MORNING CONSULT

ANALYST REPORT

The State of Food & Beverage

How consumers are reshaping their food and beverage choices in the wake of the COVID-19 pandemic

Q1 2022

IN THIS REPORT

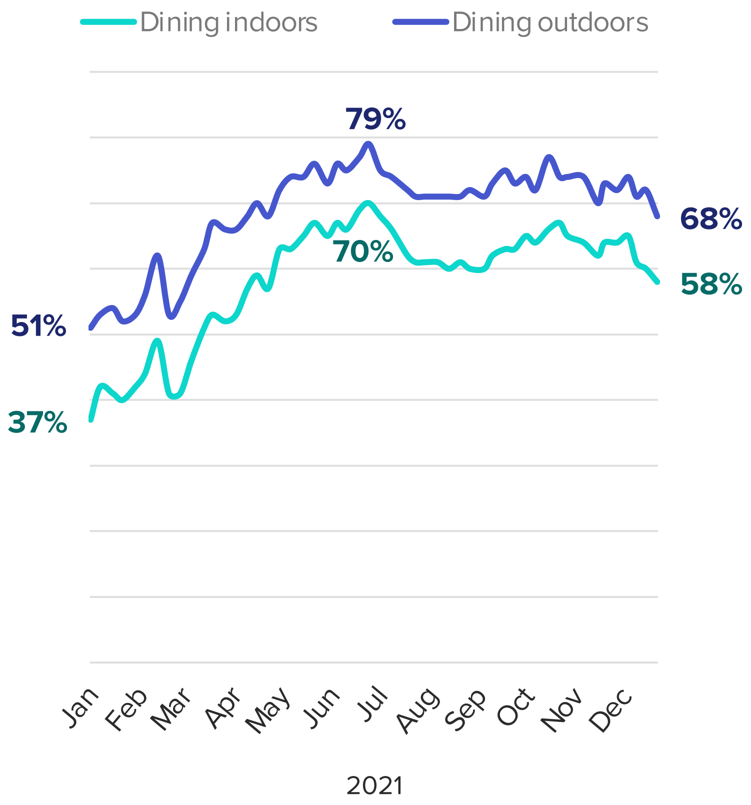
Nearly two years into the COVID-19 pandemic, the food & beverage industry is still navigating the challenges of attracting uncomfortable diners and cost-conscious consumers amid price inflation while adapting to ever-evolving cooking, eating and drinking habits.

Morning Consult's new quarterly report, **The State of Food & Beverage**, tracks evolving consumer trends in the food & beverage sector and what they mean for the future of the industry.

Based on survey interviews with more than **13,000 adults** across the Americas, Europe and the Asia-Pacific region, this report provides insight into how consumers are thinking about and engaging with food and beverage amid the ongoing COVID-19 pandemic.

This report also explores essential changes in online grocery shopping, cooking behaviors, attitudes toward health and wellness, reactions to grocery inflation, and interest in CBD and THC in food and beverages.

Respondents who are very or somewhat comfortable...



Weekly surveys were conducted among a representative sample of roughly 2,200 U.S. adults, with an unweighted margin of error of +/- 2 percentage points.

KEY TAKEAWAYS

1

Restaurant behaviors are forever changed.

The pandemic made takeout and delivery second nature, and our high-frequency data shows that consumers have not fully returned to on-premises dining. So much depends on consumers' comfort levels, but restaurants can also focus on initiatives that help facilitate loyalty with off-premises diners.

READ MORE

2

Grocery shopping, cooking and healthy eating habits have also shifted, to a lesser extent.

The pandemic accelerated e-commerce across all categories, and grocery is no exception, but for many, in-store shopping dominates. Pandemic-driven cooking projects appear to have fallen off, but healthy eating remains a ubiquitous goal.

READ MORE

3

Consumers are concerned about the cost of groceries, and they are adjusting behaviors.

With the consumer price index for food at home increasing at the fastest pace since 2008 in late 2021, consumers are concerned about costs across most grocery categories. More are comparing prices, buying generic, couponing and switching stores.

READ MORE

4

CBD-infused products have gained popularity during the pandemic.

In a pre-pandemic world, the cannabis-derived compound seemed to be a solution for all that ails consumers. In the pandemic era, the same is true — and magnified. Millennials expressed the highest levels of usage and interest; mental health benefits were a key driver.

READ MORE

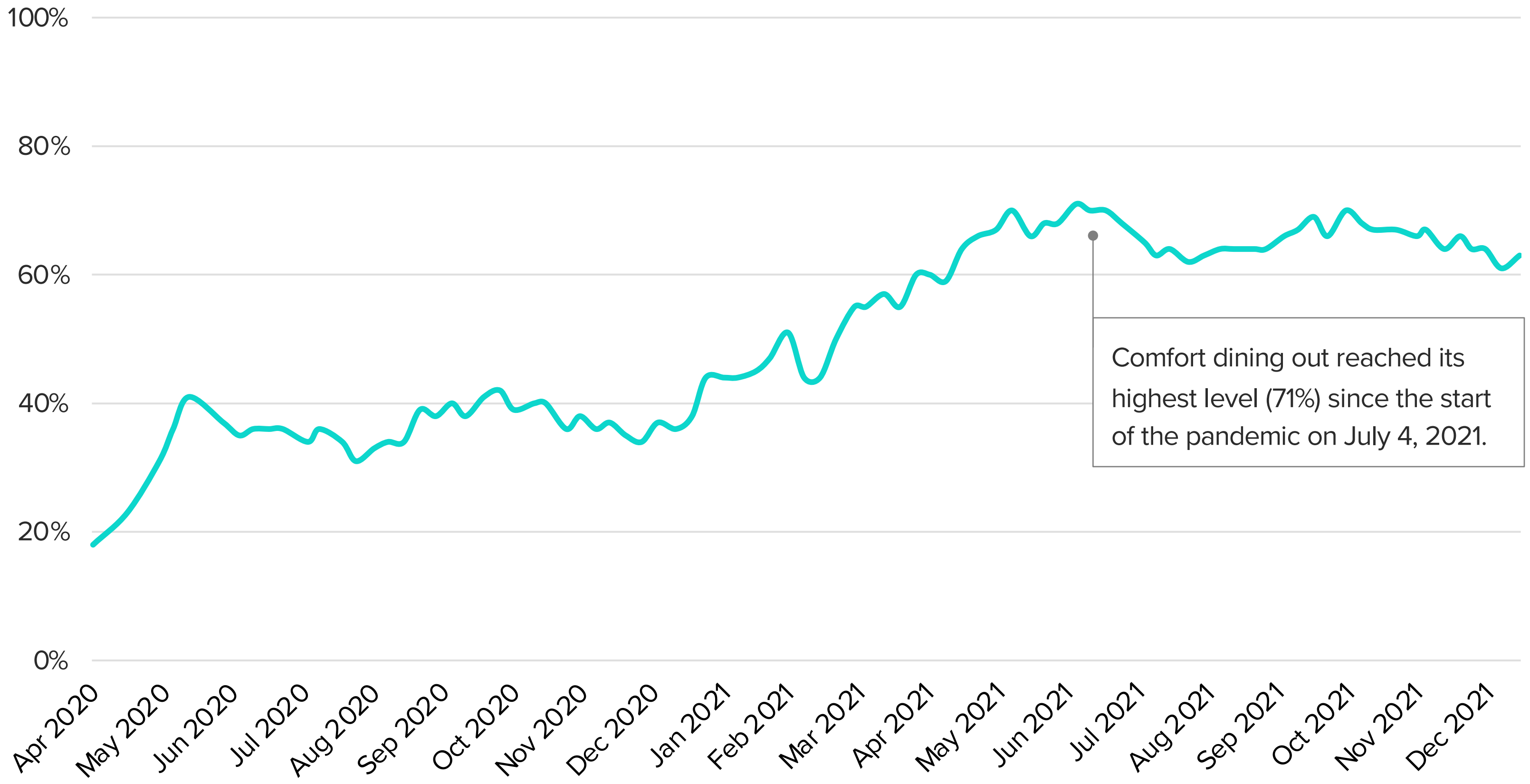
SECTION 1

WHAT THE RESTAURANT INDUSTRY'S "RETURN TO NORMAL" LOOKS LIKE

High-frequency weekly data shows how consumers' attitudes and behaviors toward restaurants have shifted over the last two years

CONSUMER COMFORT WITH DINING OUT SURPASSES 2020 LEVELS BUT DIPS AGAIN HEADING INTO 2022

Share of U.S. adults who said they feel comfortable going out to eat at a restaurant right now



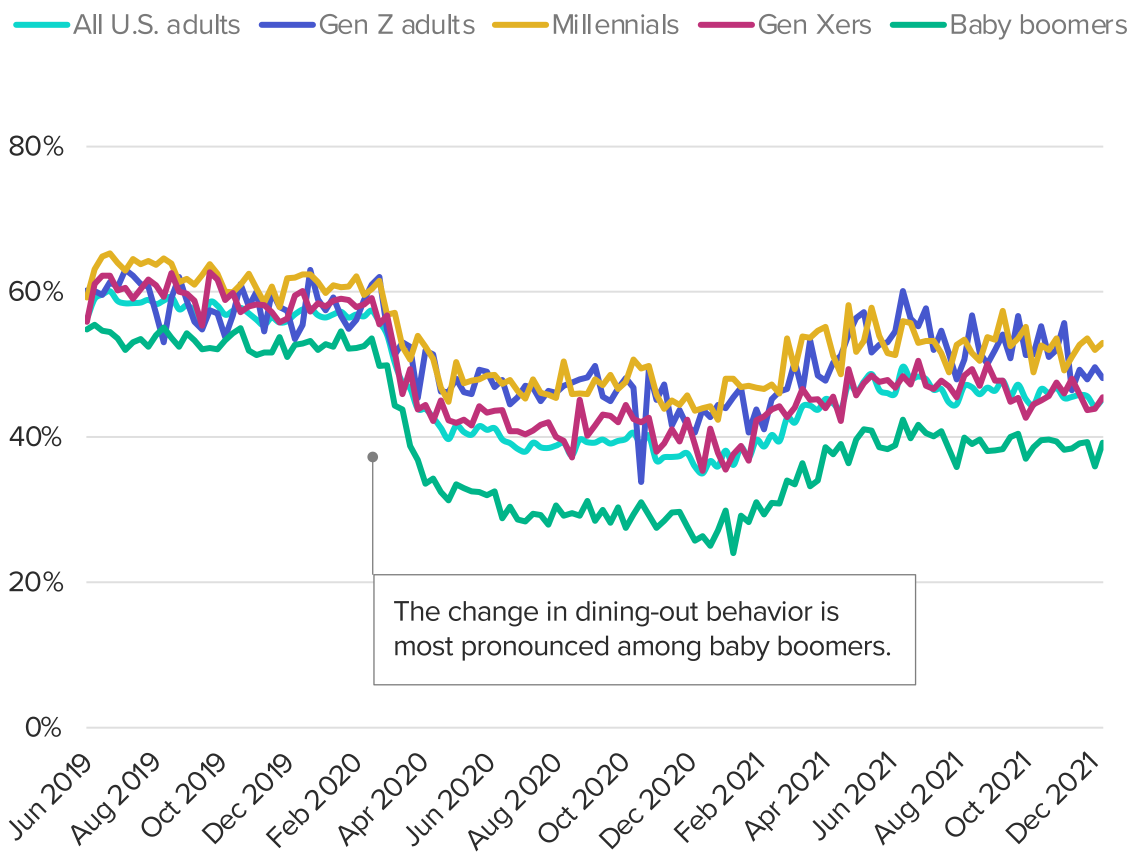
After climbing steadily in the first half of 2021 amid the vaccine rollout, consumer comfort with dining out dipped and then stagnated as the delta and omicron variants surged.

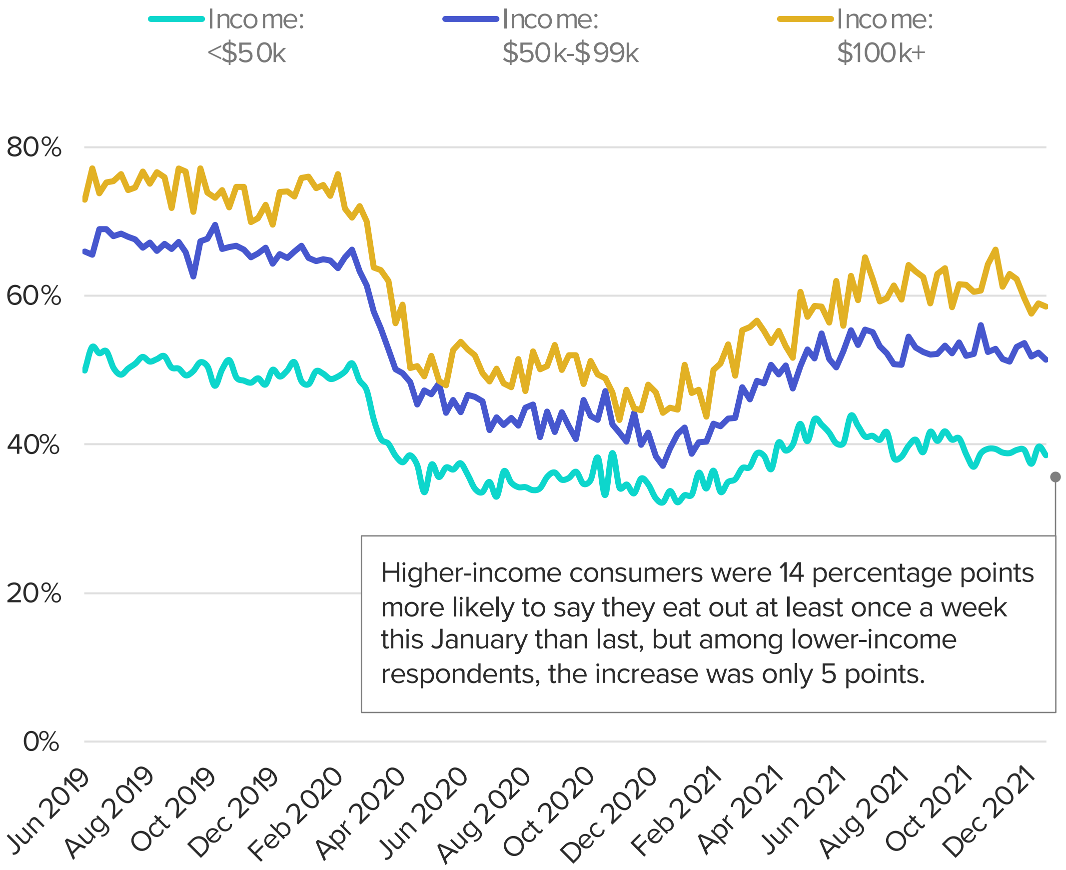
Now-routine safety measures such as outdoor dining, masks and social distancing are helping to balance the ongoing risk and maintain consumer comfort levels at restaurants. See more here: Unpacking Omicron’s Muted Effect on Consumer Comfort Levels

Weekly surveys were conducted among a representative sample of roughly 2,200 U.S. adults, with an unweighted margin of error of +/- 2 percentage points.

DINING-OUT FREQUENCY HAS NOT REBOUNDED TO 2019 LEVELS

Respondents who have eaten out at a restaurant at least once a week





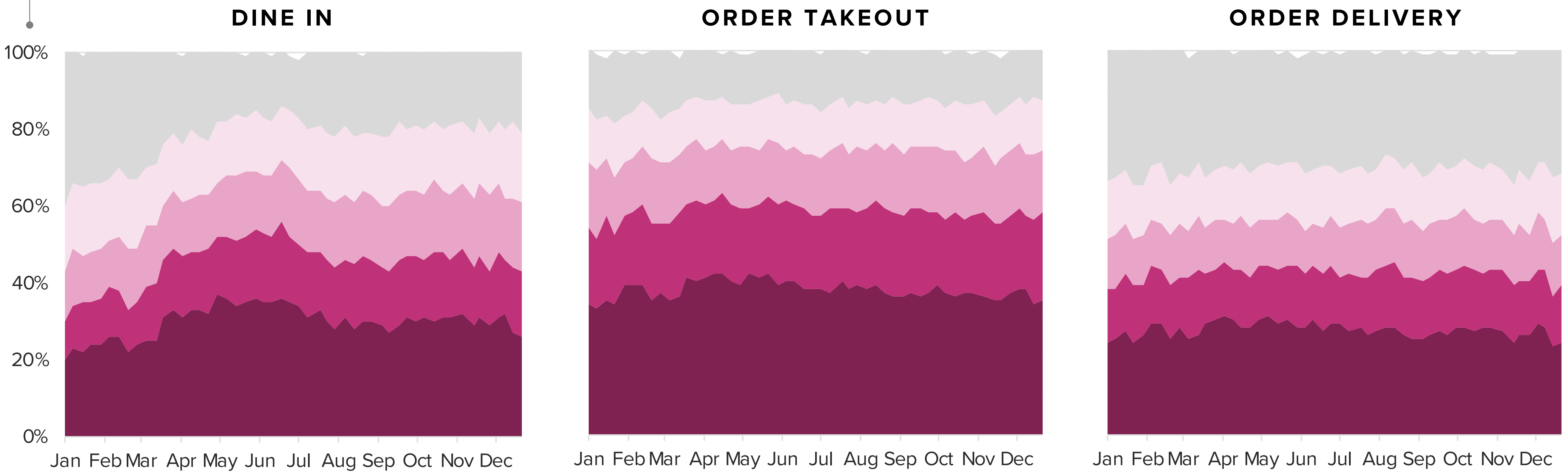
Daily surveys were conducted from Jun. 17, 2019, to Jan. 3, 2022, among a representative sample of roughly 2,200 U.S. adults, with an unweighted margin of error +/- 2 percentage points.

TAKEOUT AND DELIVERY FREQUENCY MORE STABLE THROUGH 2021 THAN DINING IN

Takeout and delivery frequency remained stable throughout the year, even as dine-in frequency climbed in the first half of 2021.

Respondents were asked how often they did the following:

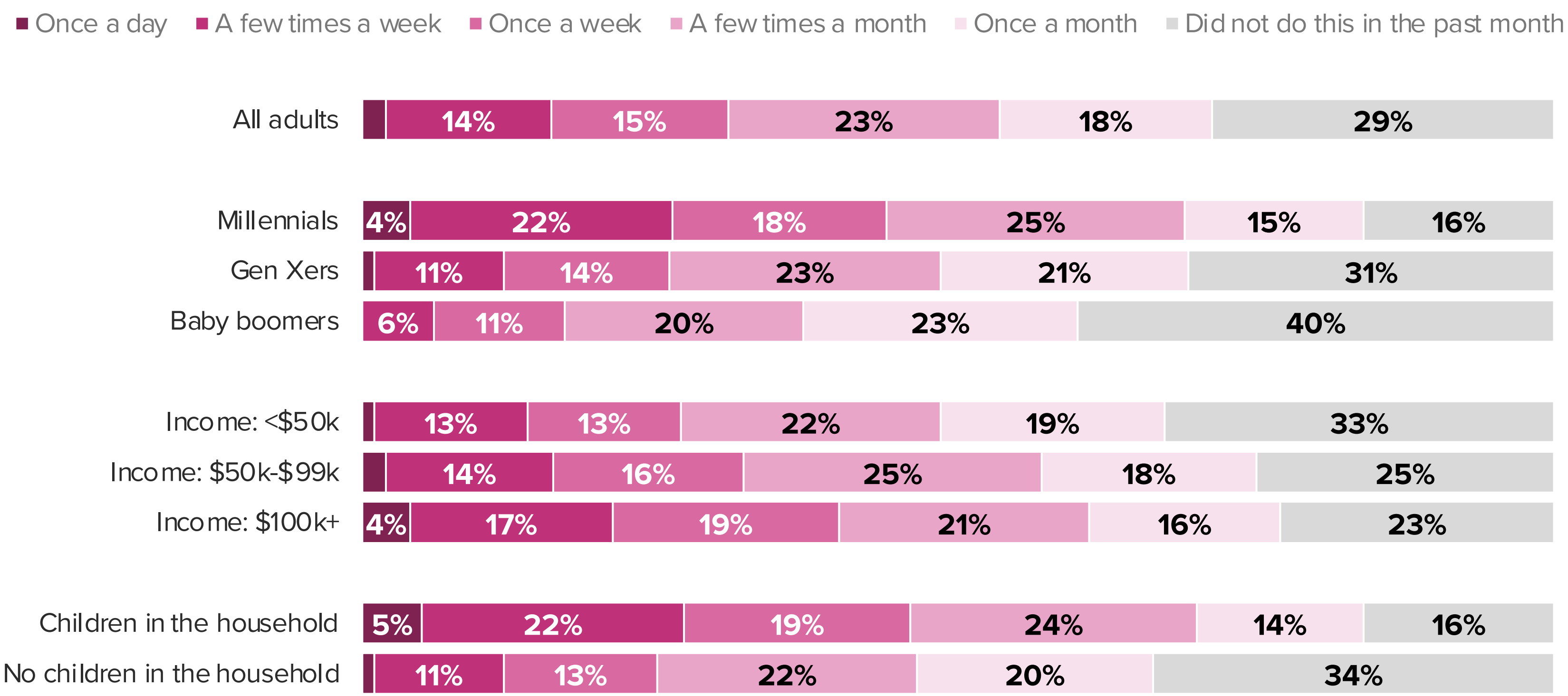
At least once a week | Multiple times a month | Once a month | Less than once a month | Never



Weekly surveys were conducted among a representative sample of roughly 2,200 U.S. adults, with an unweighted margin of error of +/- 2 percentage points.

YOUNGER, WEALTHIER CONSUMERS DRIVE TAKEOUT AND DELIVERY ORDERS

Frequency of ordering takeout or delivery in the past month



Poll conducted Dec. 28-29, 2021, among a representative sample of 2,200 U.S. consumers, with an unweighted margin of error of +/-2 percentage points. Figures may not add up to 100% due to rounding.

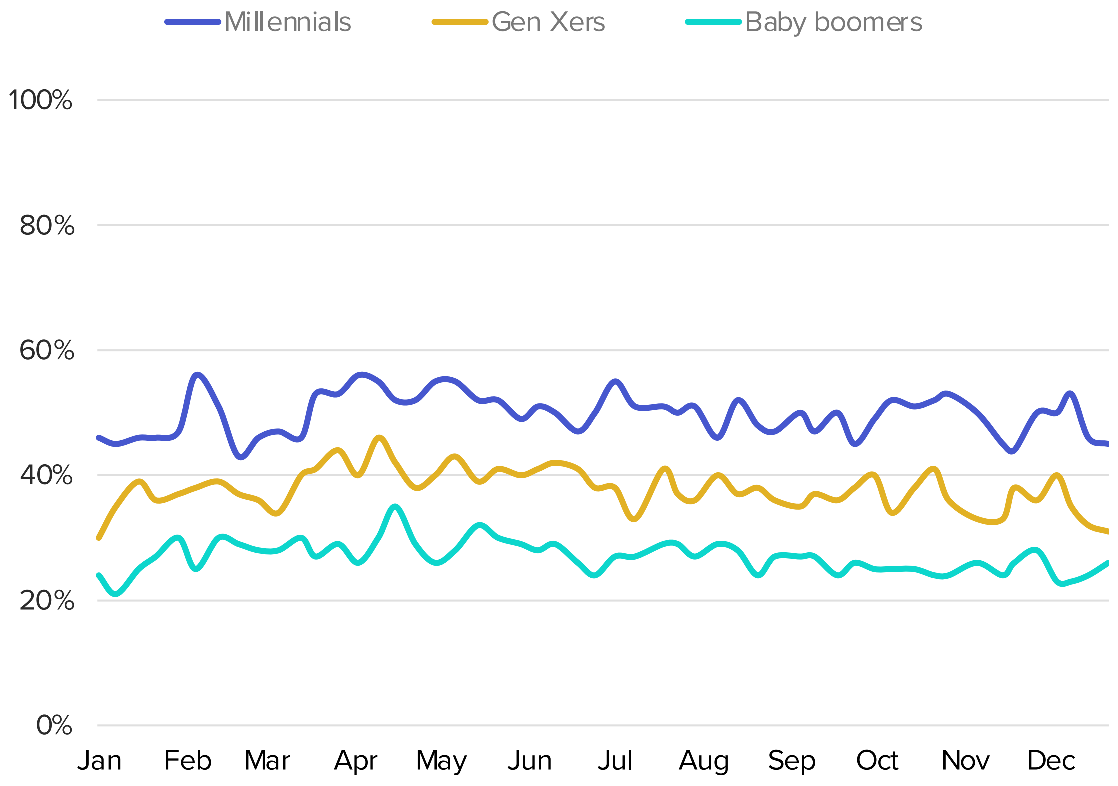
Millennials formed their adult eating habits alongside a landscape of ever-expanding to-go and prepared food options and services. Their digital connectedness helps further ingrain these options in their lives.

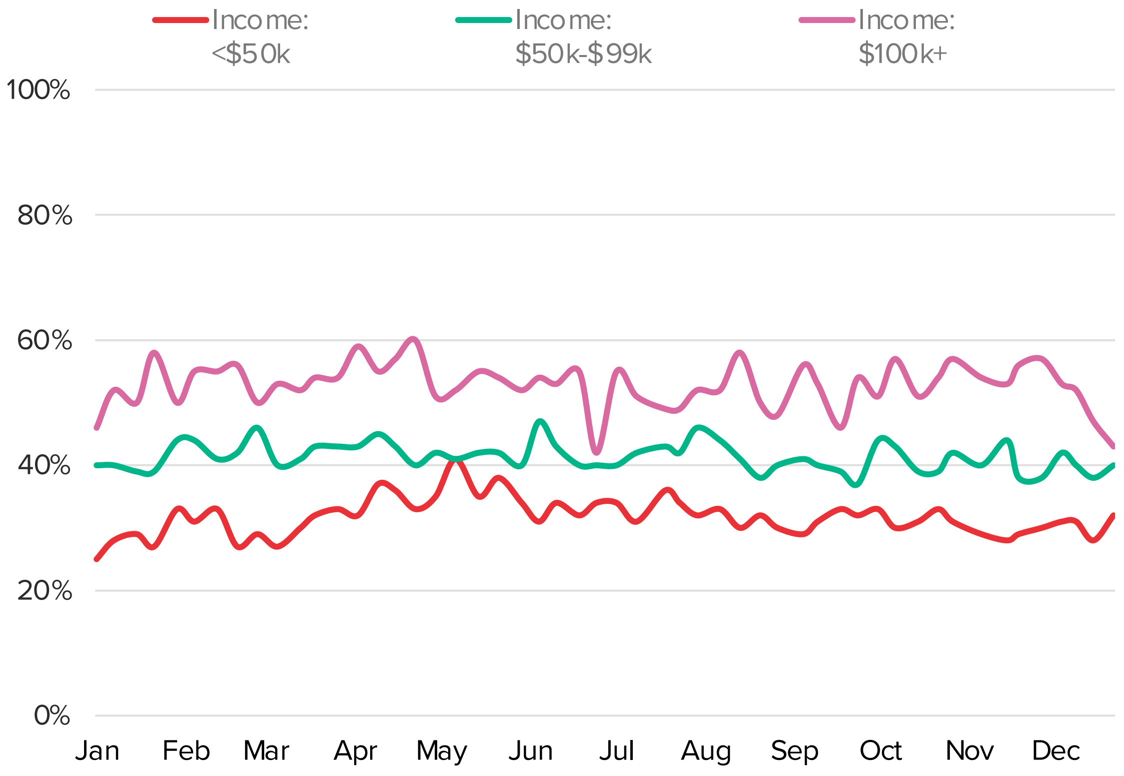
Millennials are four times more likely than baby boomers to order takeout or delivery a few times a week or more.

Those with children in the household, a majority of whom are millennials, closely mirror the millennial demographic. For those in a life stage that requires balancing family or personal commitments with work demands, takeout and delivery can save time and mental energy.

TAKEOUT ORDERS REMAINED RELATIVELY CONSISTENT THROUGHOUT 2021

Respondents who have ordered takeout at least once a week

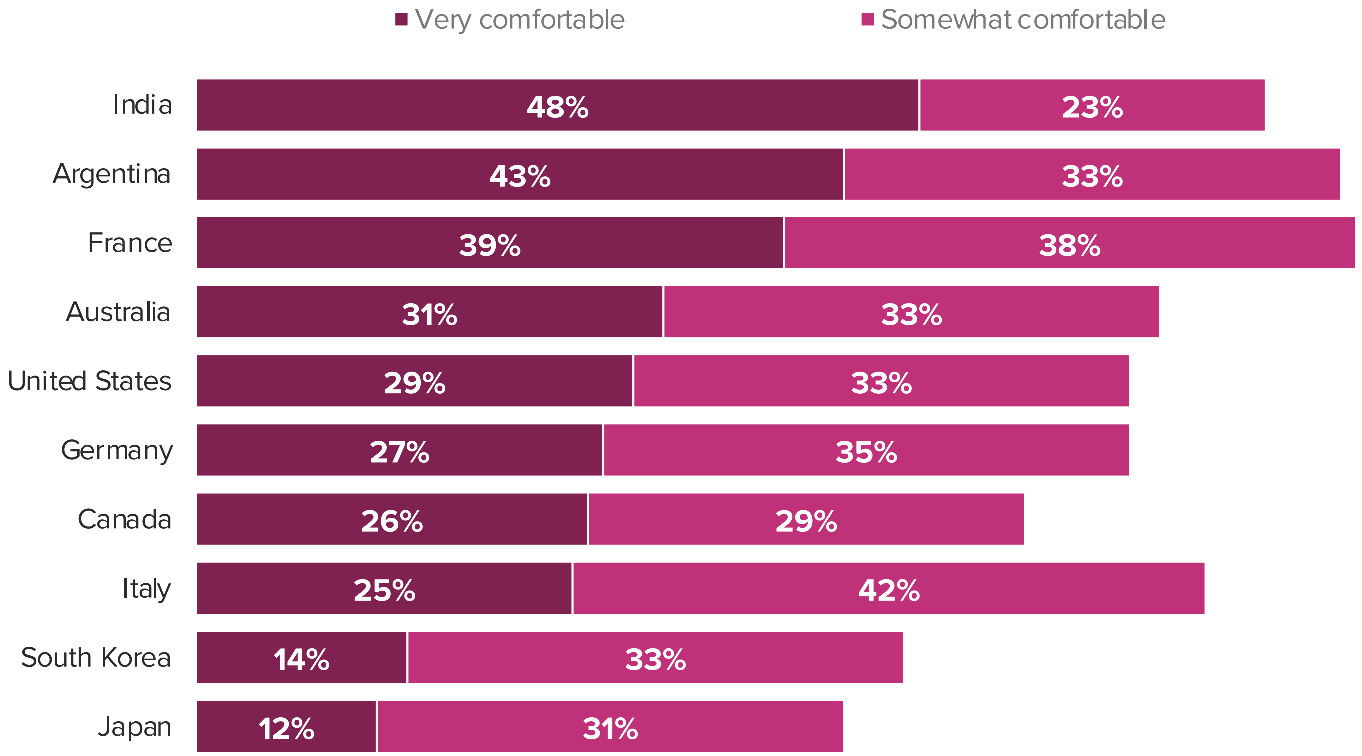




Weekly surveys were conducted among a representative sample of roughly 2,200 U.S. adults, with an unweighted margin of error of +/- 2 percentage points.

CONSUMERS ACROSS THE GLOBE EXPERIENCING DEPRESSED COMFORT LEVELS WITH DINING OUT

Share of adults who said they feel comfortable going out to eat at a restaurant right now



Poll conducted Jan. 20-24, 2022, among a representative sample of roughly 9,000 global consumers, with an unweighted margin of error of +/-3 percentage points.

As the pandemic experience has varied greatly across the globe, so too have consumer comfort levels with going out to eat at a restaurant. Across all countries surveyed, at least 23 percent of consumers are still uncomfortable dining out.

In South Korea and Japan, where record high case counts have recently been recorded during the omicron surge, fewer than half of respondents are comfortable dining out currently, despite both countries' high vaccination rates.

Consumers in India, Argentina and France, where omicron case counts appeared to peak in late January, report the highest comfort levels with dining out.

WHAT IT MEANS: RESTAURANT BEHAVIORS ARE FOREVER CHANGED

COVID-19 concerns, uncertain personal finances and shifted work-life schedules continue to impact consumers' restaurant behaviors.

The ongoing pandemic is still diminishing on-premises restaurant business, deflating hope within the industry that 2022 would bring diners back. After nearly two years, many consumers are still wrestling with their own comfort and risk tolerance for dining out.

Meanwhile, people are building takeout and delivery habits. As the frequency of dining out increased through the first half of 2021, there was no related decrease in the frequency of takeout and delivery, suggesting those behaviors will persist.

In 2022 and beyond, the future of work will also impact restaurant traffic, especially as it relates to changing day-to-day routines for key audiences for the restaurant industry: millennials, higher-income consumers and those with kids at home.

WHAT THIS MEANS FOR FOOD & BEVERAGE BRANDS

For now, takeout remains key for restaurant growth. Consumers will give repeat business to restaurants and third-party services that seamlessly meet their needs, provide optimized online ordering and offer perks for their loyalty.

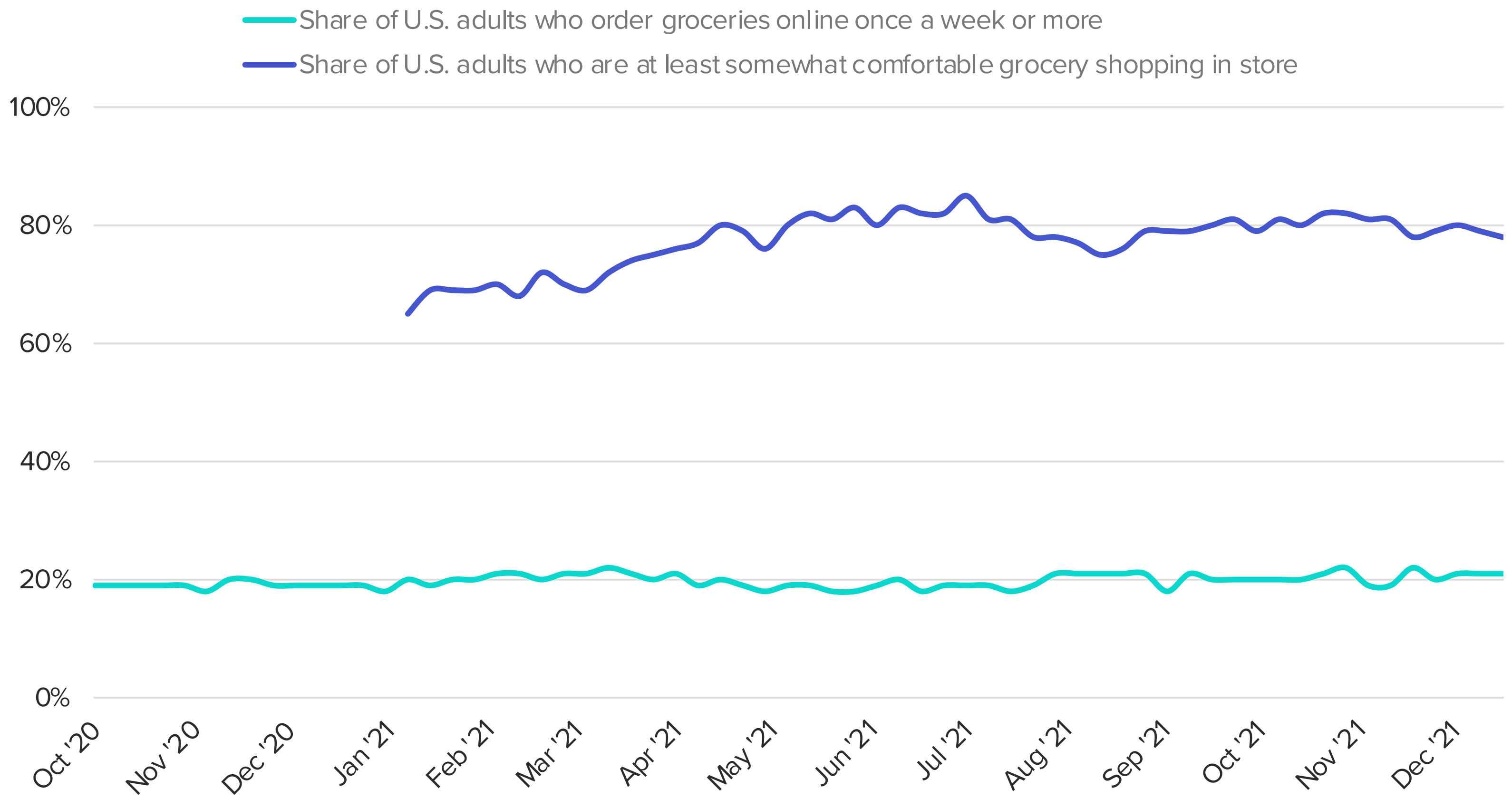
New variants are causing consumer comfort with on-premises dining to remain stubbornly low. Outdoor dining will remain popular, and restaurants should continue to loudly publicize their safety measures, in addition to promoting their more experiential dining to meet pent-up demand once comfort levels begin to climb.

SECTION 2

CONSUMERS' CHANGING ATTITUDES AND BEHAVIORS AROUND EATING AT HOME

A look at consumers' current approach to online grocery shopping, cooking at home, and health and wellness

ONLINE GROCERY SHOPPING FREQUENCY UNAFFECTED BY COVID-19 SURGES IN SECOND HALF OF 2021



While some consumers adopted online grocery shopping behaviors early in the pandemic, each successive surge in cases has not sent online grocery orders climbing.

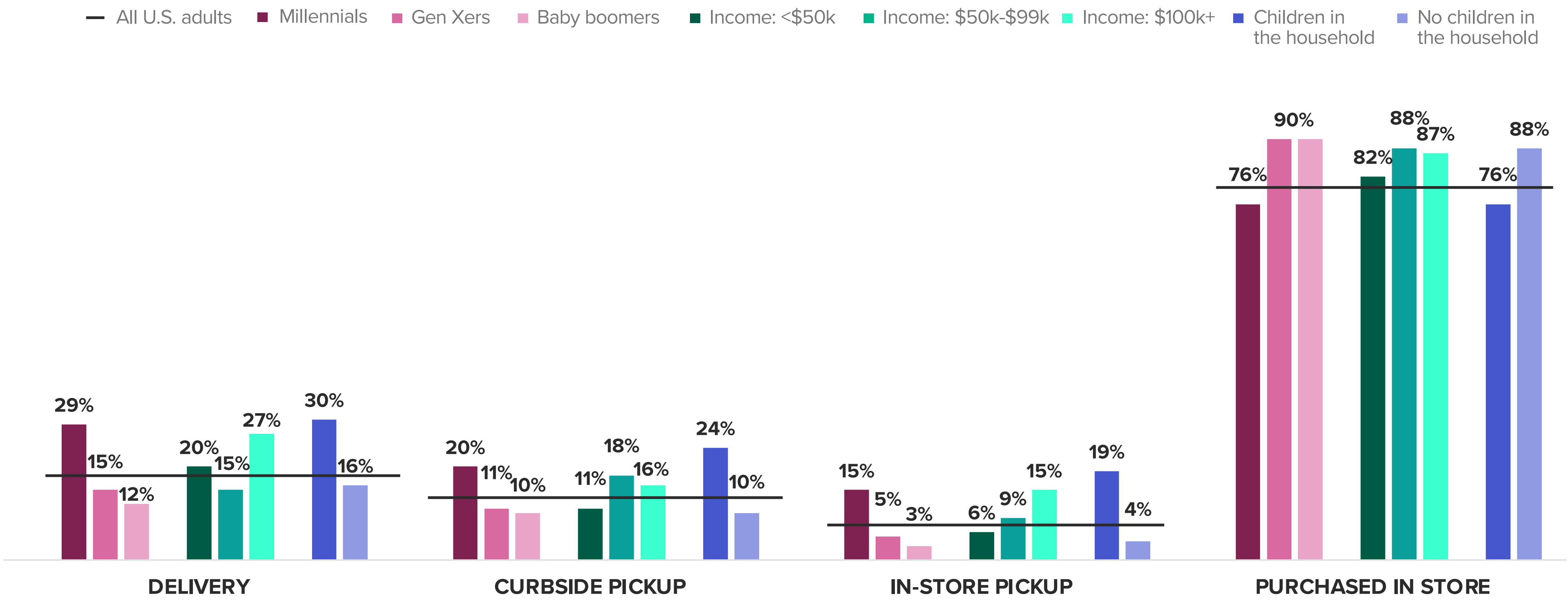
The share of U.S. adults ordering groceries online at least weekly has remained stable through 2021, due in part to comfort with grocery shopping remaining relatively high through the ups and downs of COVID-19 surges.

For more on online grocery shopping, see here: [Online Grocery's Future Depends on Its Premium Past]

Weekly surveys were conducted among a representative sample of roughly 2,200 U.S. adults, with an unweighted margin of error of +/- 2 percentage points.

HOW CONSUMERS ARE GETTING THEIR GROCERIES

Share of respondents who used the following options to get groceries in the past month:



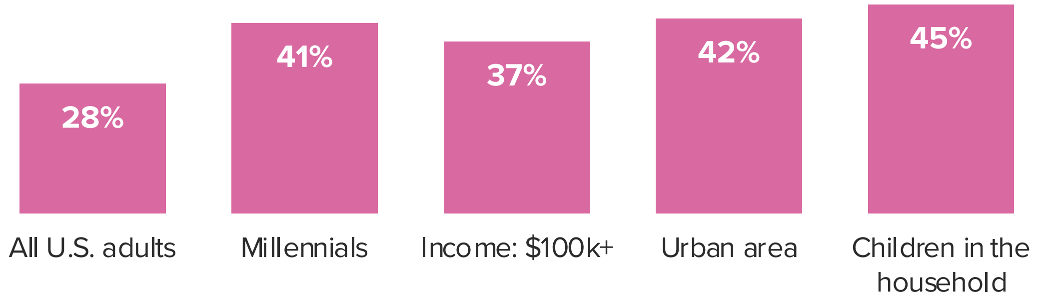
Poll conducted Dec. 28-29, 2021, among a representative sample of 2,200 U.S. consumers, with an unweighted margin of error of +/-2 percentage points.

ROUGHLY 3 IN 10 ORDER GROCERIES ONLINE A FEW TIMES A MONTH OR MORE

Millennials, higher-income adults, those in urban areas and those with children at home order groceries online most frequently, but that doesn't come at the expense of in-store shopping. These groups are just as likely as the general public to say they went to a grocery store at least once a week in the past month.

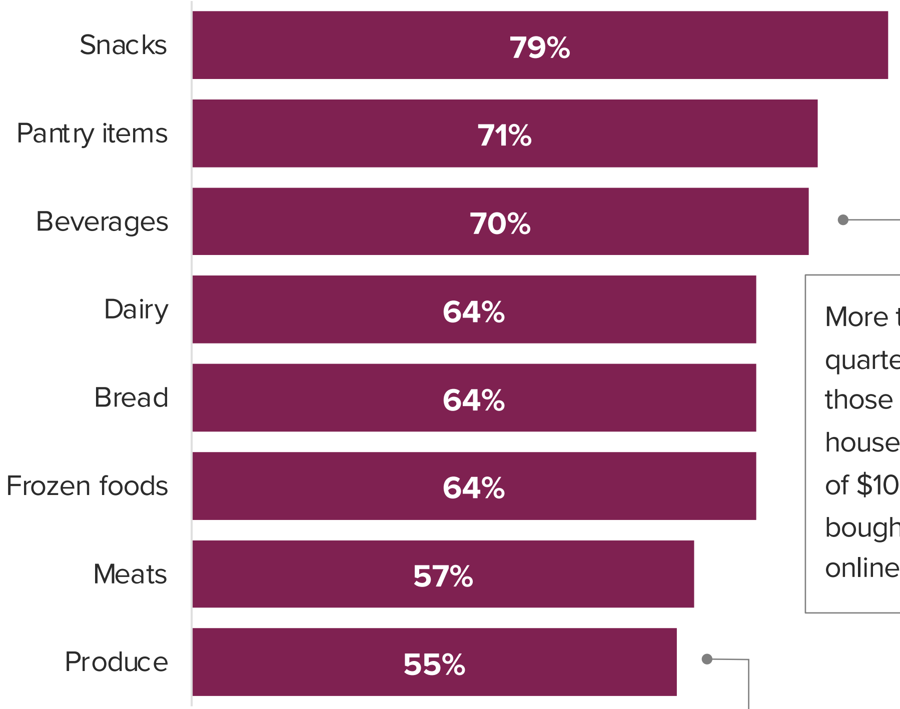
Some of the most frequent online grocery shoppers are also the least likely to say they purchase items such as dairy, bread and produce online, suggesting they fill in those items with store trips.

Share of respondents who ordered groceries online at least a few times in the past month



Poll conducted Dec. 28-29, 2021, among a representative sample of 2,200 U.S. consumers, with an unweighted margin of error of +/-2 percentage points.

Share of respondents who said they ordered from the following categories online in the past month:



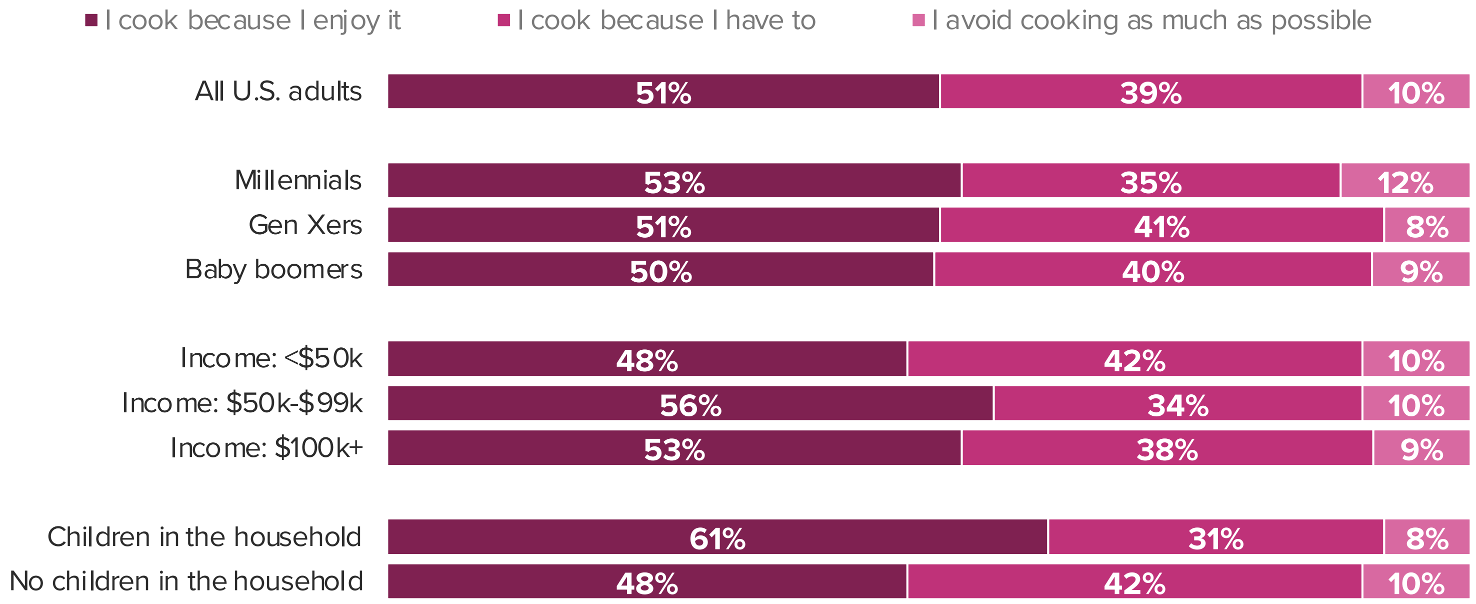
More than three-quarters (76%) of those with an annual household income of $100,000 or more bought beverages online in December.

Those with children at home (49%) and higher annual incomes (42%) are less likely to order produce online.

COOKING FATIGUE? CONSUMERS ARE SPLIT ON THE JOY OF COOKING

Over the course of the pandemic, cooking played an important role in consumers' lives: It served as an escape when people couldn't travel, a fun activity when they couldn't leave their homes and a necessity when a trip to a restaurant felt unsafe. Today, about half of adults enjoy cooking, while half see it as a necessity or avoid it altogether. Understanding the demographic detail of these groups will help every food & beverage brand, from CPGs to meal kits, serve their audiences.

Respondents were asked to best describe their opinion of cooking



Poll conducted Dec. 28-29, 2021, among a representative sample of 2,200 U.S. consumers, with an unweighted margin of error of +/-2 percentage points. Figures may not add up to 100% due to rounding.

Share who said each of the following was a major reason they cook at home:

60% More affordable than takeout or going to a restaurant

50% I have more control over ingredients and flavors

45% Healthier than takeout or going to a restaurant

42% I enjoy cooking

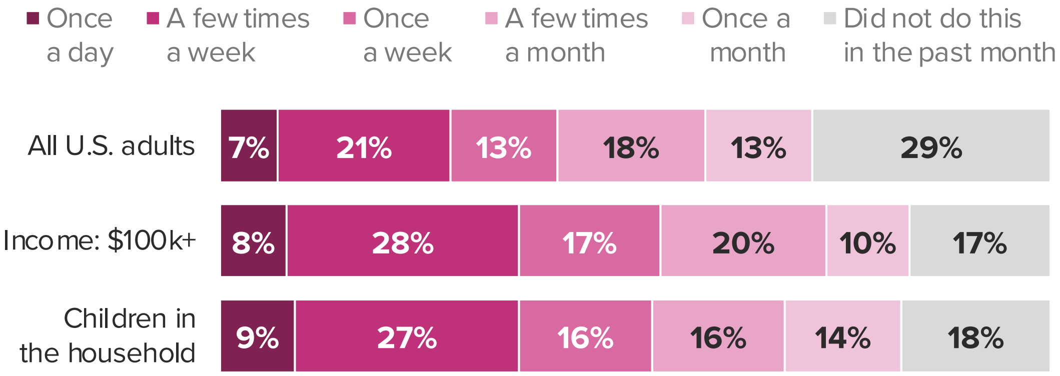
24% Faster than takeout or going to a restaurant

WEALTHIER CONSUMERS AND THOSE WITH CHILDREN IN THE HOME COOK MOST OFTEN

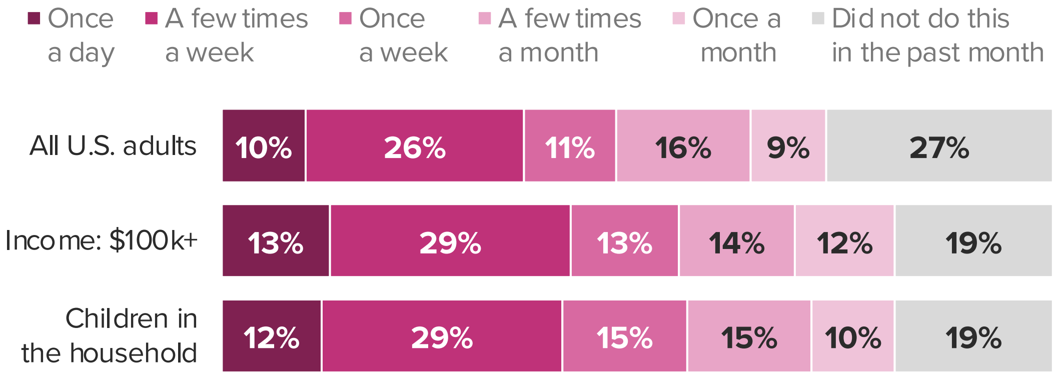
Consumers say they cook from scratch without a recipe more frequently than they cook from scratch with one. Two groups that tend to cook more frequently are higher-income consumers and those with children at home.

Both groups were most likely to cite affordability as a major reason for cooking at home, but wealthier consumers were nearly as likely to cook at home for health reasons: 53 percent said it is a major reason, compared with 45 percent of all U.S. adults. Respondents with children in the home were no more likely than adults in general to cite health as a reason for cooking at home, but they were more likely say they do so because they enjoy it (51 percent vs. 42 percent of all adults).

Respondents who cook from scratch **with a recipe**



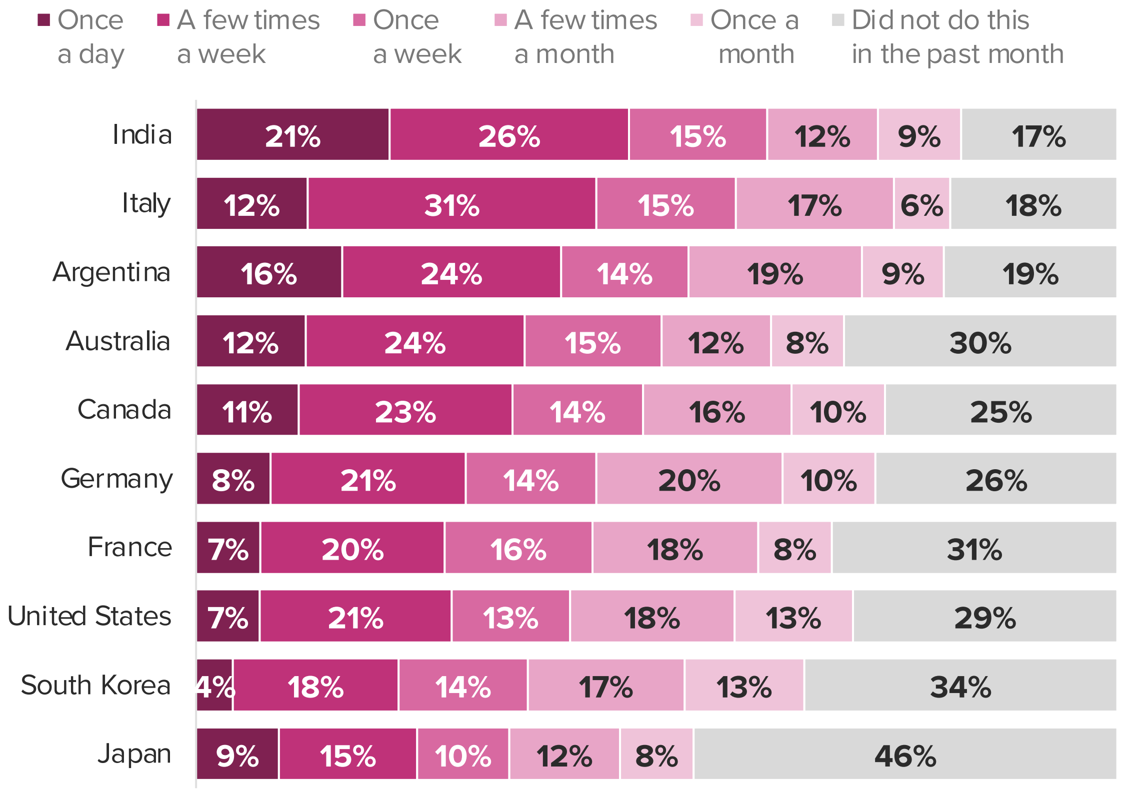
Respondents who cook from scratch **without a recipe**



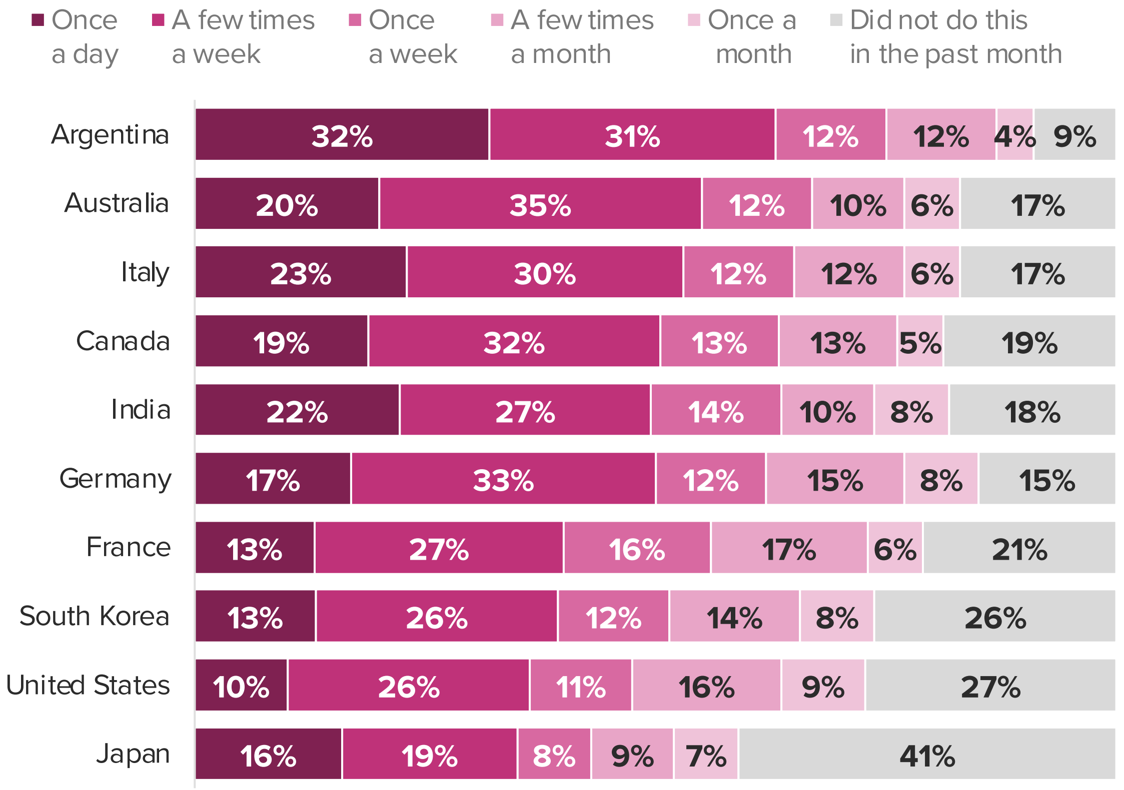
Poll conducted Dec. 28-29, 2021, among a representative sample of 2,200 U.S. consumers, with an unweighted margin of error of +/-2 percentage points.
Figures may not add up to 100% due to rounding.

COOKING FREQUENCY IN THE UNITED STATES AMONG THE LOWEST GLOBALLY, ESPECIALLY WITHOUT A RECIPE

Respondents who cook from scratch **with a recipe**



Respondents who cook from scratch **without a recipe**



Polls conducted Dec. 28-29, 2021, among a representative sample of 2,200 U.S consumers, and Jan. 20-24, 2022, among a representative sample of roughly 9,000 global consumers, with an unweighted margin of error of up to +/-3 percentage points. Figures may not add up to 100% due to rounding.

MOST CONSUMERS STRIVE FOR HEALTHY EATING, BUT VERY FEW ALWAYS STICK TO A HEALTHY DIET

Part of this variance may be explained by consumers' pursuit of balance. "Always" sticking to a healthy diet isn't necessarily the end goal for many consumers — there's room for health *and* indulgence.

86%

of U.S adults say healthy eating is very or somewhat important to them

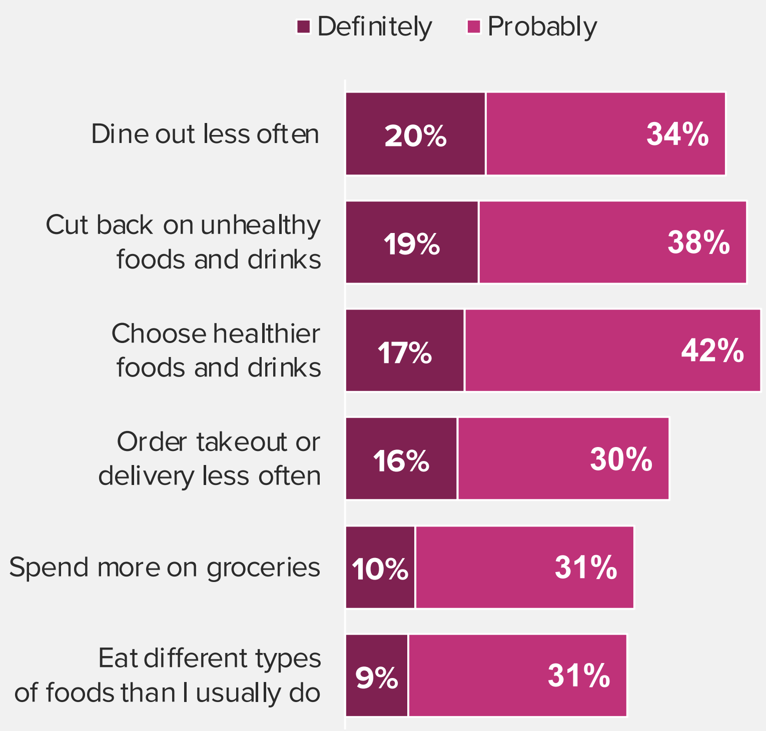
YET ONLY

13%

say they "always" stick to a healthy diet

At the same time, with only 13 percent of people giving themselves a top grade on healthy eating, there's a huge opportunity for food & beverage brands to help consumers stay on their intended track a bit more often.

Share of respondents who plan to make the following changes in the next month:



All responses are largely unchanged in the last three months of 2021.

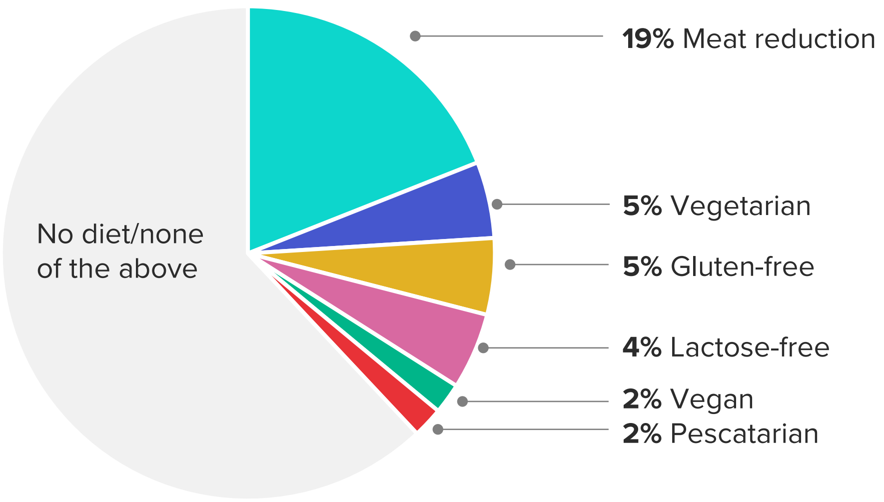
Poll conducted Dec. 28-29, 2021, among a representative sample of 2,200 U.S. consumers, with an unweighted margin of error of +/-2 percentage points.

MORE THAN ONE-THIRD OF ADULTS SAY THEY ARE CURRENTLY REDUCING THEIR SUGAR INTAKE

Despite the word “diet” being on the outs with consumers, nearly one-quarter of U.S. adults (23 percent) say they are currently dieting for weight loss. This is not just a New Year’s resolution bump — a similar proportion said the same over the last three months of 2021.

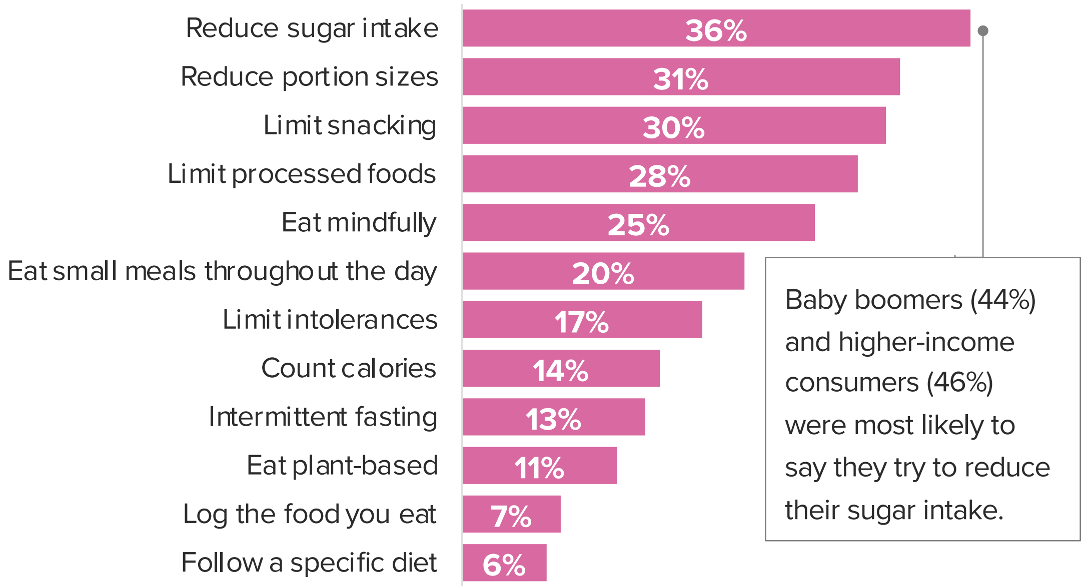
The share of U.S. adults following most “free-from” diets remains low, although consumers are almost four times as likely to say they are following a meat reduction diet as they are to say they’re following a vegetarian diet.

Share of U.S. adults who follow each diet



Poll conducted Dec. 28-29, 2021, among a representative sample of 2,200 U.S. consumers, with an unweighted margin of error of +/-2 percentage points.

Respondents were asked if they currently do any of the following:



WHAT IT MEANS: FOOD & BEVERAGE BRANDS NEED TO ADJUST TO FLUID CONSUMER ATTITUDES ABOUT EATING AND DRINKING

There will be no post-pandemic "normal" for grocery shopping, cooking or dieting.

Online shoppers — led by millennials, wealthier consumers and those with children in the house — will continue to blend in-store trips and online orders to get the items they need in the manner that works best for them.

It also appears that consumers' attitudes about cooking haven't completely reset due to COVID-19. And while health continues to be a priority, pandemic-induced stress is maintaining an emphasis on balance.

WHAT THIS MEANS FOR FOOD & BEVERAGE BRANDS

The future of grocery shopping is hybrid, and online grocery will become premium. With consumers blending in-store trips and online orders, it is imperative for retailers and brands to study the shifting path to purchase for their category.

Consumers' relationship with cooking has been through a lot in the last two years. In early 2022, it appears that pandemic-inspired forays into cooking haven't led to large-scale changes in the frequency with which consumers cook at home, but this behavior could shift again as inflation persists.

Consumers recognize the gap between reality and their healthy diet intentions. All food & beverage brands should understand where they fit on the health and wellness spectrum — from healthy to indulgent — so they can align marketing to consumers' needs.

SECTION 3

THE COST OF GROCERY INFLATION

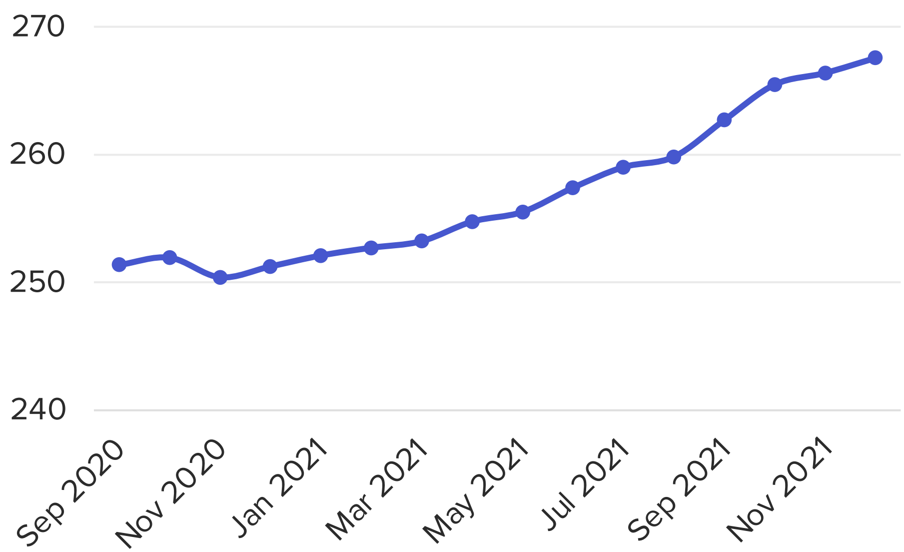
Amid supply chain disruptions, grocery prices climbed steadily in 2021 — and consumers took notice of certain categories’ inflated price tags

GROCERY PRICES HAVE RISEN SHARPLY OVER THE PAST YEAR

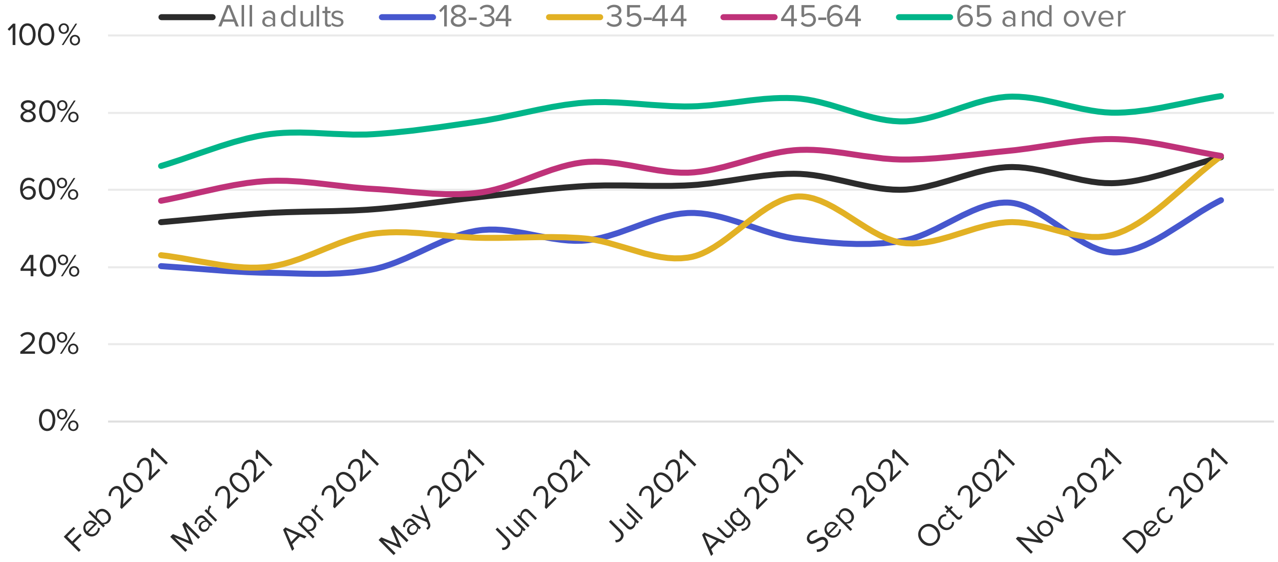
Prices for groceries spiked during 2021 amid supply chain disruptions; the consumer price index for food consumed at home was up 6.5 percent annually in December.

More than 8 in 10 adults ages 65 and older (84 percent) expect food prices to rise over the next 12 months, up from 66 percent in February. People in this age group, many of whom are retired and living on fixed incomes, tend to worry more about inflation than working adults, who can expect wages to rise along with prices. However, the price expectations gap between the oldest and youngest consumers narrowed to its lowest point in 10 months in December as inflation continued to climb.

Food at home consumer price index (CPI)



Share of U.S. adults expecting food prices to increase in the next 12 months, by age



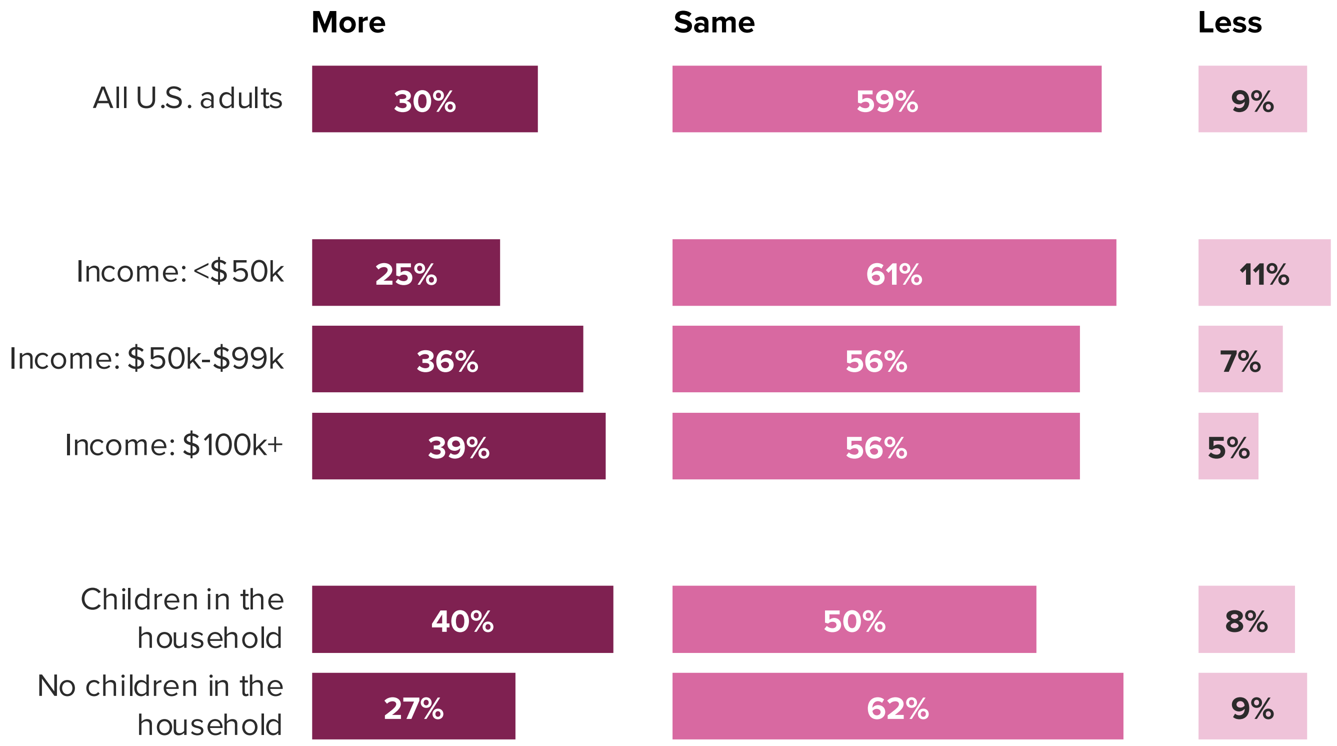
Sources: Bureau of Labor Statistics, Morning Consult Economic Intelligence

3 IN 10 CONSUMERS SAY THEY SPENT MORE ON GROCERIES THIS MONTH THAN LAST MONTH

Consumers with an annual income of more than $100,000 and those with children in the household tend to spend more on groceries each month, which may explain why they are more likely than adults overall to notice when their monthly total increases.

Higher-income households may be less likely to trade down to lower-cost food and beverage items when they see higher prices on the shelf. Those with children in the house likely can't buy smaller quantities or shop at multiple stores to save on grocery bills, and there may be items on their lists they can't go without (formula, for instance).

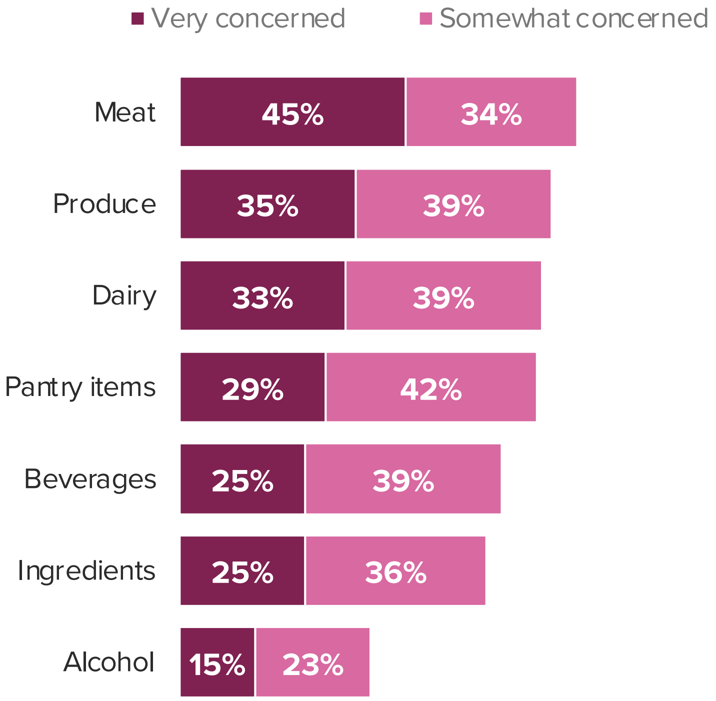
Respondents were asked how much they spent on groceries this month compared with last month



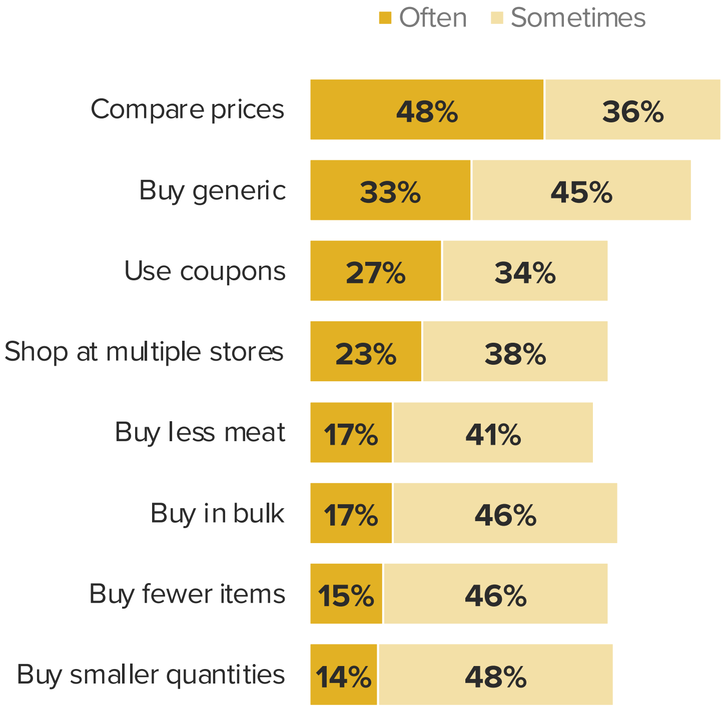
Poll conducted Dec. 28-29, 2021, among a representative sample of 2,200 U.S. consumers, with an unweighted margin of error of +/-2 percentage points. The share who answered "don't know / no opinion" is not displayed.

CONSUMERS ARE CONCERNED ABOUT THE COST OF GROCERIES, AND MANY ARE USING COST-SAVING MEASURES

Share of U.S. adults who are concerned about the cost of the following grocery categories:



Share who said they do the following to save on groceries:



Consumers expressed the strongest cost concerns about meat, a category that experienced the largest annual increase (12.5 percent) in December 2021 across the six major grocery store food group indexes tracked by the Bureau of Labor Statistics.

Of particular concern for food & beverage manufacturers is the one-third of consumers who say they often buy generic products to save on groceries, a share that is likely to grow as inflation persists.

Online grocery shopping may facilitate consumers' desires to compare prices, use coupons and even shop at multiple stores. Retailers should continue to evolve digital platforms to better service these goals.

Poll conducted Dec. 28-29, 2021, among a representative sample of 2,200 U.S. consumers, with an unweighted margin of error of +/-2 percentage points.

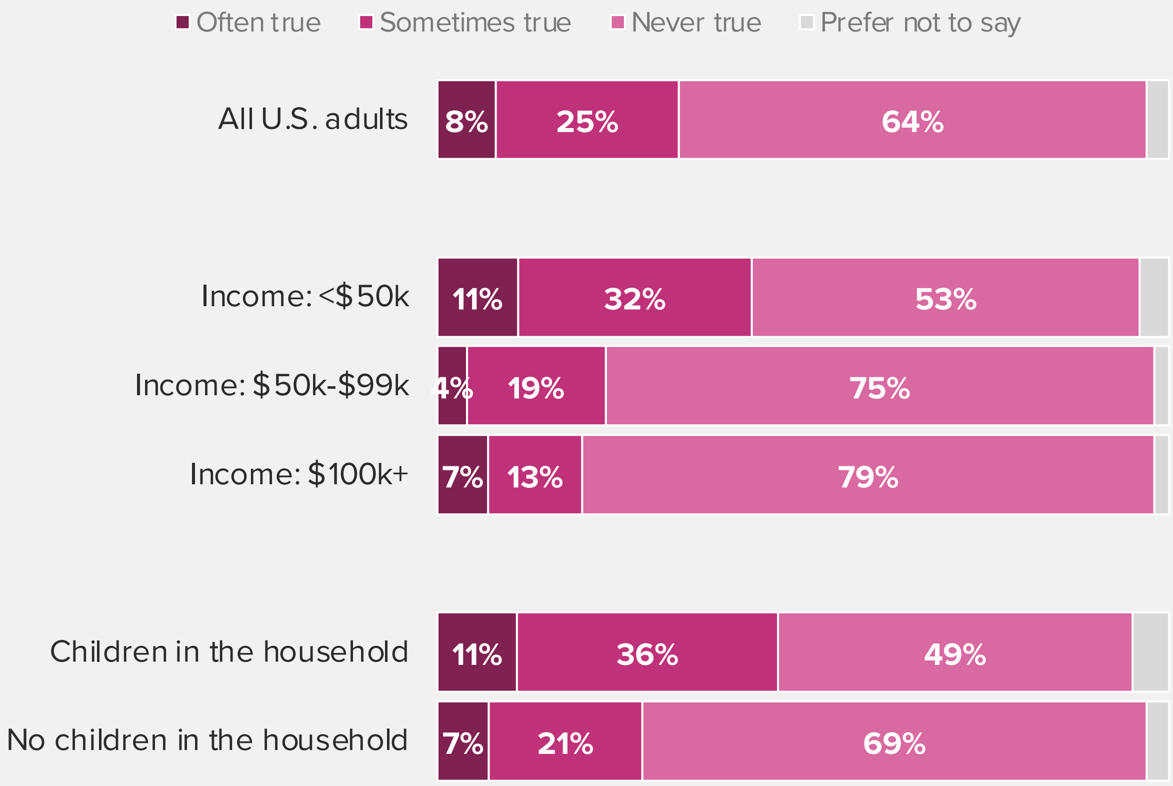
ONE-THIRD OF U.S. ADULTS WORRY ABOUT FOOD RUNNING OUT

10%

of U.S adults said they sometimes or often did not have enough food to eat in December

One-third of U.S. adults worried in December whether food would run out before they got money to buy more. That share increases to more than 4 in 10 (43 percent) among households with income under $50,000 and to nearly half (47 percent) among households with children.

Respondents were asked how true the following statement was to their situation: "We worried whether our food would run out before we got money to buy more"



Poll conducted Dec. 28-29, 2021, among a representative sample of 2,200 U.S. consumers, with an unweighted margin of error of +/-2 percentage points. Figures may not add up to 100% due to rounding.

WHAT IT MEANS: CONCERN OVER THE COST OF GROCERIES WILL CAUSE CONTINUING BEHAVIOR ADJUSTMENTS

The food at home consumer price index rose 6.5 percent between December 2020 and December 2021, compared with a 1.5 percent annual increase over the last 10 years.

The magnitude of that change, paired with the media attention on inflation in grocery prices and across the economy, contributes to the high levels of cost concern among consumers.

For the foreseeable future, consumers will be tuned into prices on grocery store shelves, and many will be looking to make changes to bring their grocery bills down.

WHAT THIS MEANS FOR FOOD & BEVERAGE BRANDS

Consumers may turn to online grocery shopping to better compare prices, save digital coupons and — depending on fees — even shop around at multiple stores. Retailers should streamline these aspects of the user experience.

One-third of consumers often buy generic food and beverage items to save on groceries. Brands should closely monitor their category for this shift and plan marketing efforts to defend brand share or potentially win back customers' loyalty.

Inflation could further exacerbate food insecurity in the United States. Consumers may look to food & beverage brands for solutions to this issue, which is closely tied to the industry.

SECTION 4

CBD’S PANDEMIC GROWTH

The cure-all cannabis compound has carved out a place in millennials’ hearts — and it has the potential to grow even more

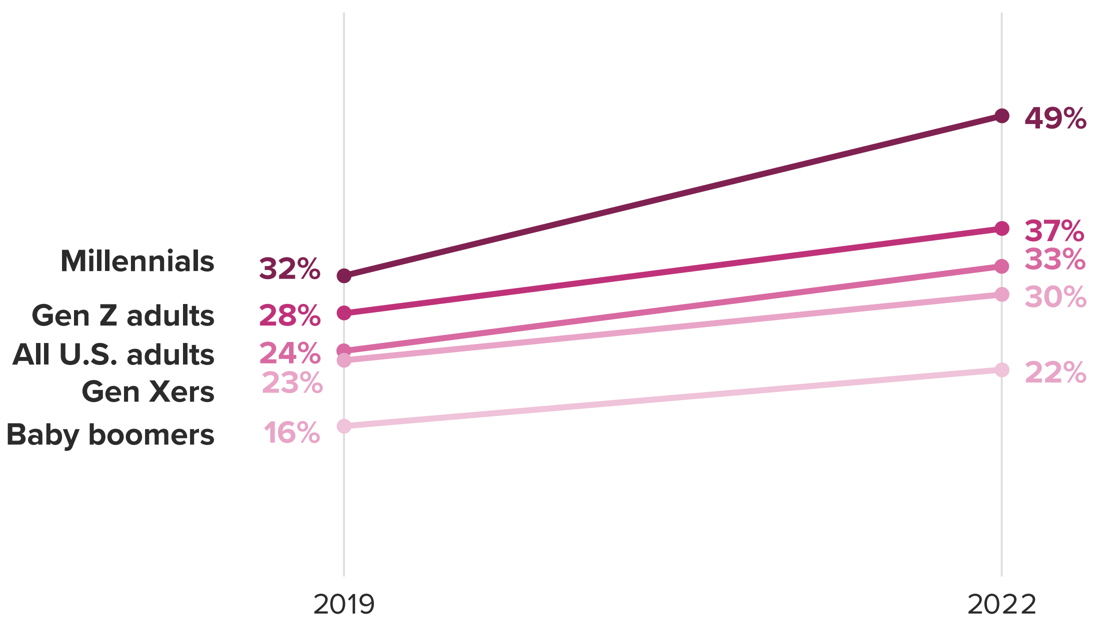
CBD USAGE HAS CLIMBED SINCE 2019, ESPECIALLY AMONG MILLENNIALS

While awareness of cannabidiol (CBD) has not increased much among U.S. adults — rising just 5 percentage points since June 2019, to 65 percent — usage over that same period increased from around 1 in 4 to 1 in 3 adults, with the share of respondents who have tried CBD products rising across every generation.

Consumers' perceptions of legality may play a role in increasing usage — 73 percent of consumers now say CBD is legal, versus 61 percent in 2019.

But a larger factor is likely the pandemic. CBD usage has increased during a period of heightened stress and anxiety from both the pandemic and its economic toll. Amid the ongoing health crisis, consumers are looking for healthy methods to manage their physical, emotional and mental well-being.

Share of respondents who have tried a product, such as coffee, chocolate or skin care, with CBD in it

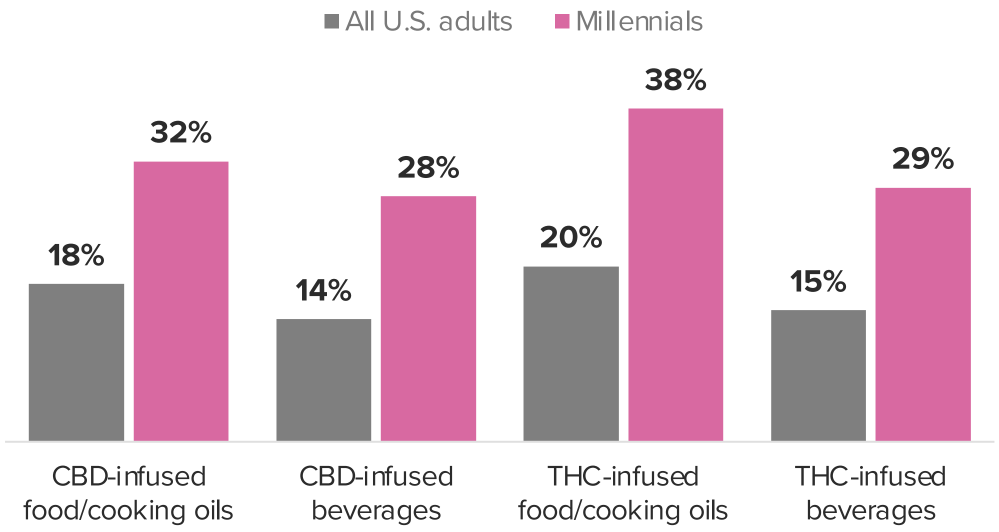


Polls conducted June 6-10, 2019, and Jan. 8-9, 2022, among a representative sample of roughly 2,200 U.S. adults, with an unweighted margin of error of +/-2 percentage points.

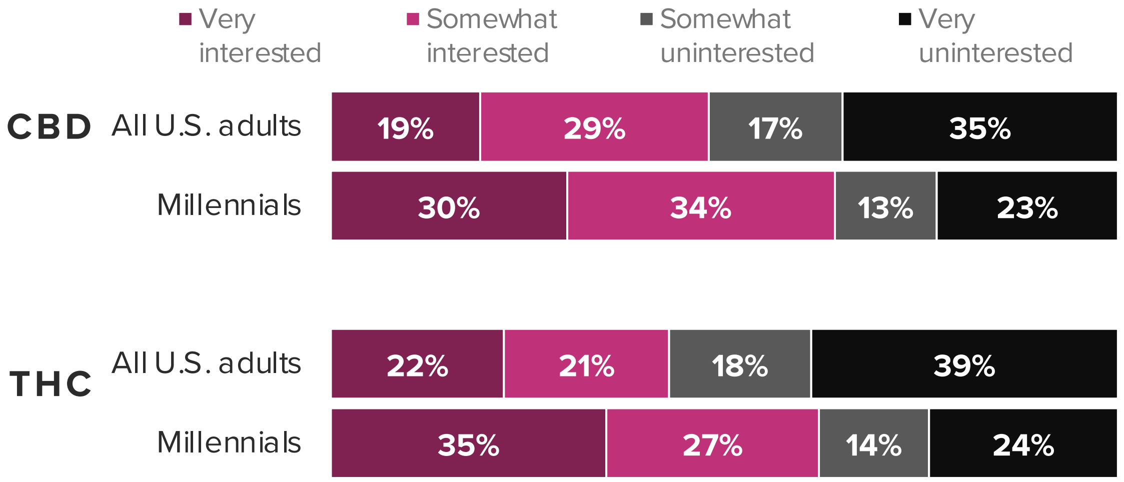
U.S. ADULTS JUST AS LIKELY TO HAVE TRIED THC-INFUSED FOOD AND BEVERAGES AS CBD-INFUSED PRODUCTS

When looking at food and beverage products specifically, usage of CBD-infused products is very similar to usage of products infused with tetrahydrocannabinol (THC), the psychoactive compound in marijuana. Millennials are roughly twice as likely to have tried both CBD- and THC-infused food and beverage products than adults in general. That generation also leads the way in future interest in trying food and beverage products with CBD and THC – more than 6 in 10 are interested in each.

Share who have tried the following:



Respondents were asked how interested they are in trying food or beverage products that contain CBD and THC



Poll conducted Jan. 8-9, 2022, among a representative sample of 2,201 U.S. consumers, with an unweighted margin of error of +/-2 percentage points.

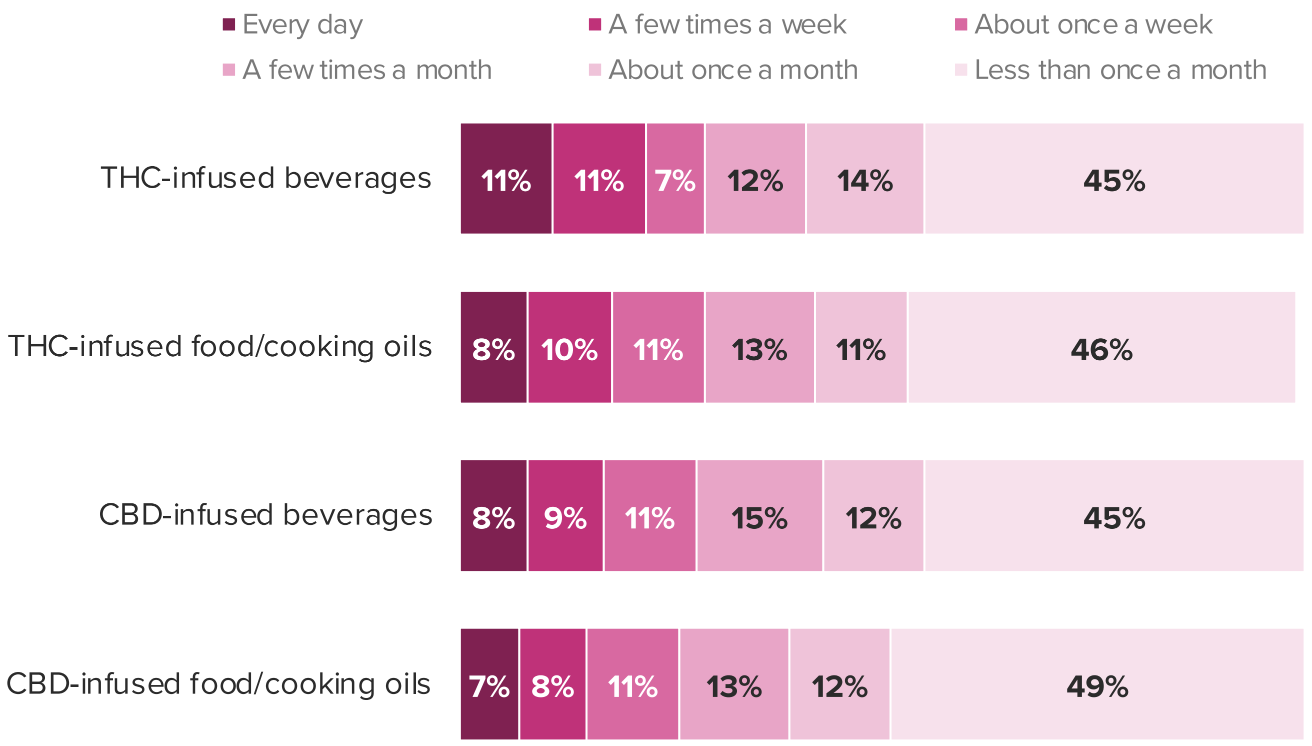
REGULAR CONSUMPTION OF CBD OR THC FOOD AND BEVERAGES IS STILL INFREQUENT FOR MOST

Those who have tried CBD- or THC-infused foods or beverages don't tend to use them that frequently. A small segment of users consumes these products every day or a few times a week. Just over half use them at least once a month.

Millennials are using all of these products more frequently, with roughly 6 in 10 saying they use each at least once a month.

Poll conducted Jan. 8-9, 2022, among a representative sample of 310 to 404 U.S. consumers who have tried each product, with an unweighted margin of error of up to +/-6 percentage points. Figures may not add up to 100% due to rounding.

Frequency of use among U.S adults who say they have tried each of the following:

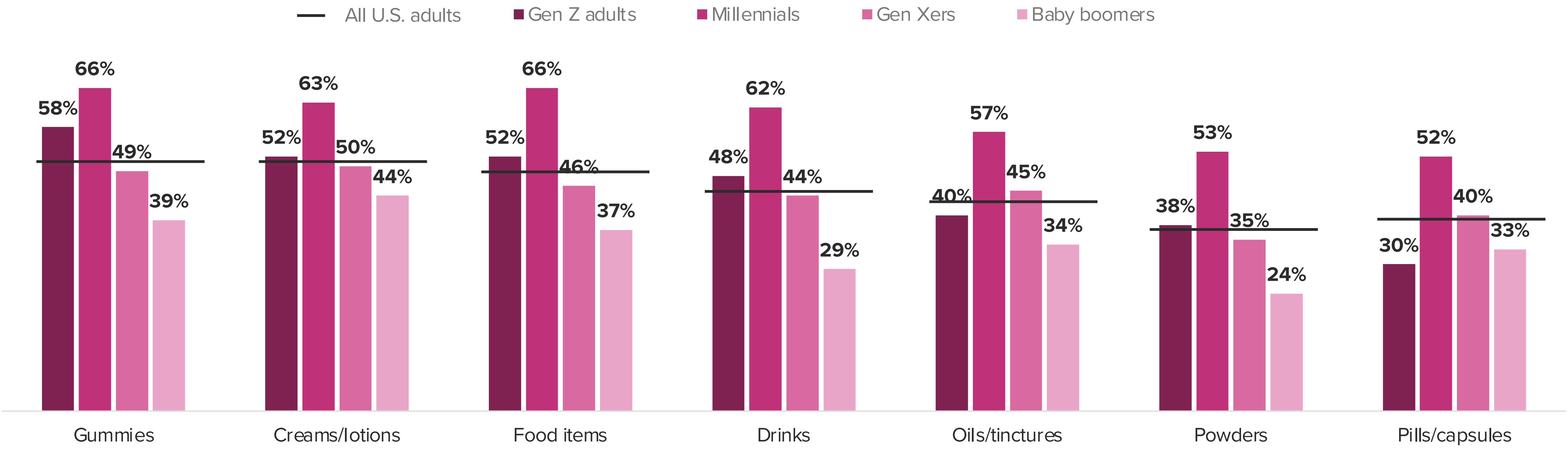


Of the millennials who have tried THC-infused foods, 38% consume them at least once a week.

CBD GUMMIES AND CREAMS REIGN SUPREME, BUT CONSUMERS EXPRESS SIMILAR LEVELS OF INTEREST IN FOOD WITH CBD

The top methods for consuming CBD suggest consumers want a sensory experience associated with their intake. The least-involved methods — oils/tinctures, powders and pills/capsules — sit at the bottom of the list. Baby boomers were most likely to express interest in creams or lotions than other categories.

Share who said they are "very" or "somewhat" interested in trying each of the following methods of consuming CBD:



Poll conducted Jan. 8-9, 2022, among a representative sample of 2,201 U.S. consumers, with an unweighted margin of error of +/-2 percentage points.

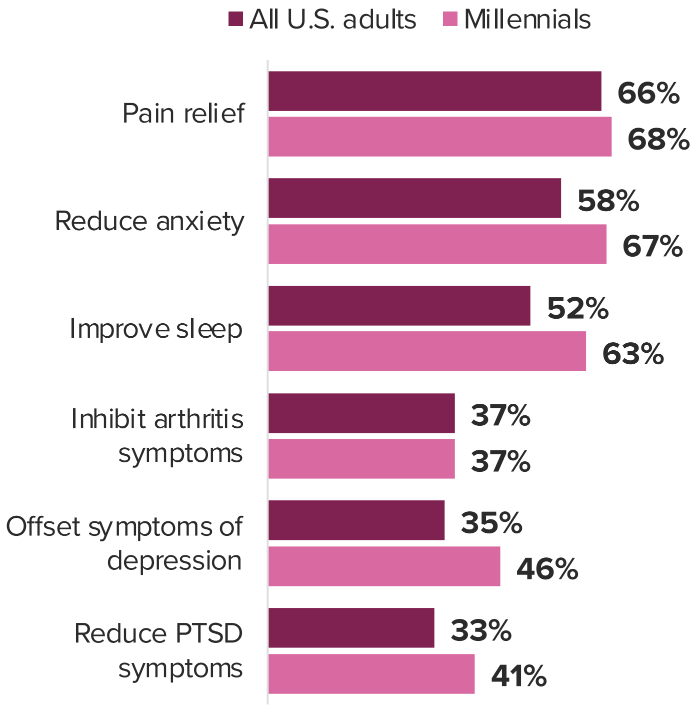
PAIN RELIEF IS SEEN AS CBD'S TOP BENEFIT, BUT MENTAL HEALTH ADVANTAGES ENHANCE APPEAL FOR MILLENNIALS

Millennials, the generation that normalized discourse about mental health, view CBD as a cure for many of their mental health issues — including depression, which nearly half believe it can help with.

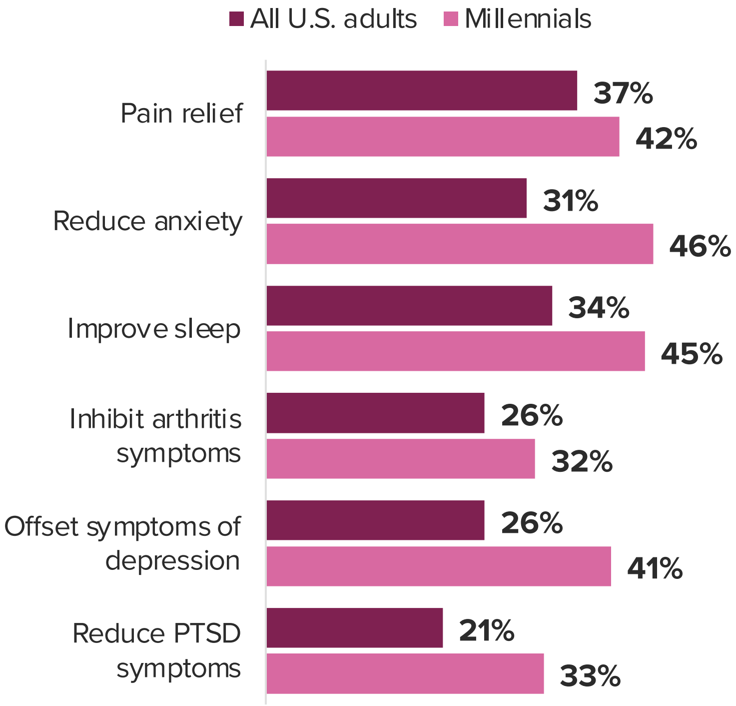
The pandemic has put mental health in the spotlight: 61 percent of millennials and 52 percent of Americans said "anxious" describes their mood well in January 2022; a roughly equal share of Americans said the same in January 2021.

With Gen Z taking up the mantle in continuing mental health conversations, CBD (and likely THC) usage should continue to grow.

Respondents were asked what they believe are the benefits of CBD



Share of respondents who said they are very interested in taking CBD for each benefit



Poll conducted Jan. 8-9, 2022, among a representative sample of 2,201 U.S. consumers, with an unweighted margin of error of +/-2 percentage points.

WHAT IT MEANS: COVID-19 MADE CBD MORE POPULAR, PAVING THE WAY FOR THC

In tense times, ingredients associated with pain relief and anxiety reduction thrive.

CBD's most-associated benefit, among a range of cure-all features, is pain relief. Millennials, however, are especially attracted to CBD for its mental wellness benefits, including reducing anxiety, improving sleep and offsetting symptoms of depression.

Increased usage of CBD paves the way for THC-infused products in the food & beverage world, federal legality pending. Consumer interest in THC products is just as high as it is for CBD products, and they're interested in food and beverage delivery methods.

Further research and consumer education will help brands develop targeted products with CBD or THC for specific uses, giving consumers more confidence in the safety and efficacy of products.

WHAT THIS MEANS FOR FOOD & BEVERAGE BRANDS

Consumers, especially millennials, are in search of products to facilitate their mental health goals, especially amid the ongoing pandemic. Even food & beverage brands that are not interested in CBD can pursue these benefits through alternative ingredients.

Adult beverage brands need to expand their competitive consideration set to include beverage products in both the CBD and THC market. Already, nearly 3 in 10 millennials have tried CBD- and THC-infused beverages, and more than 6 in 10 expressed interest in trying them.

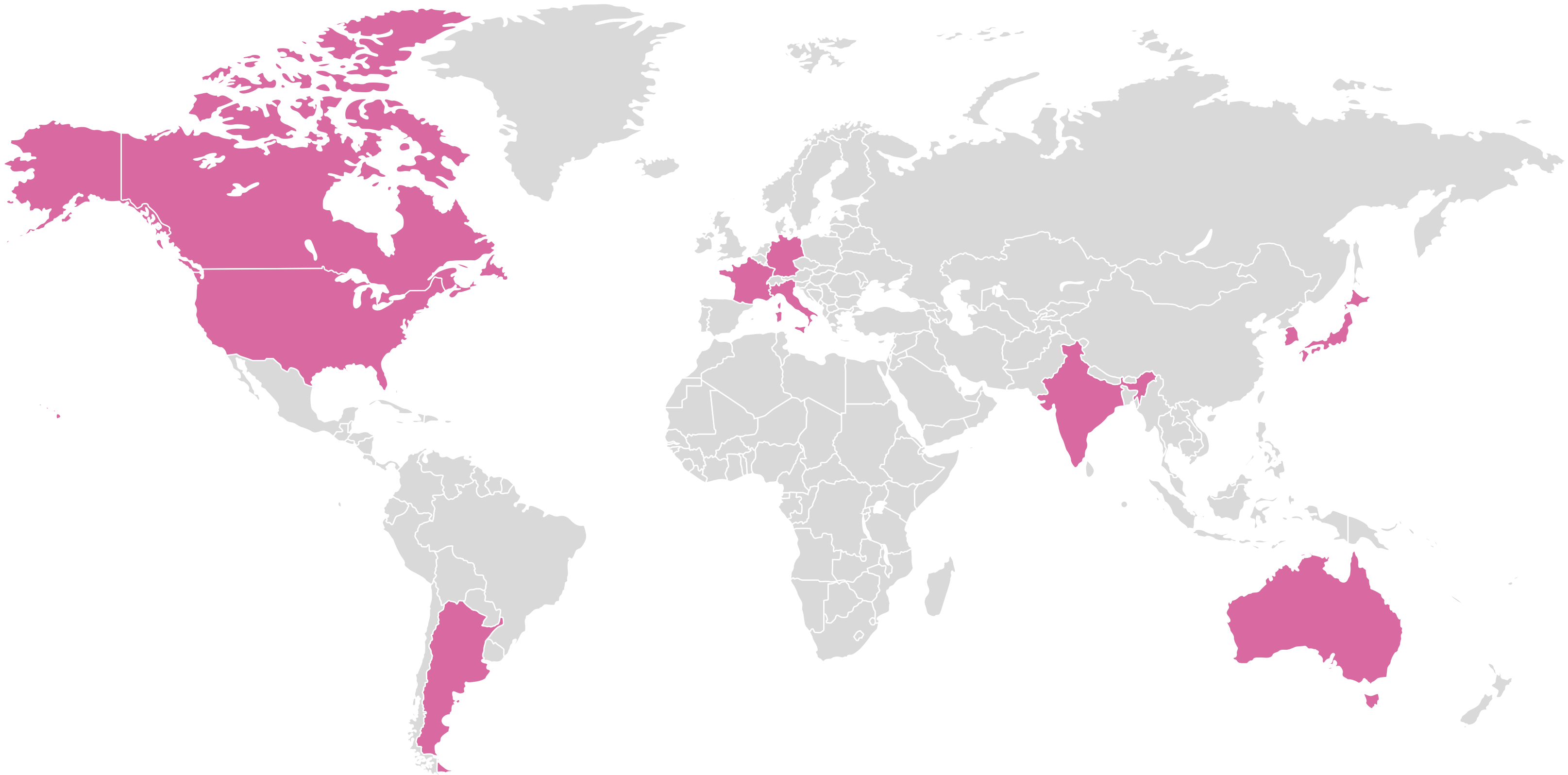
THE DATA BEHIND THE REPORT

Methodology and about the author

METHODOLOGY

This report uses survey research conducted in **December 2021 and January 2022** among more than **13,000 respondents** from the United States, Canada, Argentina, France, Germany, Italy, India, Japan, South Korea and Australia. It also references Morning Consult's Return to Normal trend data, which leverages **weekly surveys of 2,200 U.S. adults**.

The interviews were conducted online, and the data was weighted to approximate respective populations of adults based on gender, educational attainment, race and region. Top-line results from all the polls have a margin of error of up to +/-3 percentage points.



ABOUT THE AUTHOR

EMILY MOQUIN
Food & Beverage Analyst

Emily Moquin is the food & beverage analyst at global intelligence company Morning Consult, where she leads efforts to deliver real-time insights for leaders in the sector.

Emily analyzes consumer behavior, from dining out to grocery shopping to alcohol consumption. Her research helps food & beverage businesses make faster, better decisions.

Prior to joining Morning Consult, she worked at Gartner as a director analyst, covering consumers and food & beverage, as well as at H.J. Heinz, where she managed consumer and customer insights across multiple brands, including Heinz Ketchup, Weight Watchers Smart Ones and Bagel Bites.

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JOIN THE WEBINAR

Join Morning Consult's food & beverage analyst, Emily Moquin, on Thursday, Feb. 24 at 12 p.m. EST for a webinar examining how consumer trends are evolving and what this means for the future of the food & beverage industry.

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