



Home-cooking helpers: trends in packaged tomatoes.

Growth opportunities and insights in home-cooking
for the packaged tomatoes category.

Introduction.



Consumers are making lasting changes to their lifestyle and this is impacting their food choices. Tetra Pak's consumer research identifies these shifts in behaviour and product preferences and this report looks at what this means for food manufacturers.

30% of consumers say they are using more ready-made products to make their cooking easier

Develop packaged tomato products that appeal to today's consumers by simplifying home-cooking and saving them time and money. Read this report for more insights into how to position and package your products as home-cooking helpers.

Home-cooking helpers: the future of home-cooking

Tetra Pak surveyed 7000 consumers in seven countries in June 2021 to understand how attitudes towards packaged products and home-cooking have evolved. Category-specific reports are available for packaged tomatoes, dressings and condiments, packaged vegetables, ready meals, ready sauces and ready soups applications.

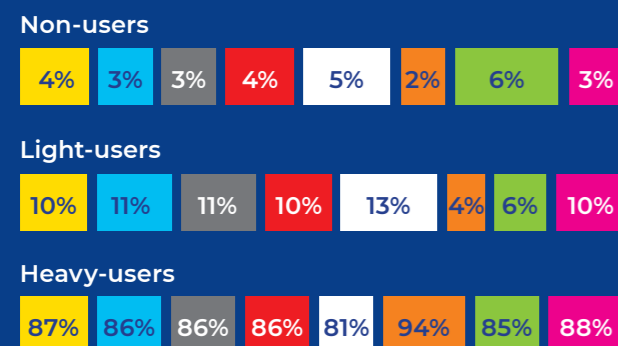
Consumer insights.



Home-cooking is here to stay.

Consumers are choosing to continue to cook at home. They see cooking from scratch as healthier and more nutritious, and it gives them greater control over their diet. They are using packaged products and ingredients to help them in their home-cooking and meal preparation, and are doing so on a regular basis.

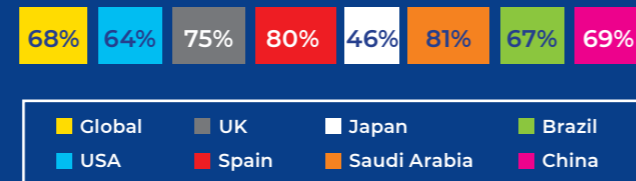
Monthly product usage per country:



1 in 5 consumers surveyed are continuing to cook more at home

With 67% of consumers saying home-cooking is healthier and 87% cooking with three or more packaged products every month, demand is strong. By positioning these products and ingredients as complementary to home-cooking and supporting healthy, kitchen-created meals food manufacturers could further increase their appeal.

Packaged tomatoes consumed monthly or more:



Provide a helping hand.

Today's consumers want help with their home-cooking and are turning to packaged products and ingredients to find it. Short on time, they are looking for products that both inspire them and simplify meal preparation.

1 in 4 consumers say ease of preparing meals is important in home-cooking



Why do consumers use packaged products?

It saves time

It tastes good

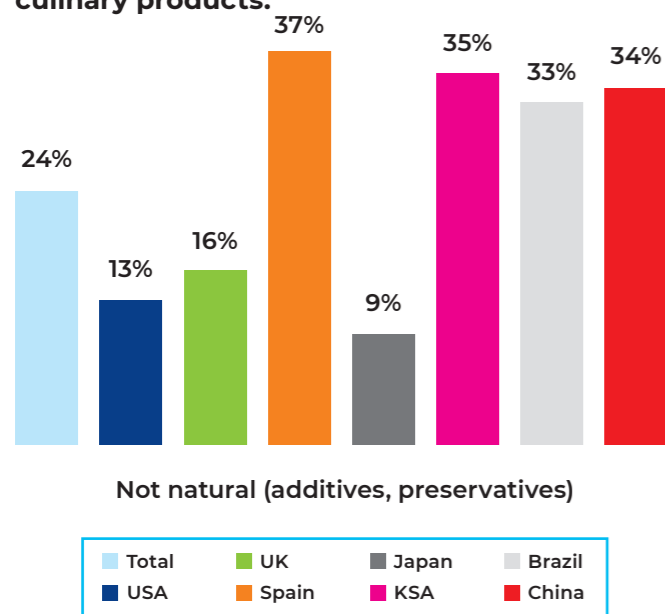
It simplifies my life

Products such as packaged tomatoes are seen as home-cooking helpers that save time and make cooking from scratch easier. By emphasizing how their products add value to mealtimes while also minimizing preparation and effort, food manufacturers will reflect consumer drivers and enhance their shelf-appeal.

Natural, healthy and hygienic

There is now greater awareness of the relationship between health, diet and food safety. From ingredient sourcing and removal of preservatives, through to processing methods and packaging choice, consumers are paying attention. Food manufacturers that take a holistic approach could boost the appeal of their packaged products and ingredients.

Not natural is the biggest barrier to buying culinary products:



Top 3 consumers drivers for home-cooking:



Natural products that are free from additives and preservatives will appeal to today's shoppers - 'not natural' emerged as the top reason for consumers choosing not to buy a product. Similarly, food safety was the number two consumer driver for home-cooking, ahead of affordability. While in terms of packaging choice, hygiene was third ranked behind easy to store and easy to open.



Growing food safety awareness is reflected in the demand for hygienic packaging.

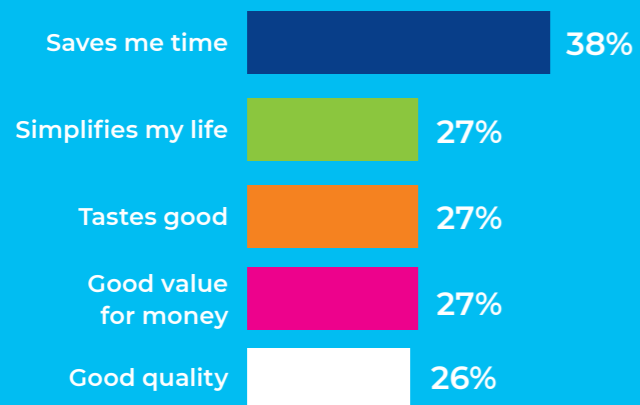
Consumer insights for packaged tomatoes.

Packaged tomatoes saw a big uptake in usage during the pandemic reflecting the growing home-cooking trend. In this section, find out why consumers buy packaged tomatoes, how they are using and their product expectations.

Get consumer appeal.

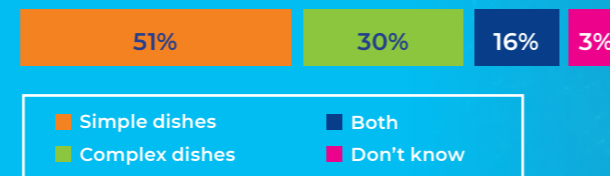
Consumers see packaged tomatoes as a time-saving and versatile product that helps with their home-cooking. Emphasizing the healthy, natural properties of this great tasting and useful ingredient sits well with consumer associations.

Consumer associations:



A versatile ingredient.

Occasion:



68% of consumers globally use packaged tomatoes at least once a month, 80% in Spain

Consumer purchasing drivers:

| | Indexed / % | |
|--|-------------|-----|
| It can be stored outside of the fridge | 150 | 16% |
| It has a short ingredient list | 126 | 11% |
| It is organic | 126 | 10% |
| It comes in a multi pack | 121 | 6% |



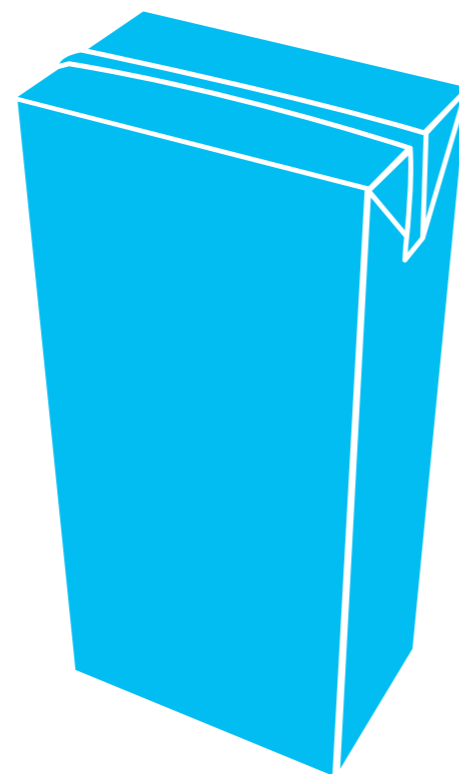


Packaging preferences.

Environmentally-sound packaging is impacting purchasing decisions. Alongside this increased awareness of sustainability, functionality of packaging remains key for consumers with ease of use and storage important.

Consumer packaging drivers:

| | Indexed / % | |
|--|-------------|-----|
| It allows to be emptied to the last drop | 124 | 19% |
| It is robust | 117 | 8% |
| It is easy to open | 117 | 32% |
| It is easy to store | 117 | 35% |



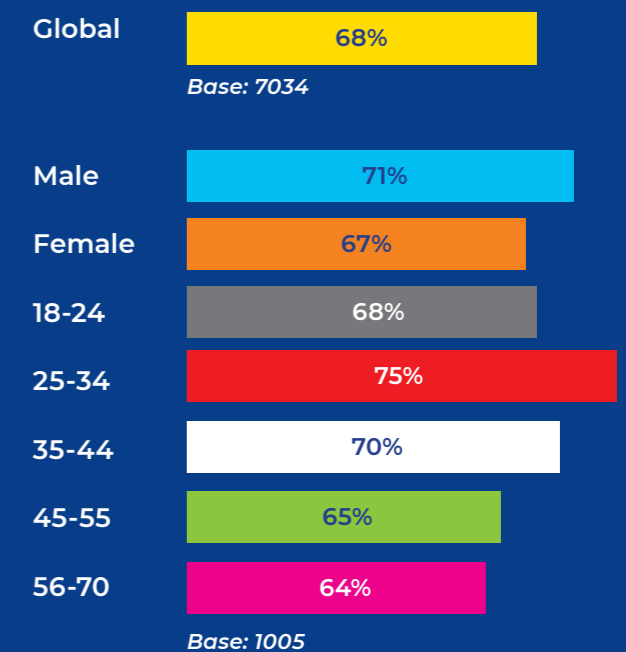
Who's in the kitchen?

Men are slightly ahead in the usage stakes, with 71% of males compared to 67% of females incorporating packaged tomatoes into their home-cooking.

25-34 year olds are the biggest consumers of packaged tomatoes



Usage of packaged tomatoes:



Get in touch.

Let's discuss your next opportunity in packaged vegetables. [Click here.](#)

The future of home-cooking: 2021 and beyond.

Access global research into consumer eating and home-cooking trends in this multi-category report.

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