



# CHOP/CHOP

SARAH WEISE

CEO, BIXA / IDDBA MARKET RESEARCH PARTNER / BESTSELLING AUTHOR

[www.bixaresearch.com](http://www.bixaresearch.com)

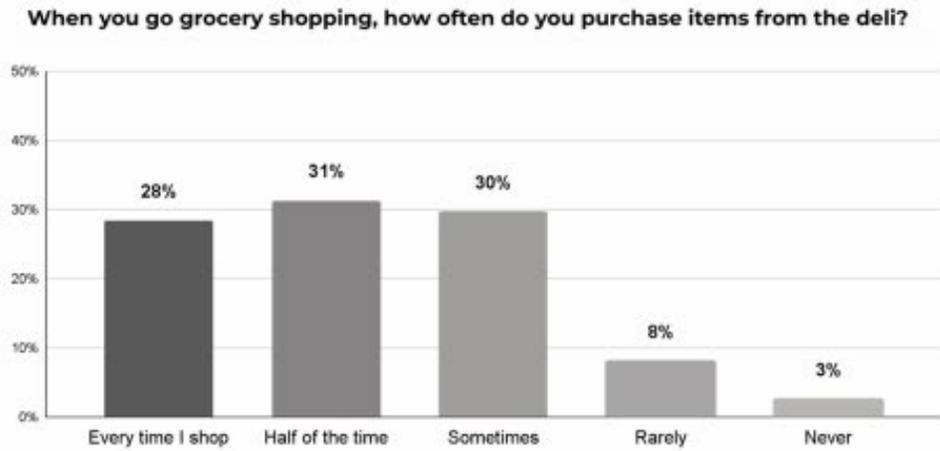
[sarah@bixaresearch.com](mailto:sarah@bixaresearch.com)

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Quantitative data gives us the “What”



Qualitative data gives us the “Why”





## 2025 TRENDS



### LIVE, LAUGH, LUXURY

Can indulgence drive loyalty by connecting with consumers who crave self-care and culinary experiences?



### ENDLESS POSSIBILITIES

How can seasonal, limited-edition, or global flavors create urgency and exclusivity to hook shoppers?



### UNIQUELY YOU

How does pop culture influence food choices and move products off the shelves? How can you ride the wave?



### LESS IS MORE

Shoppers say they value sustainability, but how does it really show up at checkout? What tradeoffs are they willing (or not willing!) to make?



### CHOP CHOP

What does convenience shopping look like today—and how can you make the most of it?





## Convenience that sells: what shoppers want in dairy, deli, bakery

### Let them cut the cheese

- When it comes to specialty cheese, blocks win. Shoppers want control: slicing, cubing, grating on their terms.
- Pre-cut cheese has its place—as long as it comes with resealable packaging.
- Small portions spark creativity, play, and self-expression in the kitchen: a low-risk way to try new cheese flavors.

### Sweet rewards in bakery

- In bakery, convenience means multiple servings
- Shoppers stock up for the right size and flavors, knowing that bakery items freeze well.

### Deli shortcuts, dinner heroes

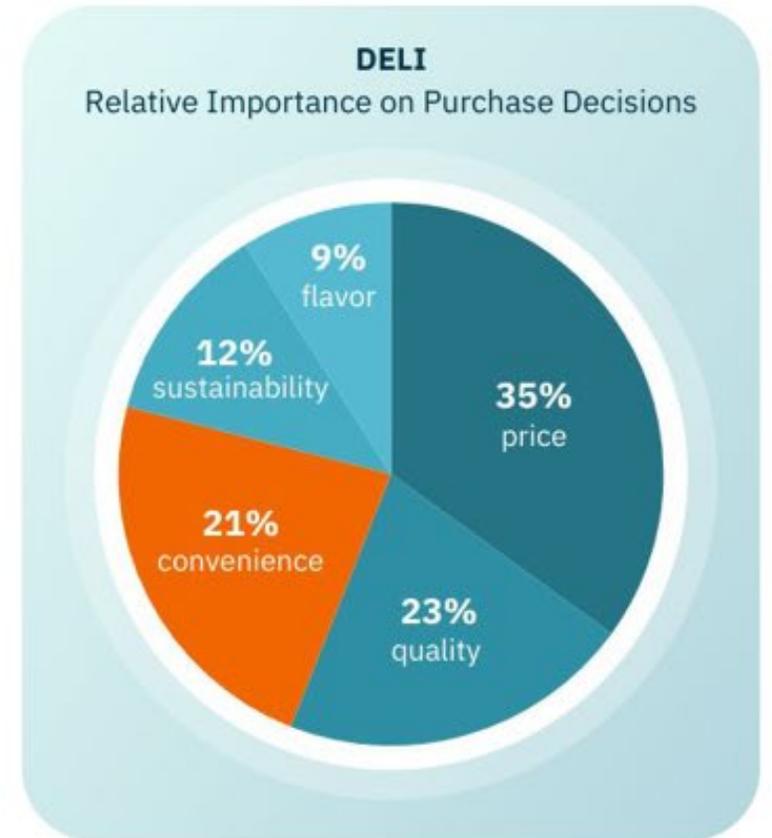
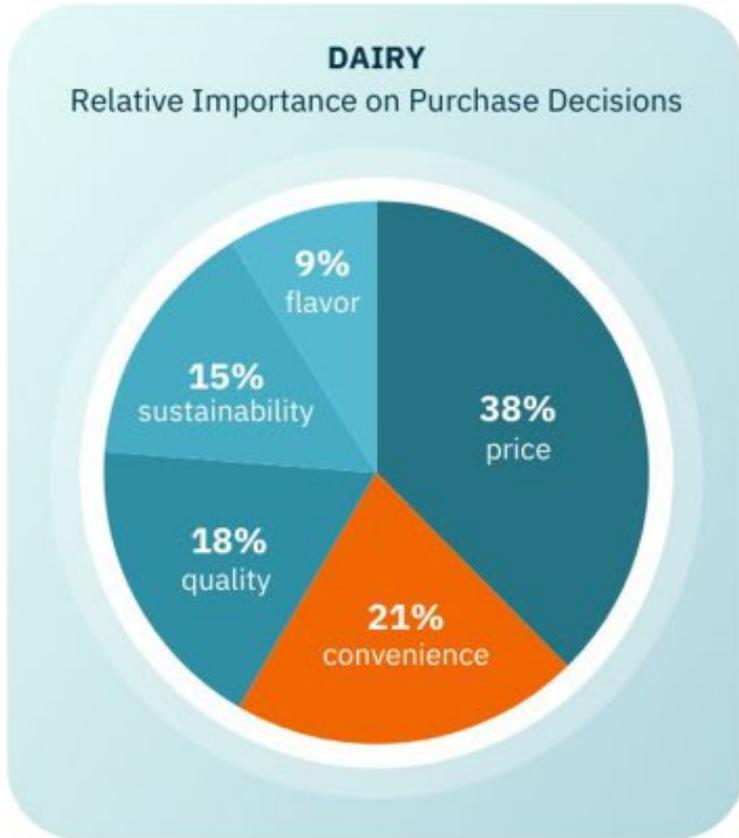
- In-store convenience means grab-and-go for time savings
- The deli counter is convenient because it supports meal prep, but it's sluggish
- Self-serve food bars are seen as a splurge, not a shortcut.
- The primary driver of meal prep is time savings. Hello, rotisserie chicken! But don't let the basics fool you—shoppers are elevating deli dinners with premium sauces, cheeses, and proteins.

### Air fryers = sales drivers

- The real MVP of convenience is the air fryer.
- No longer just an appliance, the air fryer is a lifestyle—one driving buying decisions.
- 35% of air fryer owners love it so much they hunt for reasons to use it.
- Leave air fryer instructions off the package? You might lose the sale.



## Convenience makes up ~20% of grocery buying decisions



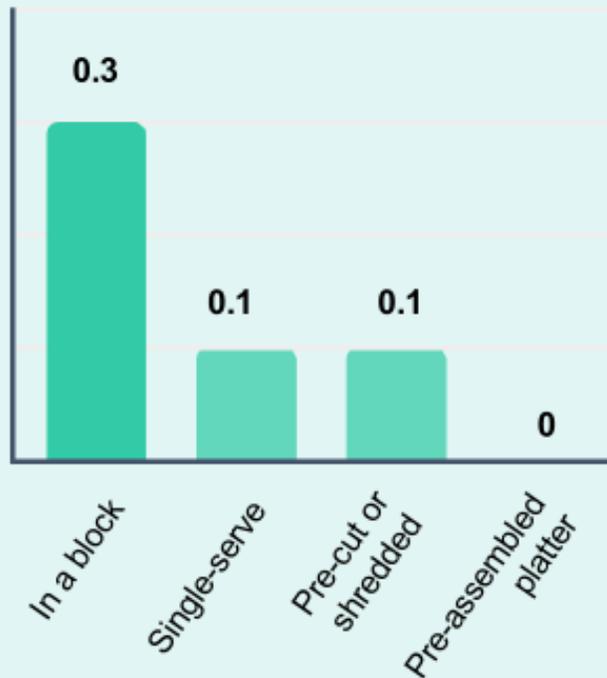


From cheese blocks to rotisserie hacks:  
What does **convenience** mean to grocery shoppers?



## Convenience drives 21% of dairy purchase decisions (second only to price)

Relative Preference



Let them cut the cheese!



Over and over, we heard how convenient blocks are for specialty cheese...



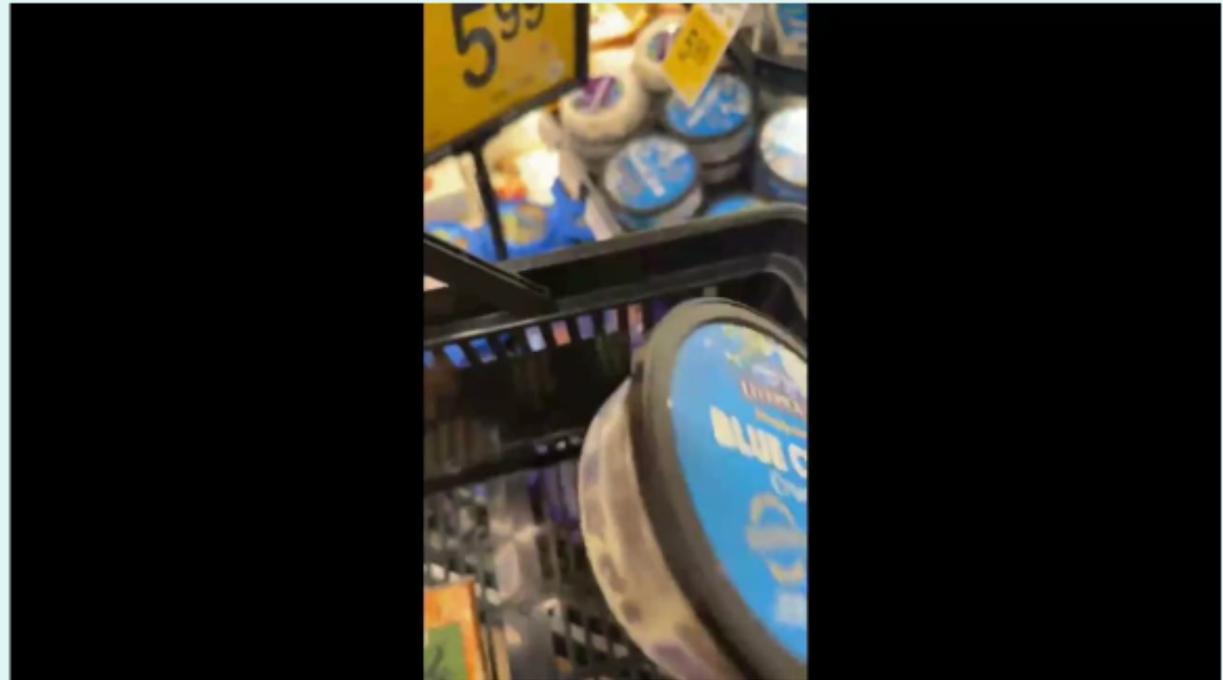
And yet, each of these shoppers thinks they are unique in their preference for block cheese!

## Resealable packaging can seal the deal

55% of shoppers are more likely to choose a specialty cheese with resealable packaging

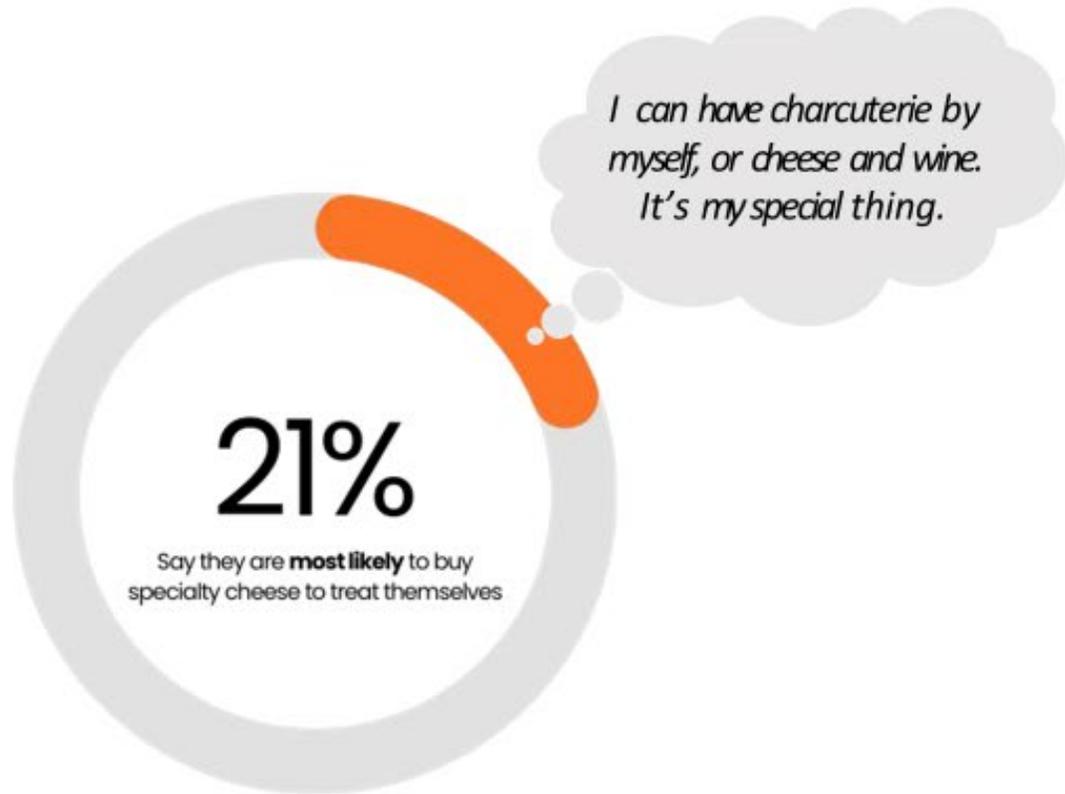


Resealable packaging helps with:  
(1) Freshness; (2) Easier snacking from the fridge





Convenience is also about having rewards in the fridge, ready to snack on

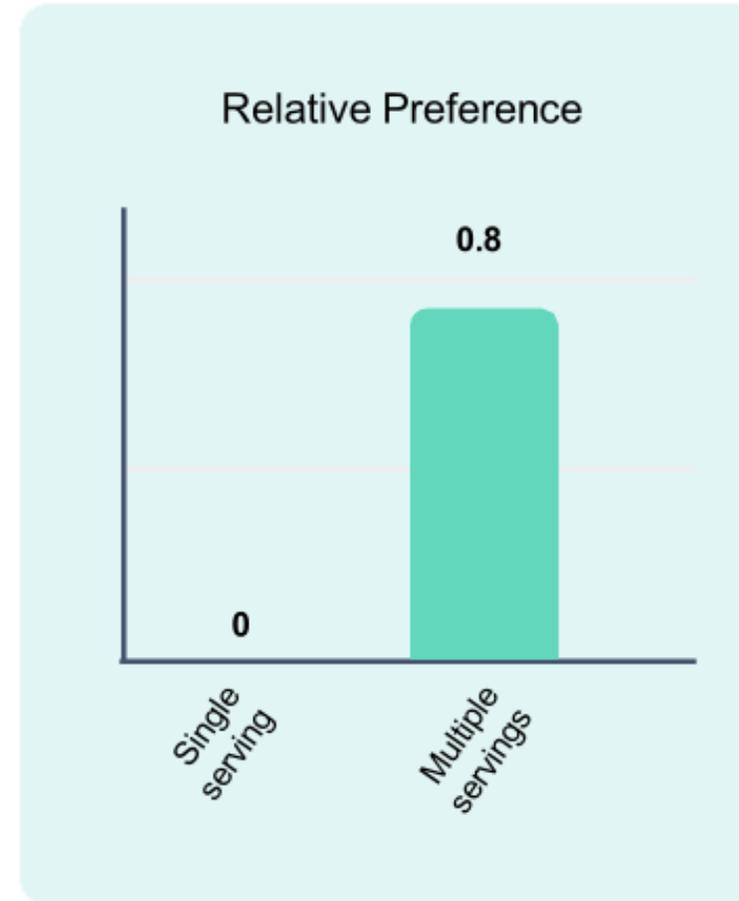




Small portions encourage trying new flavors in a low-risk way



## Convenience drives 19% of purchase decisions in the bakery





Baked goods freeze well, so people buying multiple servings at once is more convenient



Customers purchase for future convenience



Multiple servings allow for stocking up on hard-to-find items



## Multiple servings means the right size, right flavors, for right now



Right size for kids to take to school



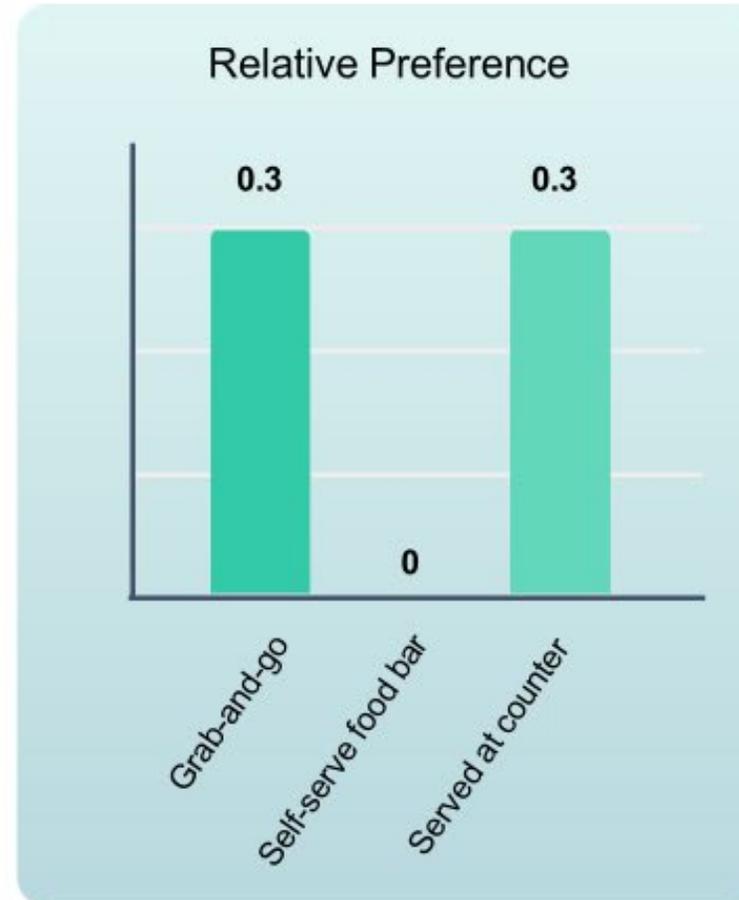
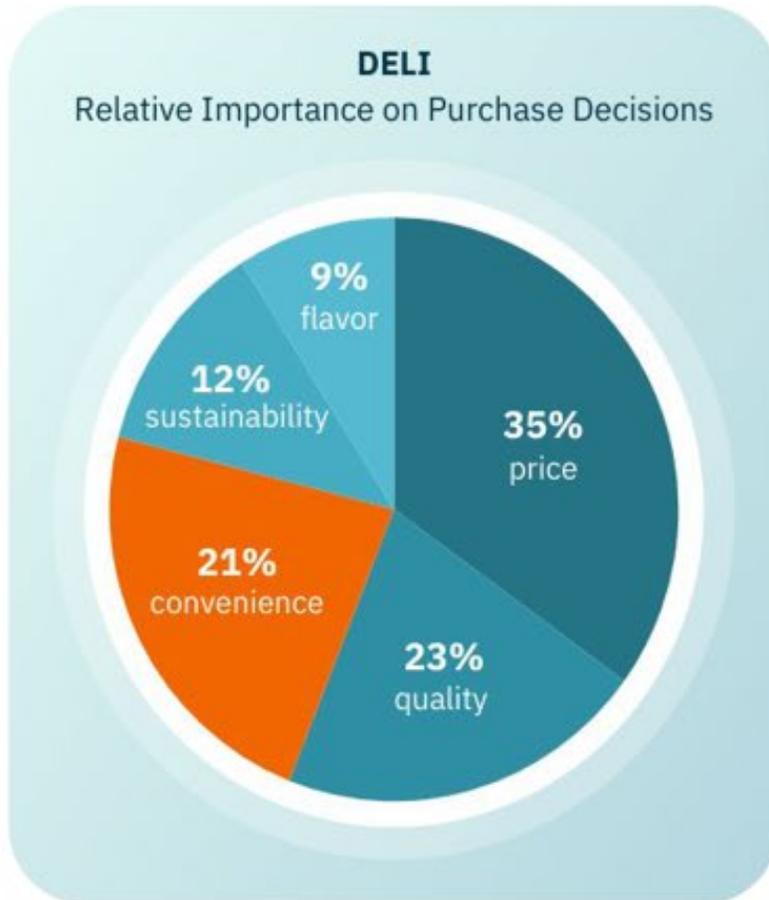
Right size just for me—pre-sliced adds to the convenience



Right mix of flavors so everyone is happy!



## Convenience drives 21% of deli purchases—after price, nearly tied with quality





## Grab-and-go is ideal for busy shoppers looking for no-fuss solutions

**Grab-and-go items save time in-store**



**Rotisserie chicken is a standout for weekly meal prep**





Deli counters are not convenient in-store experiences, but help with food prep. Customers see the value in freshness, quality, and ability to customize.

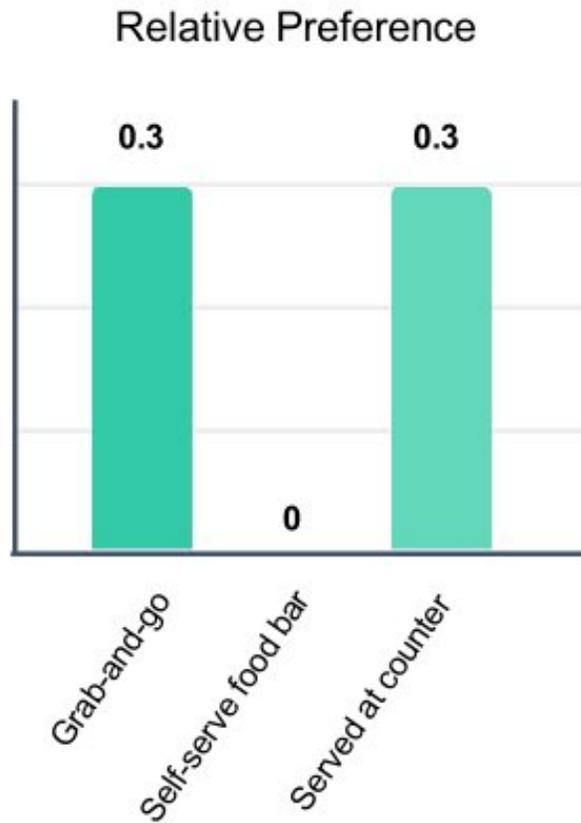
*I... think it's a pain in the ass, although I do like the freshness...*



*I prefer it... even though the line is long and can be inconvenient.*



## Price perception turns food bars into occasional treats, not quick solutions



82% of shoppers purchase **meal kits**  
prepared in a grocery store.



## Grocery shoppers buying meal kits do it to save time and cut stress



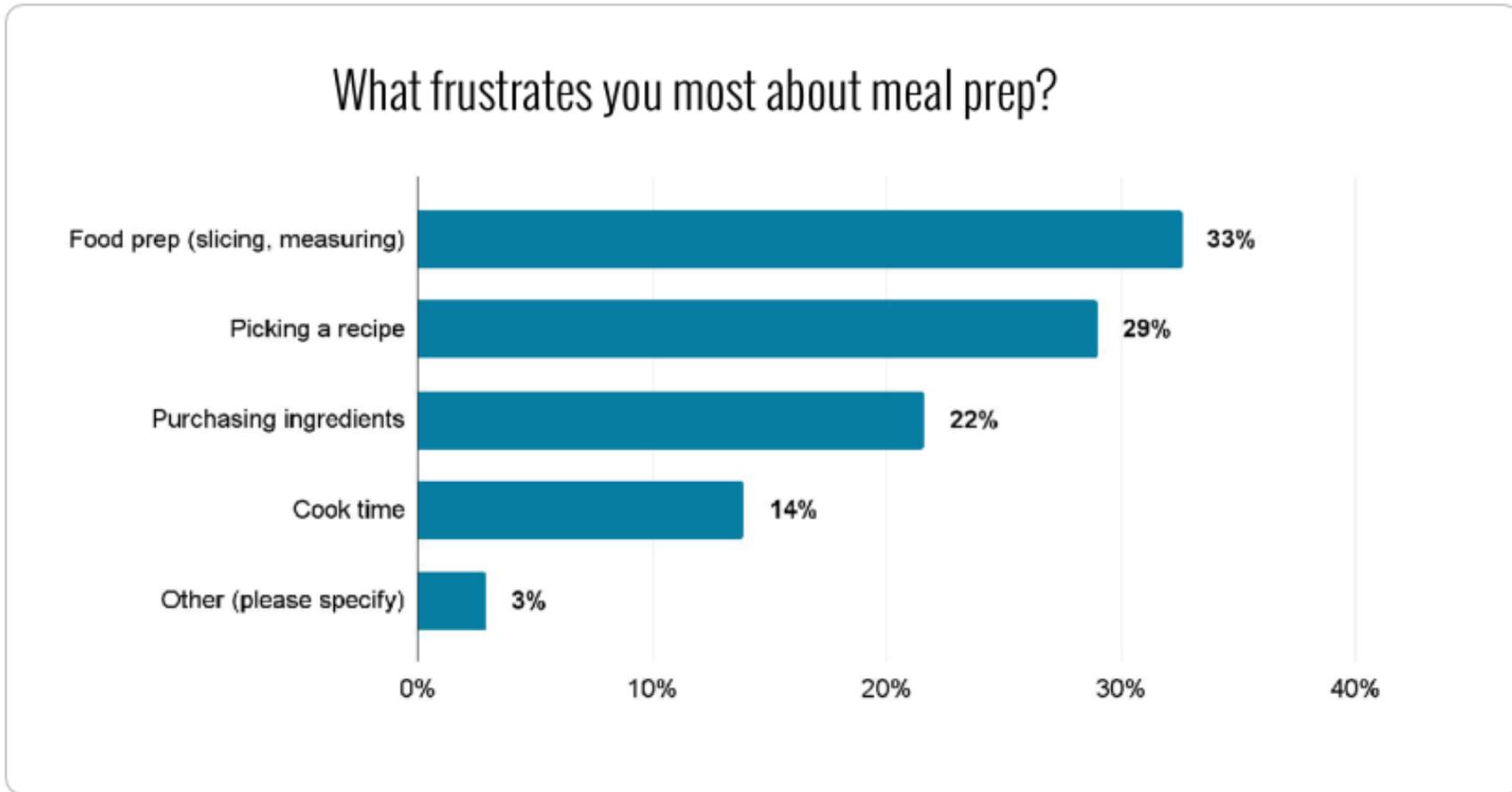


## What do you like most about meal kits?

	Less effort/stress	Time savings	Less food waste	Better on budget	Health goals	New flavors
Men	51%	65%	28%	38%	23%	32%
Women	49%	48%	19%	26%	18%	33%
Gen Z	40%	40%	43%	23%	26%	29%
Millennials	46%	60%	31%	38%	21%	42%
Gen X	48%	55%	21%	36%	20%	37%
Boomers + older	61%	64%	8%	27%	19%	19%



Cooking is frustrating when you don't feel like you have time.





## Partially Prepared (22%)



Loves cooking and buys meal kits for variety, inspiration, and less waste

- **Adventure-driven:** 41% seek new flavors; 40% value sustainability
- **Fancy upgrades:** 34% add specialty cheeses, 32% add extra proteins or sides
- **Appliance pros:** Use more appliances in general, especially pressure cookers, slow cookers, and sous vide



## Ready-to-cook (38%)



Craves variety, new flavors, and focuses on health, despite busy lives

- **Flavor seekers:** 36% seek out new tastes, as they find joy in food
- **Easy upgrades:** 37% add sides/salads, 36% dessert. Less likely to choose bread, this group is more likely to grab a good-lookin' pasta salad from the deli counter
- **Not budget-focused:** Least likely group (only 32%) to be concerned about saving money



## Fully cooked (22%)



Overwhelmed and responsible for getting dinner done—this group sticks to safe, familiar foods with zero effort.

- **Hates to cook:** 2 in 5 get frustrated with slicing or chopping. Cooking is responsibility, not joy. Meal kits take out the drama. 28% report buying fully-cooked meal kits to avoid missing ingredients.
- **Comfort first:** 82% stick with traditional flavors that everyone knows and no one hates
- **Grab-and-go add-ons:** 52% add a pre-made side/salad; 38% bread





Can you guess...

Name a demographic that buys far fewer prepared meals.



**Price**

Women are more price sensitive across the board for dairy, deli and bakery.



**Health / diet concerns**

Women more often worry about freshness or the ingredients.



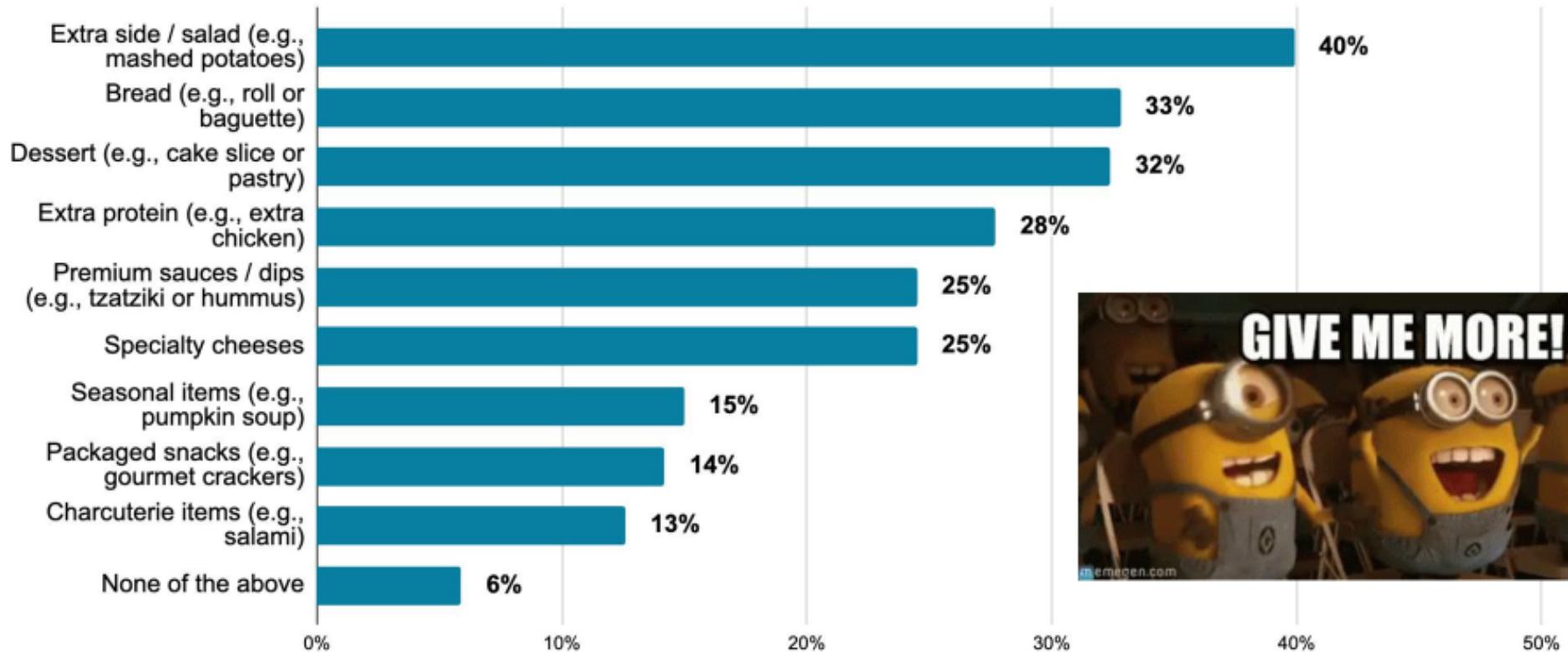
**Taste on repeat**

Women more often skip prepared foods when flavors feel repetitive or bland.



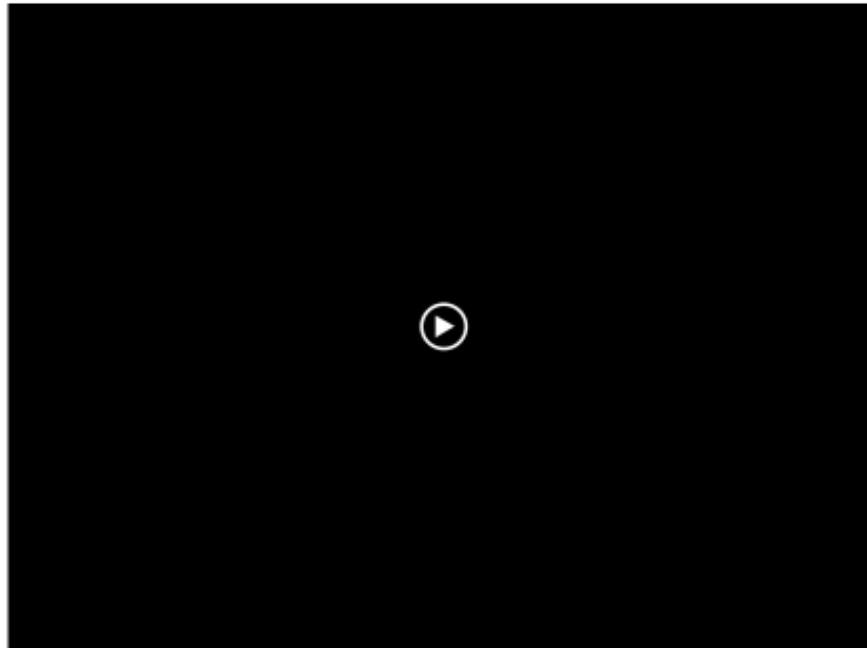
Ready to upgrade with extra sides and premium garnishes to make that meal kit even more delicious and filling.

Which upgrades are you likely to add on to a pre-made meal kit? (select up to 3)





Don't let that basic rotisserie chicken fool you—shoppers are elevating deli dinners with premium sides, cheeses, and proteins



Busy moms aren't just looking for food to put on the table, but a well rounded meal.

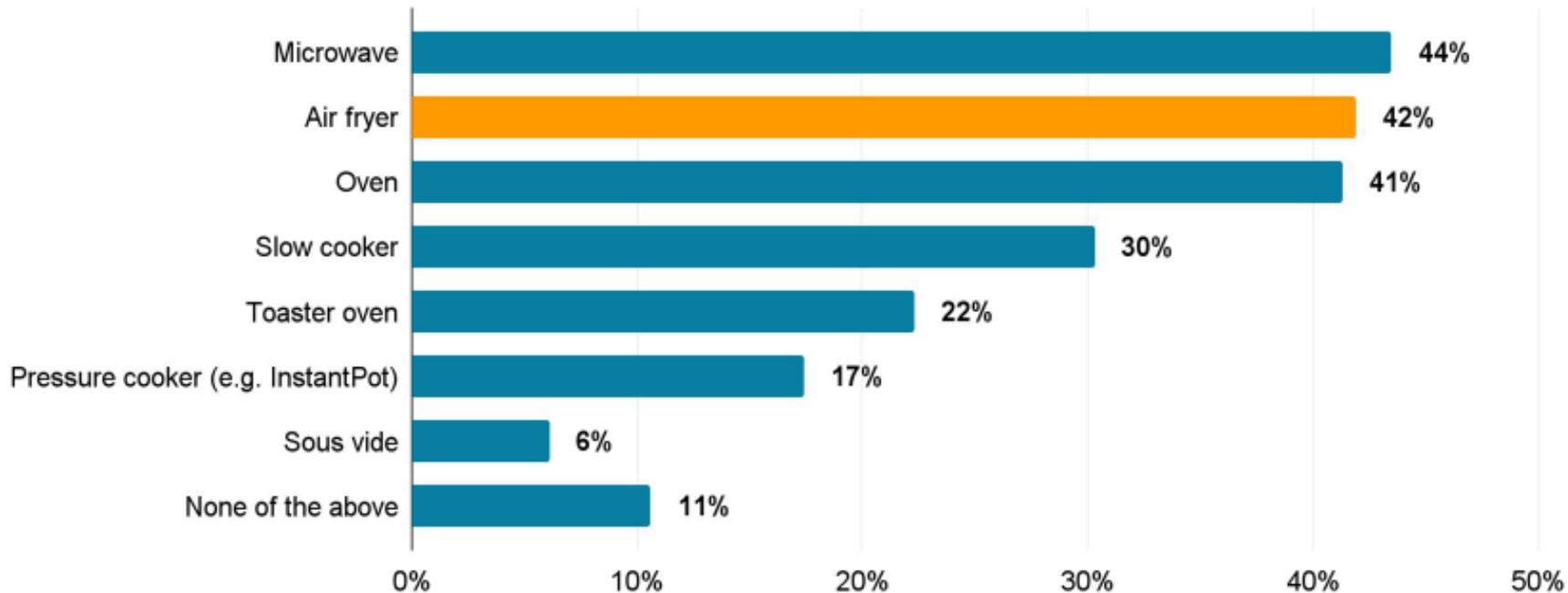


The real MVP of convenience:  
the **air fryer**



## Watch out microwave - the air fryer is coming for you

Which cooking appliance instructions on packaging influence your decision to purchase a food product? (select up to 3)





What are they using their air fryer for? Way more than chicken nuggets.



Upgraded bakery air fryer dessert



Air fryer pizza made with naan from the deli



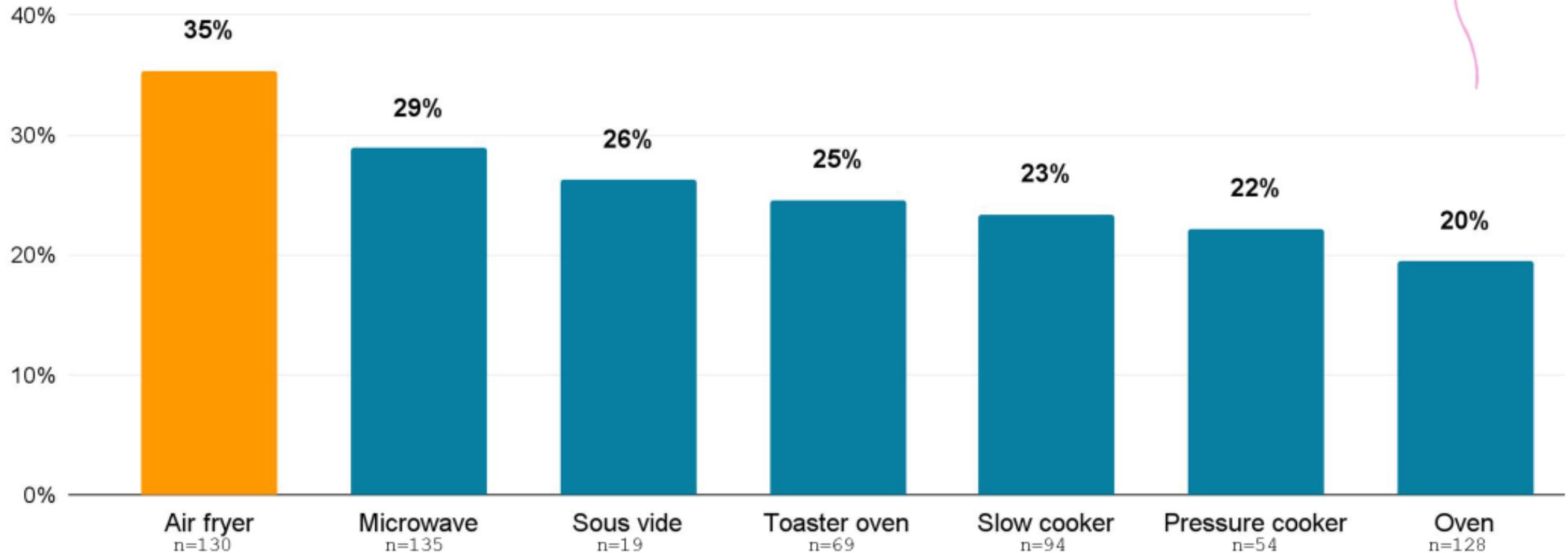
*"Pizzas come out pretty crispy and cook well in the air fryer... it's definitely a big part of why I [cook with] it."*



## Love is in the air... for the air fryer



I love it so much I make up excuses to use it!





## And yet, no one could find food in the deli or bakery with air fryer instructions



### Guess from other instructions

Air fryer lovers are great at adapting instructions for different appliances



### Keeping a close eye on it

In many cases, they feel just keeping a close eye on it is sufficient.



### Estimating Pro

They feel as comfortable with guessing times as most people do with guessing microwave times.



## Chop Chop Takeaway: Keep Convenience Top of Mind

Convenience = (Control + Creativity + Multi-purpose + Time savings + Taste - Stress) \* Price

# Sarah Weise

CEO, Bixa | IDDDBA Research Partner

[sarah@bixaresearch.com](mailto:sarah@bixaresearch.com)

[www.bixaresearch.com](http://www.bixaresearch.com)

 [in/sarahweise](https://www.linkedin.com/company/bixa)  [@sarahweise\\_](https://www.instagram.com/sarahweise_)



Learning to make pizza in Italy



Naan air fryer pizzas at home!