




FOOD X TIGHTENING WALLETS: TRENDING BEHAVIORS

Edelman believes there’s no greater force than food in shaping our identity, our experiences, and our lives. That’s why we developed Food x, an exploration of how food culture intersects with the most pressing topics of today. Let’s look at how tightening wallets are translating to delicious possibility.

GROCERY GAMING		SELECTIVE SPLURGING	
	Consumers are finding cheap thrills in the savings game, bringing a refreshing competitive spirit in the quest to shop smartly. Shoppers are reaching to discount bins, salvage grocers, and often-overlooked affordable staples to maximize each haul – and finding joy in the challenge.		As consumers stay home to save money, we’re seeing them upgrade individual aspects of their dining experience to level up the entire meal. From ingredients to tools to even cooking techniques, folks are mimicking a restaurant-level experience while still paying less overall.
SUPER HOSTING		HEIRLOOM EATING	
	Staying in isn’t just a fall back plan or COVID hangover: it’s a deliberate strategy for more intentional connection. More and more, consumers are hosting at-home hangs as impressive as restaurant experiences – and way more affordable.		Consumers – especially those from communities of color – are reevaluating their approach to eating healthfully on a budget. They’re rejecting the notion that a healthy diet is a luxury, and instead turning to one of the cheapest, best ways to eat: a diet rooted in their culture of origin.
"TRASH" TREASURING		CANNED COMEBACK	
	Consumers are being thoughtful about the stuff they’d typically toss. From nut pulp to chicken bones, budget-minded cooks are finding valuable uses for what would normally be trashed. While the planet thanks them for their service, so does their wallet.		From Spam to condensed milk to tinned fish, consumers are celebrating the benefits of shelf-stable ingredients that used to be frowned upon and left collecting dust. A time of scarcity is canned foods’ time to shine.
LEFTOVER STRETCHING		KITCHEN FLEXING	
	It’s no surprise that penny-pinching eaters are holding onto their leftovers, but we’ve never seen meal remains as prized and prioritized as they are today. Consumers are giving leftovers an Act Two as burrito fillings, stir-fry starters, even treating them as ingredients all their own.		Fully stocked kitchens with gadgets aren’t a reality for everyone. Whether it’s camper van, a shared tiny kitchen, or any other less-than-idyllic circumstances, cooks are flexing their “kitchen” to the limits and cranking out surprising masterpieces in the process.