

COMPLETE FOOD & BEVERAGE™

Eating Patterns in America

Everything you need to know about food and beverage consumption in the U.S. to support data-driven growth

THE CHALLENGE

With many different types of data available, it's difficult to know what to use to answer critical business questions such as understanding where opportunities for growth exist.

THE SOLUTION

- Powered by Circana's Industry Advisors, **Eating Patterns in America** provides a holistic story that synthesizes information across unparalleled food and beverage consumer databases.
- It delivers data plus expert analyst insight on how health and nutrition trends, demographic shifts, economic factors, and more affect the retail food, foodservice, and home industries.



Learn More
Reach out to your Circana representative or email us at contactus@circana.com