



C-store meals winning vs Fast-Food

Retail meal solutions (RMS) in convenience stores continue to grow and have started to gain ground over quick service restaurants (QSR), according to the latest Technomic's 2015 Retailer Meal Solutions Consumer Trend Report.

The study, cited by CSP Daily News, has seen an increase in RMS purchases from 79% in 2012 to 84% in 2015. The growth has been largely driven by young consumers.

Consumers, nearly half of them are aged 18-34, have purchased prepared meals in convenience stores at least once a week resulting in less visits to fast-food restaurants.

Convenience stores can respond to this increasing demand and take advantage of this opportunity by offering better in-store experience and innovative and restaurant-quality meals, according to Kelly Weikel, director of consumer insights for Technomic.

"Operators and suppliers can appeal to consumers by offering dishes featuring new and ethnic flavors, such as spicy Asian flavors and regional Latin flavors," added Weikel.

Mixing familiar flavors and multicultural influences have also become one of the hottest snacking trends for 2016, according to a separate study conducted by General Mills Convenience and Foodservice.