

YouGov-Studie im Auftrag von yfood: Ernährung on-the-go

Studie im Auftrag von yfood.
Österreicher essen immer häufiger unterwegs oder nebenbei .



Siend Trinkmahlzeiten tatsächlich die Zukunft des Essens? © yfood Labs GmbH

HfYbX ni a 'A i `h]hUg_]b[!9ggYb

9]bY`bYi Y`Ghi X]Y`j cb`**Mci** ; **cj** `]a `5i ZhfU[`j cb`mZccX ``]YZYfh
gdUb bYbXY`9]bV`]W_Y`]b`XUg`9ggj Yf\ U`hYb`XYf`2 ghYffY]WYf. `: Ugh
X]Y`<À`ZhY`f(, i `bY\ a Yb`g]WY`a]bXYghYbg`Y]b`V]g`nk Y]a U`X]Y
K cWY`_Y]bY`NY]h`ZØf`Y]bY`A U\`nY]h`Ua `9ggh]gW " `GhUhXYggYb
YggYb`g]Y`ni a `6Y]gd]Y`k À\fYbX`XYf`5fVY]h`i bHfYfk Y[gž`cXYf
VYhF]VYb`k À\fYbX`XYa `9ggYb`A i `h]hUg_]b[`8Yf`HfYbX`ni a
A i `h]hUg_]b[!9ggYb`nY][h`g]WY`j cf`U`Ya `VY]`XYb`%, !`V]g
&(!`À\f][Yb. `: Ugh`XfY]`J`]YfhY`f+&i `X]YgYf`5`hYfg[fi ddY`YggYb
a]bXYghYbg`Y]b`V]g`nk Y]a U`X]Y`K cWY`cb`hY`[c ž`k Ug`g]Y`ni a

Gd]hnYbfY]hYf'X]YgYf'9bhk]W_`i b[`a UW h`Hfchn'XYf'gW Y]bVUF
 \c\Yb'B UW ZfU[Y`gh`Ui h'XYf'Ghi X]Y'ZUgh'YXYf'J]YfhY'f&' i `ł'XYf
 cb!h\Y![c `]gghž'a]h'XYa 'Hcl; c!5b[YVchj cb'A U\`nY]hYb
 i bni Zf]YXYb"; fØbXY'XUZØf'_ØbbYb'gY]bž'XUgg'X]Y'5i gk U\`cZh
 i b[Ygi bX'i bX'VY[fYbnh]gh"

- : Ugh'X]Y'<À`ZhY'XYf'^2 ghYffY]W Yf']ggh
 a]bXYghYbg'%!&!a U``X]Y'K cW Y'Y]bY
 A U\`nY]h` cb!h\Y![c `ž'VY]'XYb '%, !'V]g
 &(!À\ f][Yb'gc[Uf'ZUgh'XfY]'J]YfhY`
- <c\Y'B UW ZfU[Yž'i bni fY]W YbXYg'5b[YVch.
 : Ugh'YXYf'J]YfhY']gh'a]h'XYa 'Hcl; c!
 5b[YVchj cb'A U\`nY]hYb'i bni Zf]YXYb
- 9fbÀ\fi b[gk]ggYb gW UZh'Yf]b'k Y]gh'Ui Z'X]Y
 K]W h][_Y]h'Y]bYf'VYk i gghYbž'Ui g[Yk c[YbY
 9fbÀ\fi b['\b' j cf'U``Ya ']b'ghfYgg][Yb
 A ca Yb hYb

6Yk i gghY'9fbÀ\fi b['Ui W ']b'ghfYgg][Yb
 A ca Yb hYb

9fbÀ\fi bg[YI dYfh]b'8U[a Uf'j cb'7fUa a 'g]Y\h'X]Y'9bhk]W_`i b[
 U`g'9f[YVb]g'i bgYfYf'gW bY``YV][Yb'NY]h' 8]Y'8mbUa]_`i bX
 GW bY``YV][_Y]h'i bgYfYf'; YgY``gW UZh'ZØ\fh]a a Yf'ØZhYf'XUni ž
 XUgg'A i `h]hUg_]b['ni a 'GhUbXUfX'k]fX' 'Ui W 'VY]H\Ya Ybž'ZØf'X]Y
 a Ub'g]W 'Y][Ybh]W 'VYk i ggh'NY]h'bY\ a Yb'gc``hYž'k]Y'ni a
 6Y]gd]Y``9ggYb''B]W h'bi f'k Y]`i bg'9ggYb'9bYf[]Y'[]Vh'i bX'X]Y
 ; fi bX'U[Y'ZØf'i bgYfY'; Ygi bX\Y]h']gh'Jcf'U``Ya 'Ui W 'ž'k Y]`9ggYb
 gcn]U`i bX'_i `hi fY``k]W h][`]gh'i bX'Y]bY'[YgY``gW UZh]W Y'Fc``Y
 gd]Y'h ž'gU[h'g]Y'` 5VYf'[YfUXYZ'k Ybb'a Ub'GhfYgg'\Uh'i bX'i bHYf
 NY]hXfi W_ghY\hž']gh'X]Y'NY]h'ZØf'Y]bY'Ui g[Yk c[YbY'9fbÀ\fi b[
 b]W h]a a Yf'XU''8Ug'DfcV`Ya ']gh'XUbbž'XUgg'j]Y`Y'A YbgW Yb'']b
 i b[Ygi bXY'9ggYbga i ghYf'j YfZU``Yb'i bX'Yb hYb YXYf'[Uf'b]W hg
 YggYb'cXYf'ni 'i b[Ygi bXYb'GbUW_g'Vnk "': ccX'[fY]ZYb"

; Ygi bXYg'7cbj Yb]YbWW! : ccX'U'g'[i hY
Cd h]cb

Ga Ufh: ccX'<YfghY`Yf'k]Y'XYf'A Uf_hZØ\ fYf'mZc c X'a ØW hYb'X]YgY
<YfUi gZcfXYfi b['U_hj' Ub[Y\Ybž]bXYa'g]Y'j c'k Yfh][Y'i bX
Ui g[Yk c[YbY'A U\`nY]hYb'UbV]YhYbžX]Y'VYe i Ya'i b hYfk Y[g
_cbgi a]Yfh'k YfXYb'_ØbbYb"''=W'gY\Y'XYb'HfYbX'ni'[Ygi bXYb
7cbj Yb]YbWW! DfcXi _hYb'k]Y'j cb'mZccX'U'g'Y]bY'[i hY'Cd h]cbži a
Ub'U``Y'k]W h][Yb'BÀ\fghcZZY'ni' _ca a Ybžk Ybb'a U' _Y]bY'NY]h
]gh ž'gU[h'8U[a Uf'j cb'7fUa a "

BYi Y'@VVYbga]hhY'_UhY[cf]Y'Ga Ufh: ccX
k]fx'ja a Yf'dcdi `ÀfYf

Ga Ufh: ccX'VYnY]W bYh'Y]bY'bYi Y'?UhY[cf]Y'j cb'@VVYbga]hhY'b
a]h'Y]bYa'j c'k Yfh][Yb'BÀ\fghcZZdFcZ'žX]Y'gW bY``i bX'Y]bZUW
_cbgi a]Yfh'k YfXYb'_ØbbYb"''8UVY]gc'''Ga Ufh: ccX'`Ugg]gW Yg
9ggYb'b]W h'YfgYhnYbžgc bXYfb'Y]bY'@Ogi b['V]YhYbžk Ybb'ZØf'Y]b
Ui g[Yk c[YbYg'9ggYb'X]Y'NY]h'Z\`h'cXYf'_Y]bYg'j YfZØ[VUF']gh"
A Uf_hZØ\ fYf'mZccX'\Uh'gY]h'XYf'; fØbXi b['&\$%+'VYfY]hg'%%\$
A]``]cbYb'Hf]b_a U\`nY]hYb'j Yf_Ui Zh'8Ug'VYgcbXYfY'Ub'XYb
DfcXi _hYb']gh'XYf' 7ca d'YhY'Bi hf]h]cb !5bgUhñ'XYf'U``Y
YggYbn]Y``Yb'A]_fc! i bX'A U_fcbÀ\fghcZZY'']YZf'f'X]Y'XYf'?ØfdYf
VYbØh][h'`BYYb'Hf]b_a U\`nY]hYb'V]YhYh'mZccX'Y]bY'j]Y'ZÀ'h][Y
DfcXi _hdU'YhY'UbžX]Y'F]Y[Y'ž'Di'j Yf'i bX'<ch'6ck'g'i a ZUggh"

†'8]Y'j Yfk YbXYhYb'8UhYb'VYfi \Yb'Ui Z'Y]bYf'C b']bY'I a ZfU[Y'XYf
Mc i ; cj'8Yi hgW'UbX'; a V<'a'5i ZhfU['j cb'mZccXžUb'XYf'%"\$'*
DYfgcbYb'nk]gW Yb'XYa' '\$%"i bX'\$) "': b']&\$&' hY][Ybca a Yb
\UVYb"''8]Y'9f[YVb]ggY'VUg]YfYb'Ui Z'Y]bYf'f'Ydf'AgYbhUh]j Yb
Gh]W dfcVY'XYf'ØghYffY]W]gW Yb'6Yj Ø'_Yfi b['UV'% 'U\ fYb": Øf
Y]bY'[YbUi Y'5VV]Xi b['XYf'; YgUa hVYj Ø'_Yfi b['k i fXYb'X]Y
9f[YVb]ggY'[Yk]W hYh"

69F'M C C 8

mZccX'']gh'XYf'A Uf_hZØ\ fYf']b'XYf'?UhY[cf]Y'Ga Ufh: ccX'']b'9i fcdU"

GY]h'XYf'; fØbXi b['XYf'mZccX '@JVg'; a V<']a 'J\ f'&\$%+']b
A ØbWX Yb 'fYj c`i h]cb]YfYb '6Yb 'Ua]b ?fYa Yf'i bX'BcY'6c`a Ubb
a]h']\fYb 'DfcXi _hYb 'X]Y '@VVYbga]hhY`VfUbWX Y" Ga Ufh: ccX ']gh'U`g
5`hYfbUhj Y 'ZØf'G]hi Uh]cbYb 'Ybhk]W_Y`hž]b 'XYbYb 'A YbgWX Yb '_Y]bY
NY]h'Z]bXYbžg]WX '[Ygi bX'ni 'YfbÀ\ fYbžcXYf']b 'XYbYb 'gWX ']WX hk Y[
_Y]bY 'Zf]gWX Yb 'i bX '\cWX k Yfh][Yb '@VVYbga]hhY 'j YfZØ[VUf'g]bX"
5`Y'mZccX 'DfcXi _hY'g]bX 'Ui gVU'UbWX YfhYžj c ``'a cV]Y 'fHf]b_!Ł
A U\ `nY]hYb 'i bX 'j YfY]bYb 'gca]h'GWbY'YYV][_Y]h'i bX 'Y]bY
VYk i gghY '9fbÀ\ fi b["8Ug'6YgbXYfY '\]YfVY]']gh'XYf'j cb 'mZccX
j YfZc '[hY '7ca d`YhY 'B i hf]h]cb '5bgUhn '8]Y 'DfcXi _hY 'Ybh\ U'hYb
U'Y 'YggYbn]Y 'Yb 'A]_fc! 'i bX 'A U_fcbÀ\ fghcZZYžX]Y 'XYf'?ØfdYf
VYbØh][h 'i bX 'XUgžc'bY '9]bVi » Yb 'VY]a ' ; YgWX a UW_"GY]h'XYf
; fØbXi b['\Uh'XUg'I b hYfbY\ a Yb '%\$\$'A]``]cbYb 'A U\ `nY]hYb
j Yf_Ui Z'h'i bX 'j YfnY]WX bYhY '&\$&&'Y]bYb 'I a gUhn 'j cb 'ØVYf'%&\$
A]``]cbYb '9i fc"5_hi Y'g]bX 'X]Y 'DfcXi _hY']b 'a Y\ f'U'g' '\$
Yi fcdÀ]gWX Yb 'A Àf_hYb 'VYghY'VUF'i bX 'g]bX 'Ub 'ZUgh' \$"\$\$\$'DC G']b
, '@ÀbXYfb '[Y]ghYh'K Y]hYfY 'øZcfa Uh]cbYb 'i b hYf'
k k k "mZccX"Yi "

6Ygi WX Yb 'G]Y 'i bg'Ui Z 'ZY]gWX i bXWX "Uh