

# MEAL DEALS: FLAVOR, VARIETY, VALUE





When it comes to meal deals, our participants are anything but shy about sharing their go-to choices. They often aim to maximize value and nutrition, balancing taste and health.

Larger portions and familiar flavors dominate choices, while health-conscious selections like baked crisps and protein-rich options appeal to those mindful of their diet.

"I usually try to get as much value as possible, so I choose larger sandwiches like triple chicken and bacon. For snacks, I would choose baked crisps as they are healthier." (Male, 53)

"I love to pick Pasta, Lime rice, and Chicken." (Female, 27)

"Grilled Chicken Breast with Roasted Vegetables and Quinoa, it's a good choice because of high-quality protein." (Female, 30)





## WHEN TO GRAB A MEAL DEAL

Meal deals are the ultimate quick fix for those on the go. Convenience is king when it comes to meal deals. They are often purchased during busy workdays, when time is of the essence, or as a treat to break the monotony.

The ability to quickly grab a satisfying meal without the hassle of cooking is a significant draw. Special occasions or moments of self-care also prompt these purchases, highlighting the versatility of meal deals in fitting various lifestyles.

"I buy these meals as a quick on-the-go bite to eat between work shifts or when I'm going somewhere I'm late to and haven't eaten before."  
(Male, 24)

"To treat myself, for a special occasion and sometimes to reduce cooking stress at home."  
(Male, 37)



## SUPERMARKET SHOWDOWN

Each supermarket has carved out a niche in the meal deal arena, offering something special to attract different types of consumers.

M&S and Waitrose are often highlighted for their premium quality and unique selections.

Participants appreciate the gourmet touch that these stores bring to their meal deals, often including high-quality sandwiches and fresh ingredients that aren't as commonly found in other supermarkets.

M&S Waitrose



## SUPERMARKET SHOWDOWN

Tesco and Sainsbury's, on the other hand, are popular for their broad selection and specific dietary options, such as halal meats and smoked salmon sandwiches, catering to diverse consumer needs. These supermarkets provide a reliable mix of affordability and choice, making them a staple for those who appreciate variety without sacrificing quality.

The consistency in pricing and availability of these familiar brands across Tesco and Asda ensures that these supermarkets remain a convenient choice for everyday needs. Participants often seek out these stores for their dependable meal deals that balance both price and variety.

"I think M&S and Waitrose offer different options than Tesco and Asda, which makes them a better option." (Female, 27)

"I don't eat non-halal meat, so I go for fish options. Sainsbury's and Tesco offer smoked salmon options which are nicer." (Female, 27)

"I like Asda meal deals. They have a range of foods and the prices are excellent." (Male, 29)

**TESCO**

**Sainsbury's**



## SUPERMARKET SHOWDOWN

Boots and WHSmith, although not traditional supermarkets, are recognized for their quality meal deals, especially in convenient locations like train stations and airports. Participants appreciate the consistency and reliability of these brands, which provide a trusted option when on the move.

Lidl, celebrated for its value, offers competitive pricing that rivals more traditional meal deal providers, appealing to those who seek affordability without compromising on taste.

Boots



WHSmith



## THE TEMPTATION

Meal deals are a masterclass in value, offering customers more bang for their buck. Participants often highlight the cost-effectiveness as a major draw, allowing them to indulge in premium items without breaking the bank.

Beyond the price tag, the variety offered within a meal deal ensures that there's something to satisfy every taste bud, from the health-conscious to those simply seeking comfort food. The emphasis on nutritional content, particularly protein, underscores the effort to make these deals both satisfying and sustaining.

"The fact that it costs half the price of buying the items individually is appealing and it means I can choose expensive items included in the price." (Male, 53)

"The variety of the food is a factor and the convenience is also important." (Male, 29)



## WHAT POWERS THE MEAL DEAL PURCHASE?

The primary driver for meal deal purchases is convenience. For the time-strapped shopper, meal deals offer a quick, no-fuss solution—perfect for hectic workdays or when the lunch hour is ticking away.

The ease of access, combined with a hygienic shopping environment and friendly service, enhances the overall experience, making these meal deals an attractive choice. Additionally, the assurance of consistent pricing across meal deals provides predictability, a key factor for those who plan their meals around a budget.

"Convenience and time saving, when I'm busy I can quickly nip out and pick it up." (Male, 42)



## THE HOLY TRINITY OF MEAL DEALS

**Pricing** remains a pivotal factor for many when selecting a meal deal. The cost-effectiveness of these packages is often the initial hook

**Freshness**, however, is not far behind in importance. The assurance that a meal is freshly made translates to a perception of quality and safety, crucial for those mindful of health and taste.

While **nutritional value** may take a backseat for some, it still provides comfort.

"Price and freshness are very important, brand familiarity less important." (Female, 25)

"Pricing is important as it must be of good value. Freshness is also important as I want something that has been made recently." (Male, 29)

"Price and nutritional value because I value my health." (Male, 24)

"I think nutritional benefit too is very key and above any other factors." (Male, 33)



## VALUE WARS: GETTING THE MOST FOR YOUR PENNY

Value is a crucial factor driving the meal deal market, with participants frequently highlighting the affordability of these offerings. The appeal of getting a complete meal for a fraction of the price when bought individually is a significant draw.

Participants set clear expectations on pricing, with many considering a price range of £3.50 to £5 as offering good value. However, there is a growing concern about rising prices, which may impact the perceived value of meal deals over time.

"The fact that it costs half the price of buying the items individually is appealing." (Male, 53)

"Most meal deals have good portion sizes." (Male, 29)

"I think £5 is perfect for a meal deal. But nowadays they're getting more expensive." (Female, 25)



## EXPECTATION VS. REALITY

Participants generally find that meal deals meet their expectations, highlighting the consistent quality and reliability of these offerings. Many express satisfaction with the taste and price, indicating that meal deals deliver on their core promise of convenience and value.

However, there are some who feel that while meal deals offer decent value, alternatives like home-cooked meals or cheaper options such as pot noodles could provide similar satisfaction at a lower cost. **This highlights an opportunity for supermarkets to innovate and enhance the perceived value through improved variety and quality.**

"They're about the same. I can easily buy pot noodle for way cheaper." (Female, 19)

"They all have excellent quality and fairly priced deals." (Male, 42)



## BEYOND THE BASICS

Freshness stands out as a vital component, with participants emphasizing its role in ensuring a satisfying meal experience. Freshly made meals are perceived as tastier and more nutritious, enhancing the overall appeal.

"Value for money so bigger size and at reasonable." (Male, 23)

"I prefer to pay higher for the best meal, with good freshness." (Male, 37)

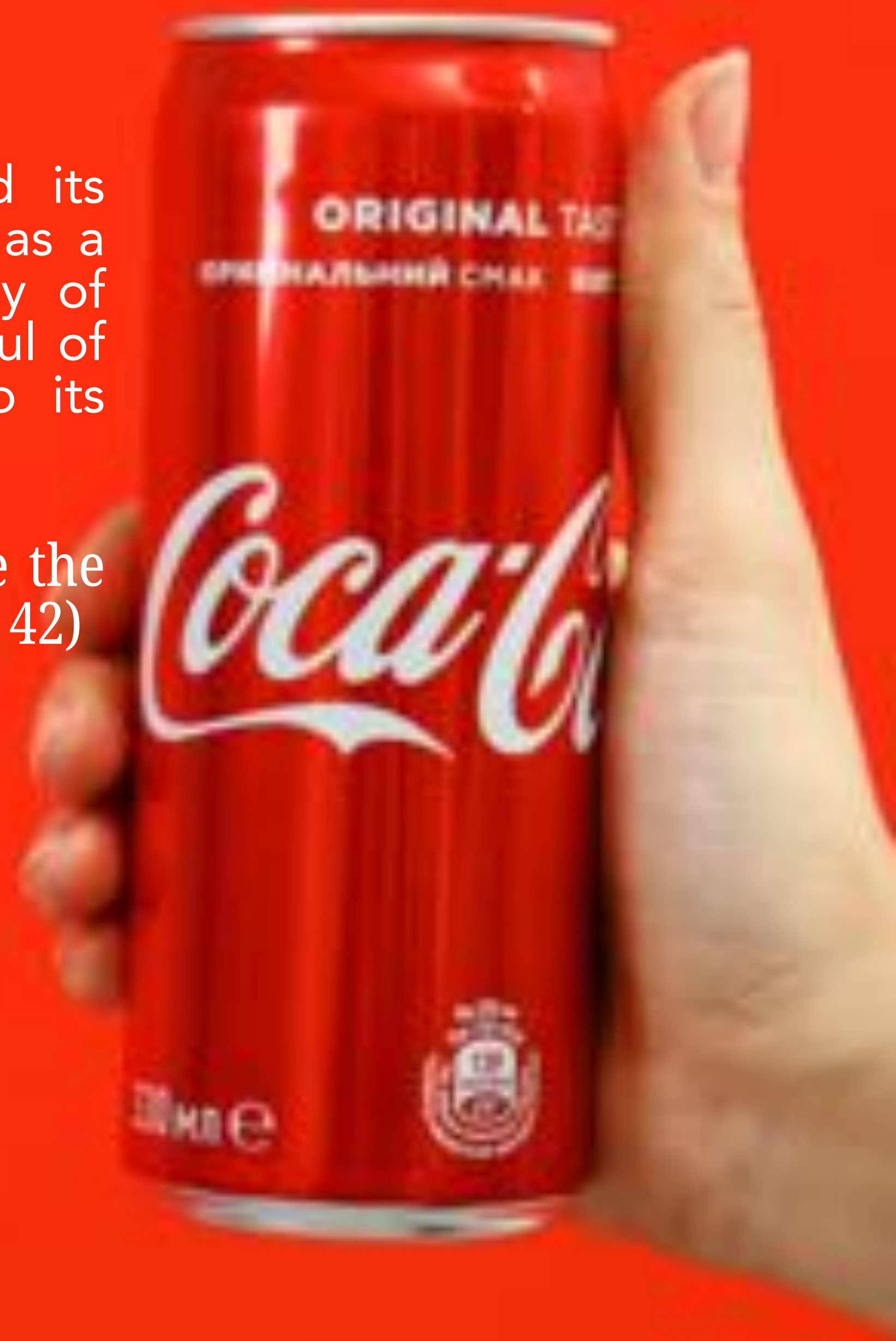
"The design of the packaging, flexibility can be easily recyclable." (Male, 33)



## COCA-COLA: THE CLASSIC COMPANION

The brand's reputation for quality and its global presence contribute to its status as a trusted beverage choice. The availability of diet options also appeals to those mindful of their sugar intake, adding versatility to its appeal.

"I take coke the diet coke because I love the taste and it helps me in digestion." (Male, 42)





## PEPSI: THE REFRESHING RIVAL

Pepsi stands as a strong competitor to Coca-Cola, offering a similar sense of familiarity and refreshment. Participants appreciate Pepsi for its distinct flavor profile and availability.





## INNOCENT SMOOTHIES: THE HEALTHY ALTERNATIVE

Innocent Smoothies and similar juice options like Tropicana appeal to the health-conscious consumer seeking a more natural beverage. Participants trust these brands for their perceived health benefits and natural ingredients.

"Tropicana and Innocent smoothies are the drink brands I prefer. I trust these brands because I buy them as part of my weekly shopping, and not just meal deals, so I am familiar with them." (Male, 53)



## RED BULL AND ENERGY DRINKS: THE POWER PUNCH

For those who need an energy boost, Red Bull and other energy drinks are the go-to choice.

Participants who favor these options appreciate the invigorating effect that accompanies their meal, often seeking the caffeine kick to power through their day.

“Coca cola, Red Bull.” (Male, Age 42)

“I would love Coke and at times energy drinks like Monster.” (Male, Age 45)





## VOLVIC AND BOTTLED WATER: THE PURE REFRESHMENT

Bottled water brands like Volvic and Evian provide a straightforward, refreshing option for those who prioritize hydration or prefer a neutral taste.

The simplicity and health benefits of water make it a reliable and satisfying component of any meal deal.





## WALKERS CRISPS: THE CRUNCHY CLASSIC

Walkers crisps emerge as the go-to snack for many participants, revered for their consistent quality and diverse flavor offerings. The brand's long-standing reputation for taste and reliability makes it a trusted choice, with a range of options that cater to both classic and adventurous palates.

"I prefer Walkers crisps as they are a brand I always buy. With Walkers Baked crisps available in the meal deal, I will choose that." (Male, 53)





## DORITOS: THE BOLD AND FLAVORFUL CHOICE

Doritos offer a bold alternative for those seeking a more intense flavor experience. Known for their distinctive taste and vibrant seasoning, Doritos satisfy snackers who crave something more exciting.

"Doritos. I prefer it because it has good flavours and taste good." (Male, 29)





## CADBURY: THE SWEET SENSATION

Cadbury, a beloved name in the world of chocolate, provides the perfect sweet finish to a meal deal. Participants trust the brand for its rich, creamy taste and the comforting familiarity that comes with each bite.

"I prefer something sweet; Cadbury always hits the spot." (Male, 29)

"Snacks include walkers crisps and Cadbury chocolate bars. All of these are big name brands of a reliable quality." (Male, 41)





## PEPERAMI AND FRIDGE RAIDERS: THE PROTEIN PUNCH

These brands provide a satisfying, meat-based option that complements the main meal. Participants appreciate the convenience and taste of these snacks, which add a savory twist to the typical meal deal lineup.

## KETTLE CHIPS: THE GOURMET CRUNCH

Kettle Chips offer a gourmet alternative for those who prioritize quality and flavor. Known for their thicker cut and unique seasoning, Kettle Chips provide a more artisanal snack experience.



For many consumers, price is a significant factor that holds them back from more frequent meal deal purchases. As meal deal prices creep upwards, the appeal of these once budget-friendly options diminishes.

Participants point out that they can often prepare meals at home at a lower cost, making it hard to justify the expense of a meal deal, especially when other budget alternatives, like instant noodles, are available.

"Normally the price, however with some memberships the price has been decreased." (Male, 24)

"It gets too expensive and it is so much cheaper to make sandwiches at home." (Female, 55)



Staleness in selection is another deterrent for consumers. Participants express a desire for more variety, noting that the same offerings day in and day out can quickly lead to meal deal fatigue. A limited selection not only reduces excitement but also leaves those with specific dietary preferences or cravings unsatisfied.

"There's not enough variety to have a meal deal every day. It gets very boring quickly." (Female, 27)

"Just change the options regularly and have more of a variety." (Female, 27)



Portion size is a recurring theme among participants who feel that meal deals sometimes fall short in providing a satisfying amount of food. Consumers expect a meal deal to offer sufficient portions that not only justify the price but also fill them up.

"I wouldn't say there is anything I would improve apart from the portion size."  
(Male, 24)

"Good value means a little extra in quantity or generous in packaging the meal." (Male, 37)

"The generosity in serving the meal or a little extra quantity to the meal deal."  
(Male, 37)



Health-conscious consumers are seeking options that align with their dietary goals. Participants express a desire for healthier choices, like roasted deli items, nuts, and seeds, that offer nutritional benefits without sacrificing taste.

"If I could replace sandwiches with hot food such as roasted deli food, that would be great too." (Male, 53)

"Include things like nuts and seeds." (Female, 44)



Participants paint vivid pictures of their ideal meal deals, drawing inspiration from a range of cuisines and flavors. The common thread is the desire for variety and personalization, with each meal reflecting individual tastes and preferences.

The inclusion of unique elements like Indian cuisine or a gourmet bagel elevates the meal deal from a mere convenience to an experience. These visions highlight the importance of diversity and customization in crafting the perfect meal deal, catering to both familiar cravings and adventurous palates.





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