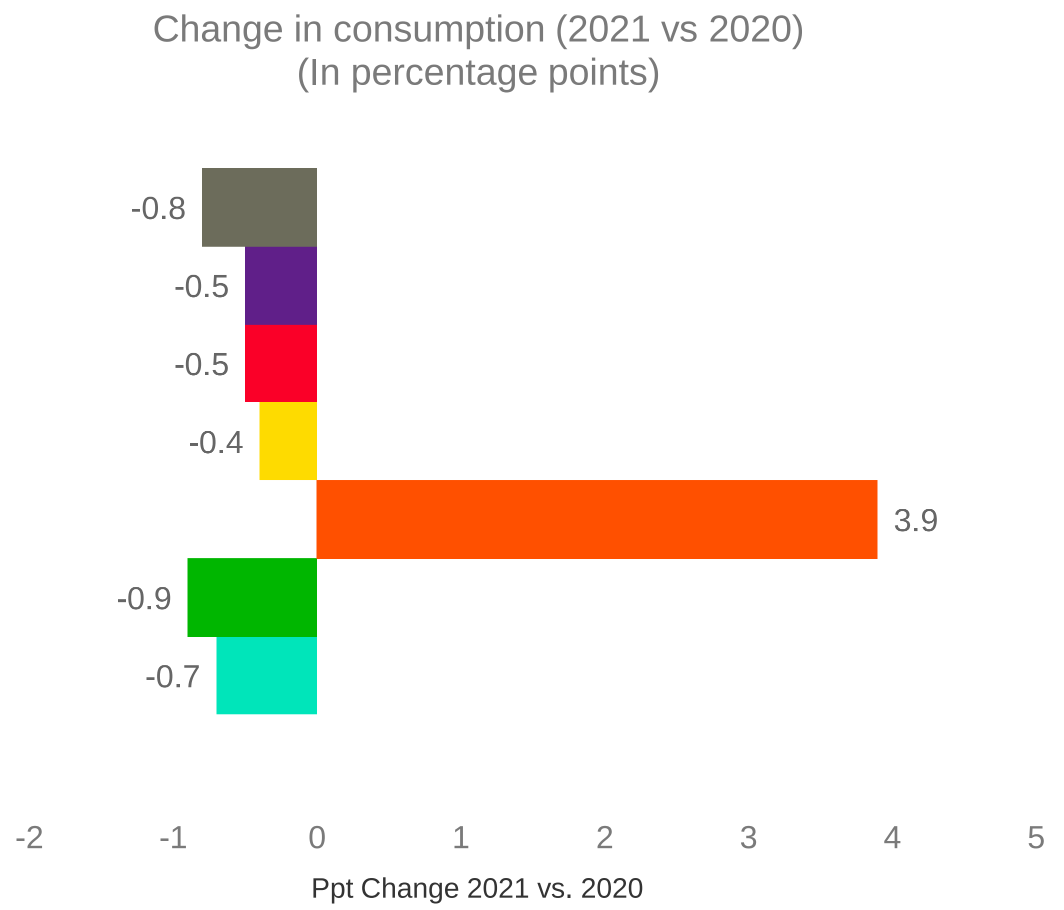




In 2021, 49.1% of confectionery occasions were consumed as an evening snack. There was a 3.9 percentage point increase in confectionery being consumed during lunch occasions vs. 2020.

Scotland

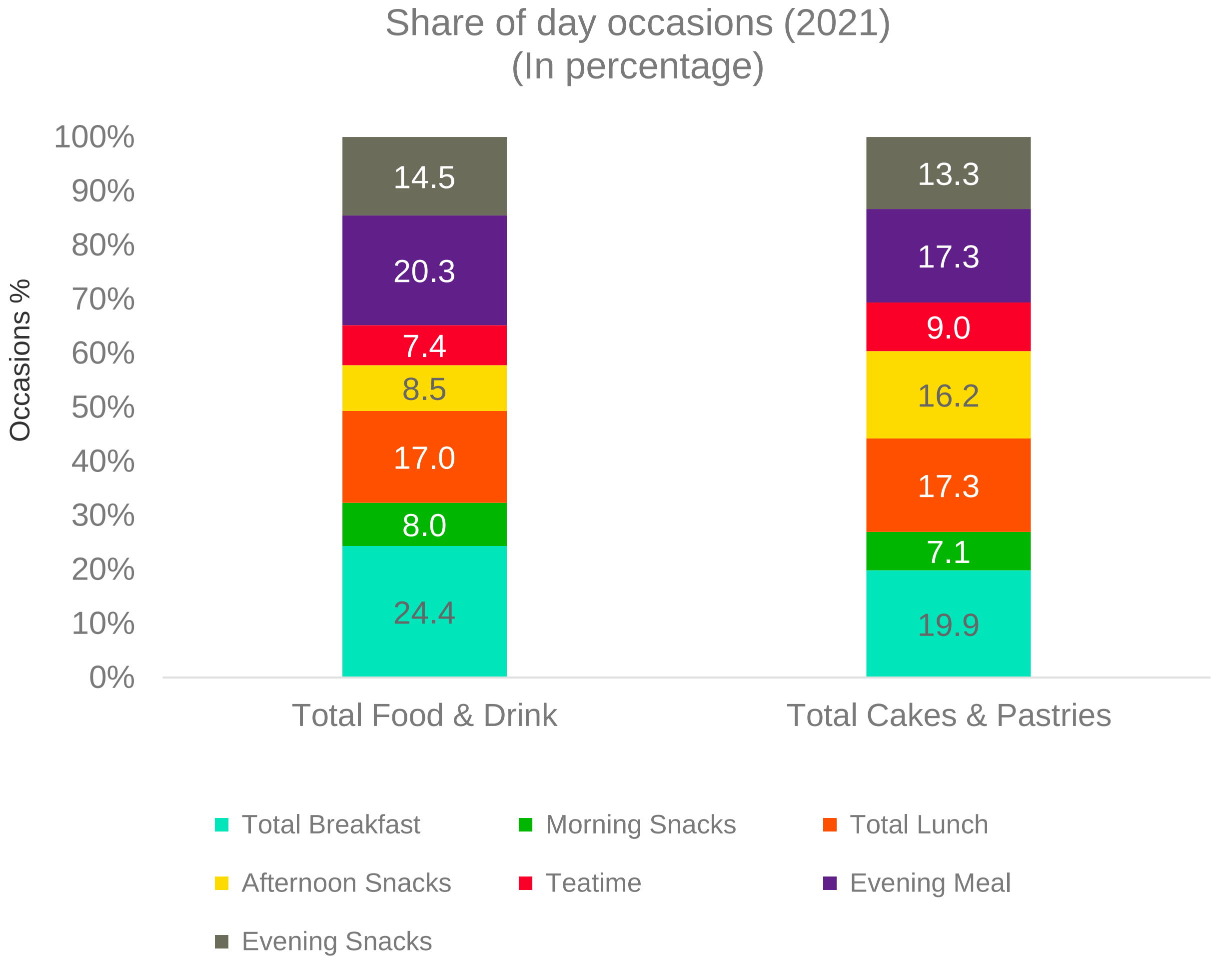


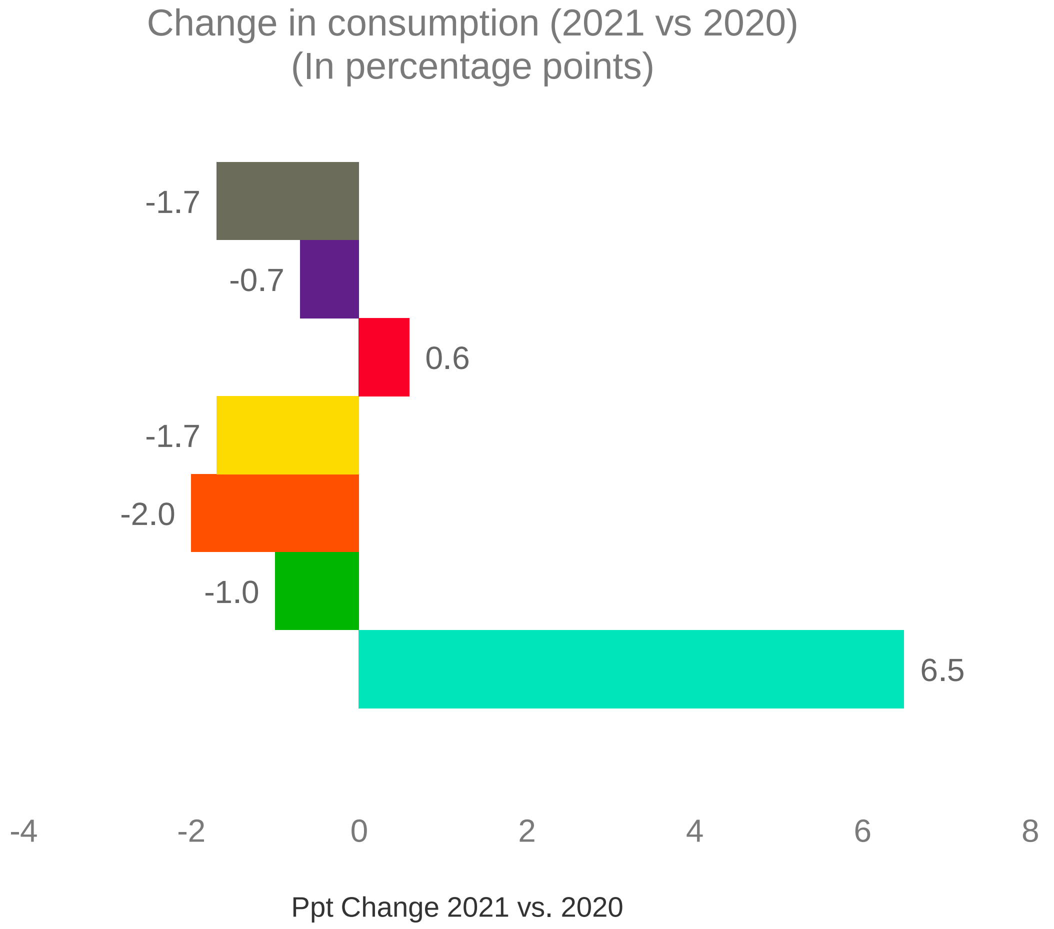


Kantar Usage Panel, Total Scotland, Total Confectionery, 52 w/e 26 Dec 21 vs. 2020, Occasions % In Home/Carried Out

In 2021, 19.9% of cakes and pastries occasions were consumed at breakfast. This was an increase of 6.5 percentage points vs. 2020.

Scotland



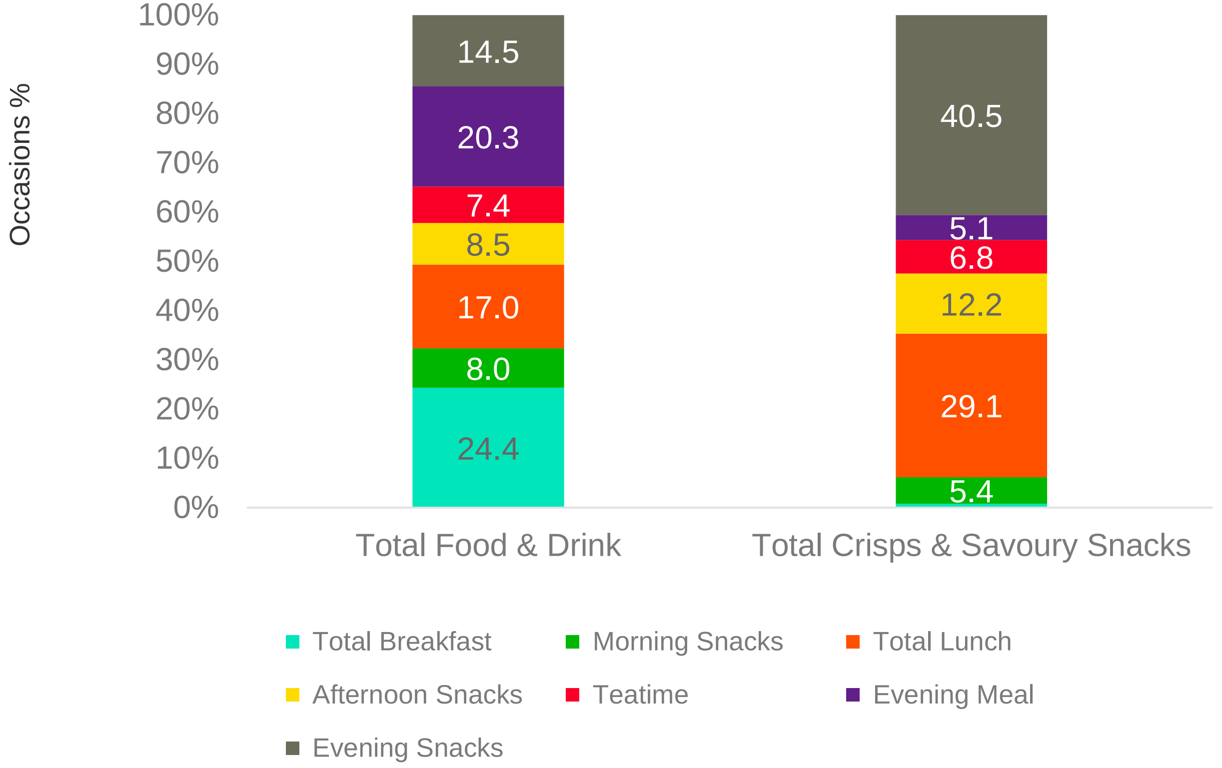


Kantar Usage Panel, Total Scotland, Total Cakes & Pastries, 52 w/e 26 Dec 21 vs. 2020, Occasions % In Home/Carried Out

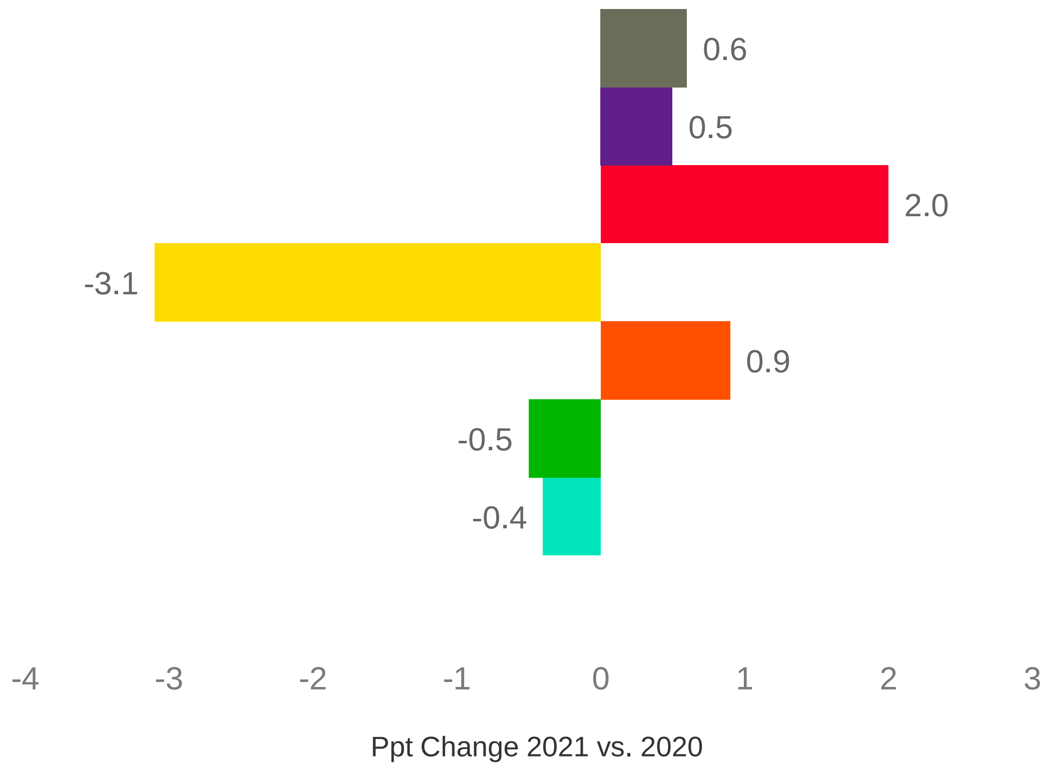
In 2021, 40.5% of crisps and savoury snacks occasions were consumed as an evening snack. There was a 3.1 percentage point decline in consumption of this category as an afternoon snack vs. 2020.

Scotland

Share of day occasions (2021)
(In percentage)



Change in consumption (2021 vs 2020)
(In percentage points)

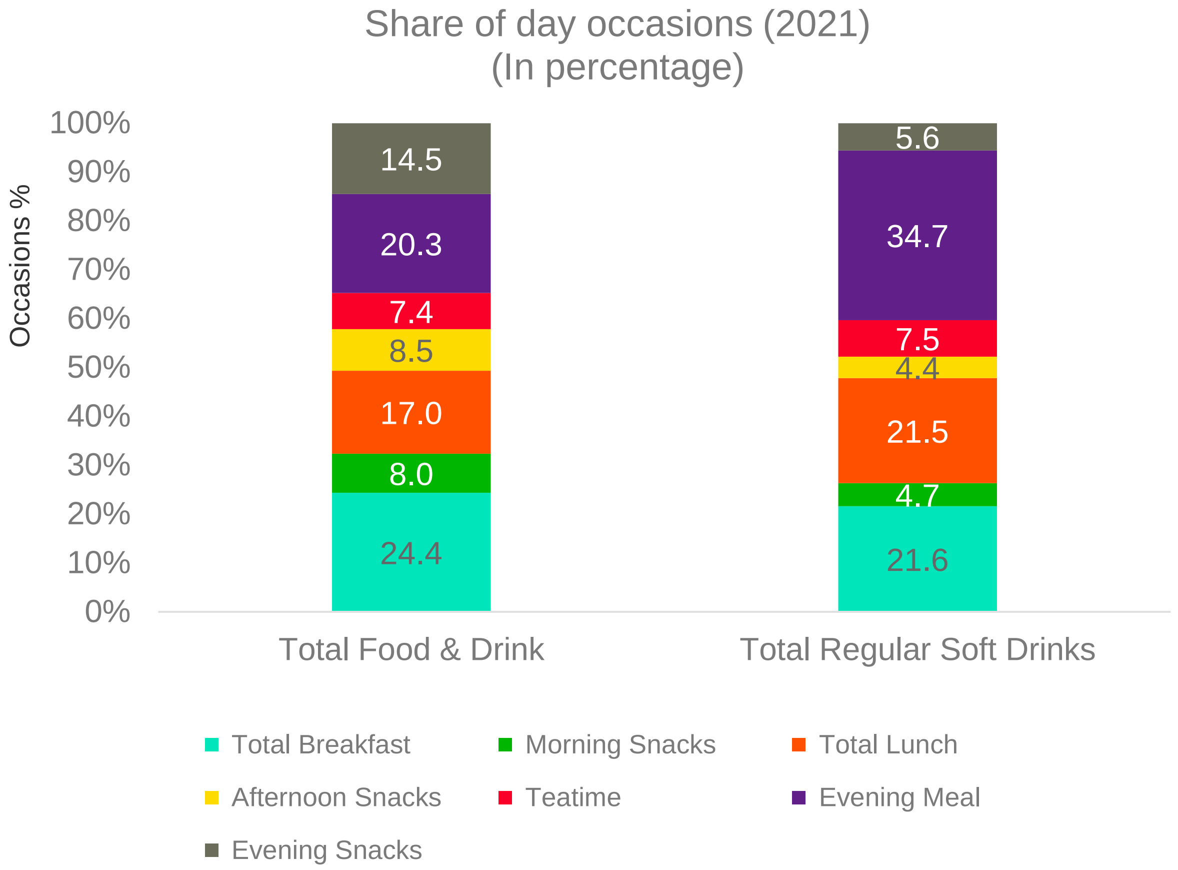


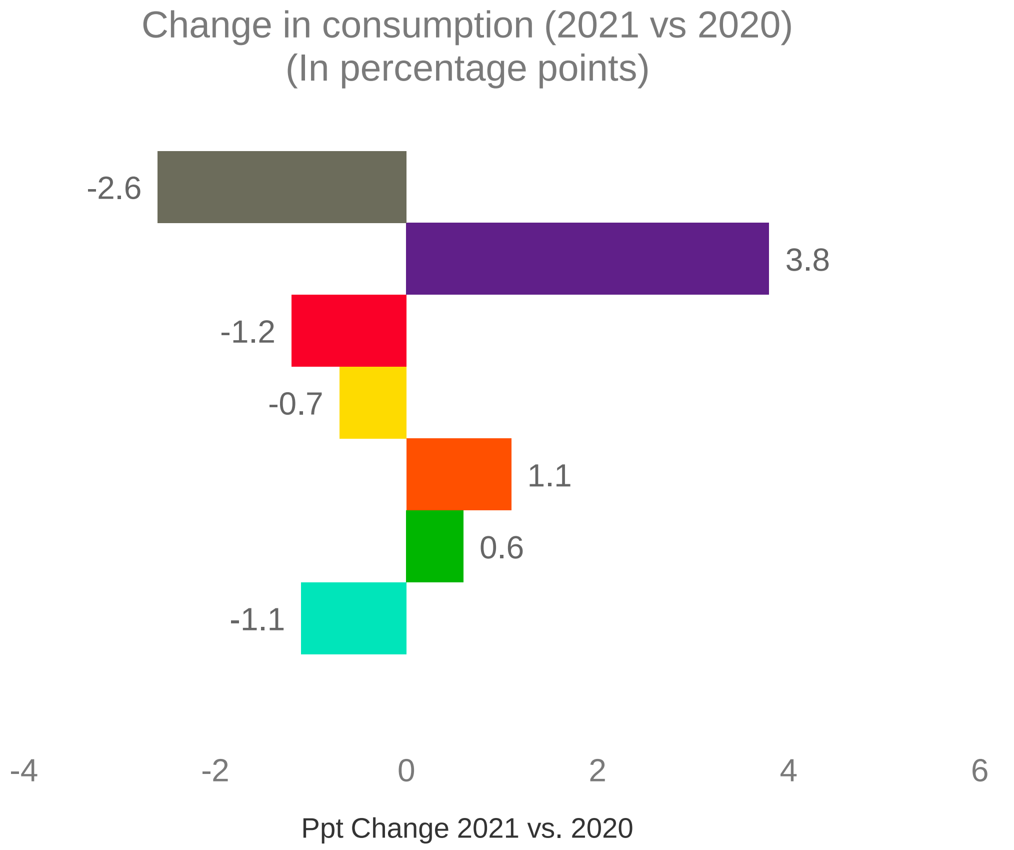
KANTAR

Kantar Usage Panel, Total Scotland, Total Crisps & Savoury Snacks, 52 w/e 26 Dec 21 vs. 2020, Occasions % In Home/Carried Out

In 2021, 34.7% of regular soft drinks occasions were consumed with an evening meal. There was a 3.8 percentage point increase in consumption of this category during evening meals vs. 2020.

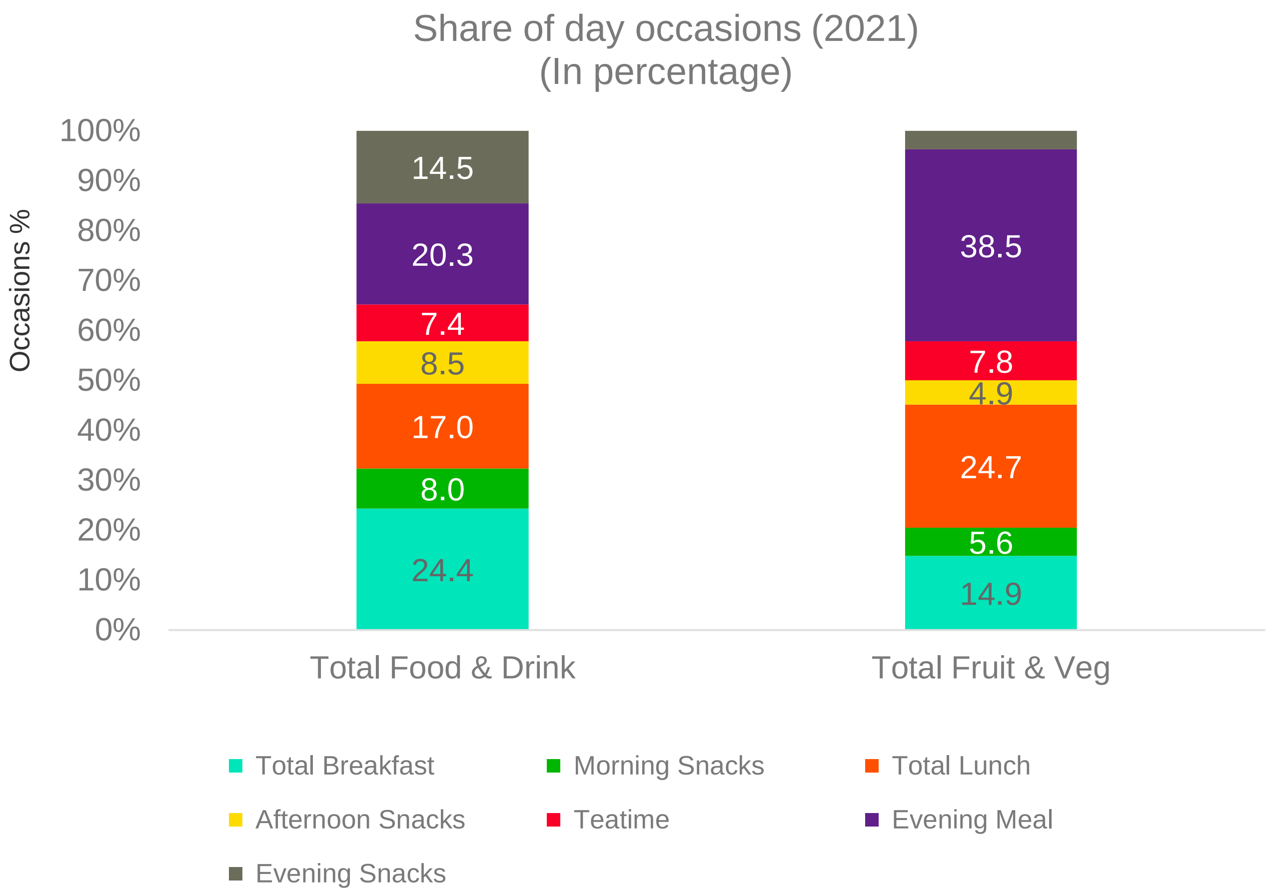
Scotland

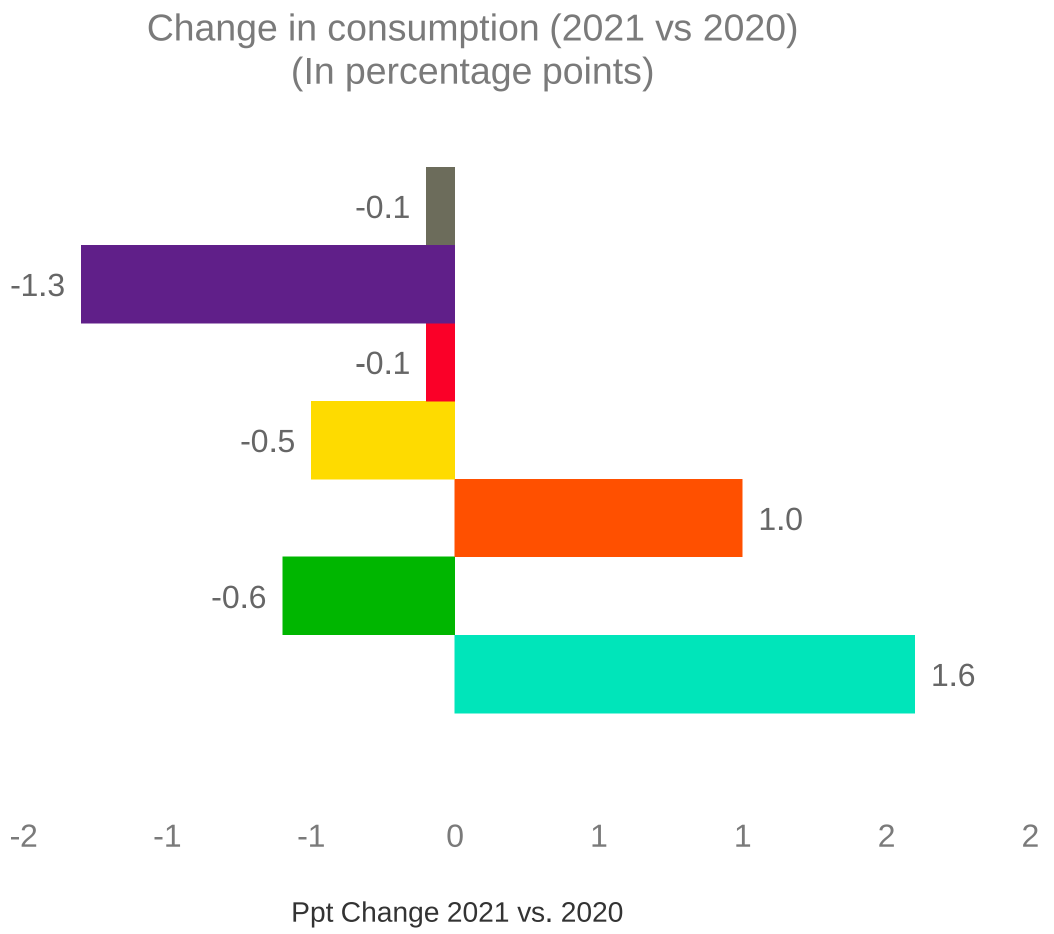




In 2021, 38.5% of fruit and vegetables occasions were consumed during evening meals. There was a 1.6 percentage point increase in consumption of this category at breakfast vs. 2020.

Scotland

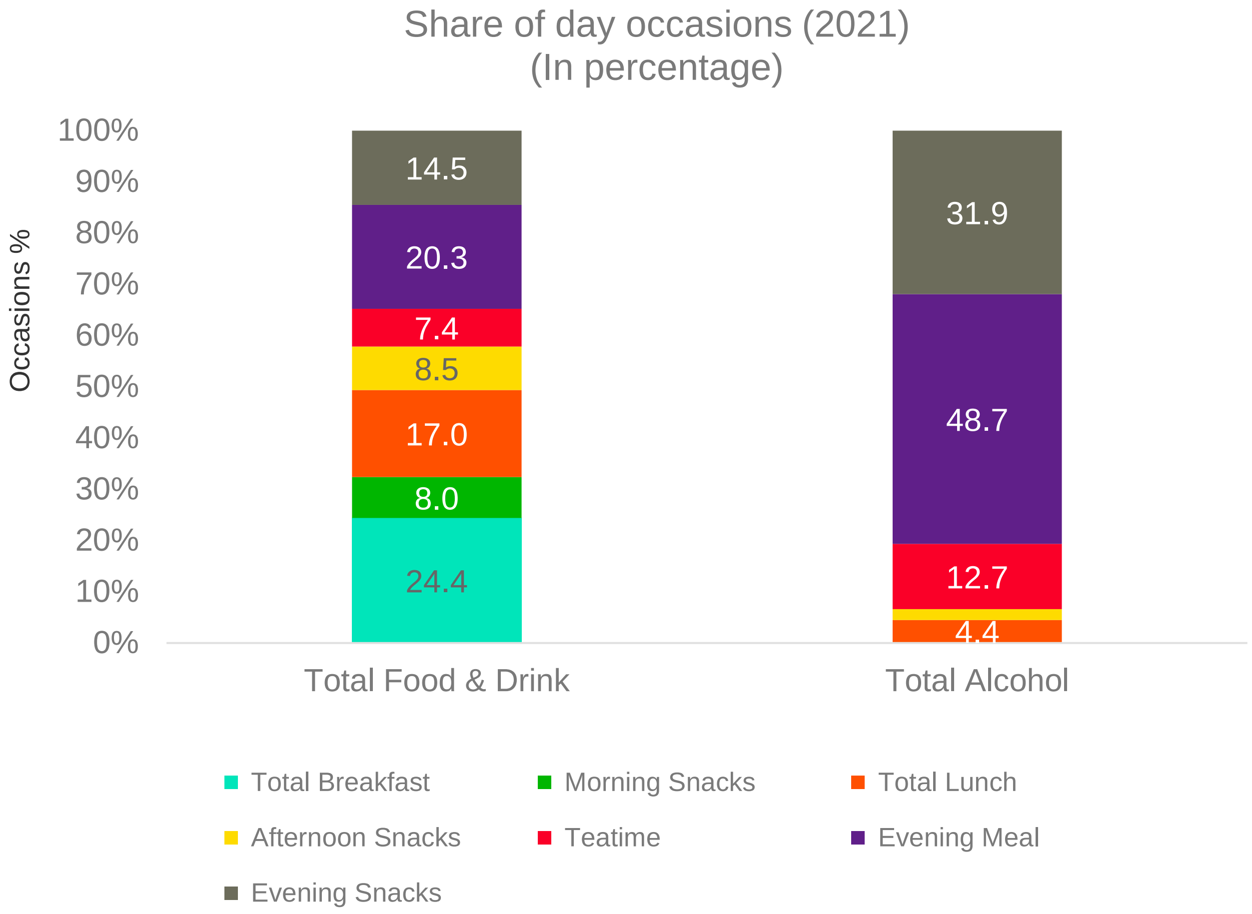


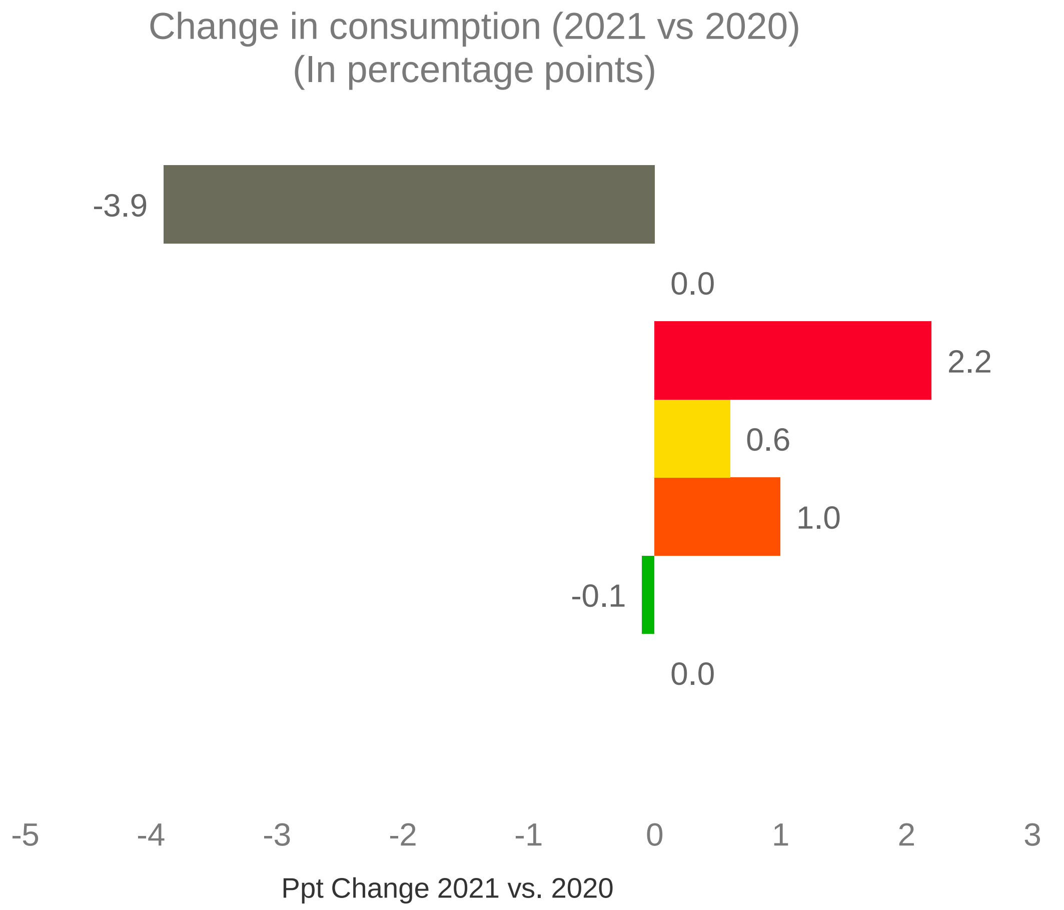


Kantar Usage Panel, Total Scotland, Total Fruit & Veg, 52 w/e 26 Dec 21 vs. 2020, Occasions % In Home/Carried Out

In 2021, 48.7% of alcoholic drinks occasions were consumed during evening meals. There was a 3.9 percentage point decline in alcoholic drinks being consumed at evening snack occasions vs. 2020.

Scotland



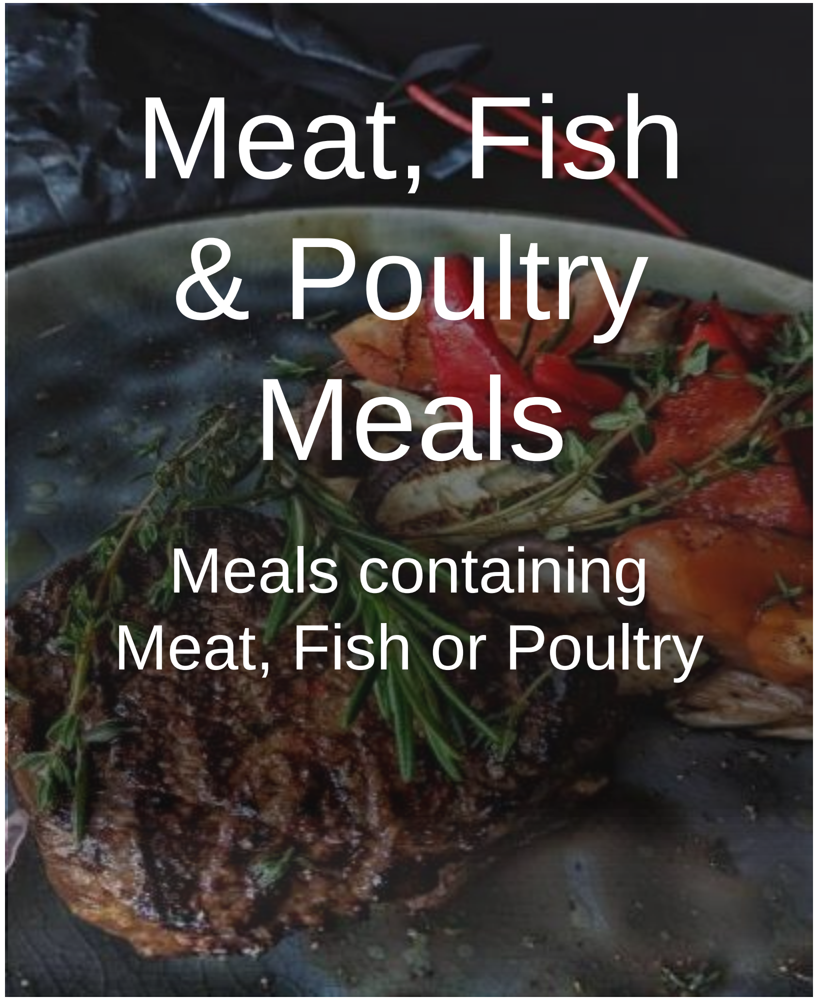


Kantar Usage Panel, Total Scotland, Total Alcohol, 52 w/e 26 Dec 21 vs. 2020, Occasions % In Home/Carried Out

Understanding how meat free meals are developing

Definitions of the different meal types:

Scotland



Kantar Usage Panel. Note: Dairy definition will include eggs.

All meal types saw growth between 2019 and 2021. Meat, Fish & Poultry accounted for 56% of main meals, compared with vegetarian and vegan meals accounting of 26% and 18%, respectively.

Scotland

In 2021, an average main meal including meat, fish or poultry cost £2.99 per person. An average vegan meal cost was £1.78 per person and an average vegetarian meal cost was £2.10.

Scotland

Summary: Everything is changing…

Changing Locations

- In 2021, total In Home eating and drinking occasions remained at a higher level than pre-pandemic, despite a decline since 2020.
- This was driven by working age adults and those in social class AB and C1.
- In 2021, there were less Snacking occasions overall, compared to 2019. This was driven by losses OOH, and by Families and younger Household demographics.
- In Home Lunch and Snacking occasions remained at higher levels compared to 2019, but declined slightly since 2020.

Changing Choices

- Enjoyment and Practicality remained the most important drivers of In Home consumption in 2021.
- Meanwhile, Health as a driver for consumption generally declined in 2021, compared to 2019.
- Health was least likely to be selected as a driver of meal consumption among ‘Families’, which has continued to decline since 2019.
- When considering health as a driver of in home consumption, ‘Families’ tended to “avoid the bad things” and older households with no children tended to “add the good things”.

Changing Meals

- Average meal preparation times declined slightly in 2021 compared to 2019 and 2020, but remained largely flat.
- In 2021, the use of Assembled meals remained the most prominent type of cooking, despite a slight decline compared to 2020.
- The use of Scratch and Assisted cooking also declined in 2021 compared 2020. However, Scratch cooking increased slightly among ‘Families’ during this time.
- The use of Convenience meals increased in 2021, driving use of both the microwave and the oven. This uplift in Convenience was seen across all life stages.