A consumer read of out-of-home food and beverage market based on a global continuous sample with the latest technology available.

**It helps you to**
- **Measure**
- **Read**
  broad view of the in-home and out-of-home market
- **Understand**
  trends over time

**Questions**
- **How** is my category/brand purchased out of home?
- **Where** do consumers make their purchases by type of occasion?
- **Are there** any opportunities that have not been fully developed by my brand? Targets? Time of day? Occasions? Packages?

**Benefits**
- **360° Overview**
  of eating and drinking out-of-home
- **Granular detail**
  with a full view of purchases - barcoded or not
- **Connection between purchase, consumption and attitudes**
  specific questions can be directed to the panel to understand drivers of purchase decisions

**Attitudes**
Flexible questionnaires via smartphone to deliver a comprehensive overview of the attitudes and motivations behind a particular behaviour. Previous responses from the panel allow direct access to sub-samples that show specific purchase patterns.
Purchase

**What?**
- 84% Penetration
- 27% Frequency (acts)
- 2.33% Spend per act

**Who?**
- Men
- Women

**Where?**
- Purchase Channel
  - Convenience Store 16%
  - Modern trade 27%
  - Impulse** 18%
  - Traditional trade 13%
  - Horeca* 26%

Consumption

**When?**
- 6% Breakfast
- 19% Morning break
- 19% After dinner
- 18% Dinner
- 17% Afternoon break

**Why?**
- 50% Enjoy the taste
- 23% Healthy
- 12% Can eat on the move
- 9% Treat or reward
- 6% Filling

**How?**
- 79% % occasions/value

Food for Thought

- Winning Food & Drinks Occasions Out-of-Home
- Eat, drink & be healthy report
- Out-of-home, out of mind?

For more information please contact your local representative or visit www.kantar.com