

The new pleasure: convenience products reinvent themselves

Eating "to go" has long been a trend in our diet - traditional eating habits dissolve in time and place. Classically, the market focused on products with a good price-performance promise. But now a new generation of convenience products is coming into stores.

The "new pleasure" as a trend

Our diet is increasingly determined by convenience products. We want to make it easy for ourselves, cooking ourselves becomes the exception. This is all the more true because our traditional eating habits dissolve both temporally and locally. We eat when we have time and where we are. You could call this eat-to-go. This also affects the type of convenience products.

While the classic convenience products focus on a good price-performance promise, the next generation is determined by freshness and quality, these products should be self-made. The new generation of convenience products is no longer about replacing the homemade, but about creative products that want to seduce us into consumption through their specific feature. This trend is primarily driven by smaller suppliers and manufactories.

Life Cycle Convenience: From Time Savings to Enjoyment



Practical + good quality

Role of the brand:
Quality promise with appropriate price positioning.



Fresh product as if made by yourself

Convenience combined with freshness and quality.



The new pleasure

The product must be characterized by its specificity seduce.

It's no longer about replacement, but new creative concepts.

The psychological background of the "new enjoyment"

If one searches for the reasons for this development and the emergence of the "new enjoyment", then both social trends and psychological mechanisms are the motives for this. First, let's look at general social trends.

Here we can observe the following:

- **Turning away from the previous diet**

Doubts are growing that the previous diet is healthy (pesticides, inappropriate animal husbandry, etc.), intolerances such as lactose intolerance are increasing. Healthy nutrition and renunciation of chemicals of any kind in production have become self-evident preconditions for a healthy diet.

- **Dissolution of the meal structure**

We no longer eat on the road, at work, after sports, in the car and at home at certain times. "In between" characterizes our eating behavior. Our expectations of in-between consumption have also changed. Food has become a little break, which we also want to enjoy. It is no longer just a matter of satisfying the "small hunger".

- **Branded goods lose trust**

Branded goods are increasingly losing trust. People believe less and less in the use of high-quality ingredients and the promise of quality. Accordingly, smaller and local manufacturers are gaining in importance. Craftsmanship is experiencing a renaissance and at the same time increasing scepticism towards the industrialist.

All this contributes significantly to the fact that the trend towards "new enjoyment" has been able to develop. However, this is not enough to explain. Rather, we need to uncover the underlying psychological mechanisms. Here, the model of SELF & I, which starts from two very different areas of consciousness, helps us here: The emotional SELF, which also represents our secret desires, and the rational I, which represents the always conscious controller of our behavior. The following graphic illustrates this conflict:

The conflict of enjoyment



SELF

Life is already stressful enough, I want to pamper and reward myself

I

Today, it is especially important to eat healthy. One is already exposed to many environmental toxins.

For me, eating is also a little escape from everyday life.



I don't want to support this kind of agriculture and cattle breeding through my food.

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In this context, three mechanisms are important:

1. Our everyday life is increasingly characterized by stress. This often arises from an experienced overload and from the uncertainties that we experience with our everyday life as well as in the world in general.
2. The individualization of society has also led to a loss of classical reward systems. We lack recognition. This means that we no longer have to be rewarded by others, but by ourselves.
3. We are looking for a new identity or a new self-image in our eating habits that allow us to differentiate ourselves from a conventional diet on the one hand and from a diet that is no longer responsible on the other.

Food thus becomes a small escape from everyday life. I don't eat anything in the office, but pamper myself with a delicious salad. When I come home in the evening, I try to calm down and make myself gnocchi with herbs of Provence. It's no longer about getting full, it's about enjoyment.

Brand strategy in connection with the "new enjoyment"

The motives of the "new enjoyment" are very different from those that are decisive for the use of the classic convenience brands. It is therefore not surprising that smaller and new brands in particular are determining this trend. They succeed much better in radiating the competence of healthy, innovative and enjoyment-oriented products.

The brand world of the new enjoyment is a completely different one



What does this mean for the strategy of the big brands? In order to be successful in this new market, new concepts are needed that are attractive both through innovative products and design for a user changed in their motifs and at the same time offer new identification options.

Result

The market for "new enjoyment" is currently developing, which is finding an independent target group of health- and pleasure-oriented users. This market is primarily determined by new and smaller brands that convince both by their products and their presentation. This will be a new challenge for classic branded goods.

About the author: As a psychologist, it is important to Melanie Sommer to uncover the psychological and often unconscious mechanisms of consumer behavior and to translate them into actionable recommendations for her customers. RSG Marketing Research sees itself as a problem solver for the client, with the aim of really understanding the customer and making his actions comprehensible and deriving adequate action strategies based on this. Our work is based on the proven psychological model of the SELF & I, which enables a differentiated explanation of consumer behavior.

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