

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 `ja `5i ZhfU[`j cb`mZccX``]YZYfh
gdUbbYbXY`9]bV`]W_Y`]b`XUg`9ggj Yf\U`hYb`XYf`2 ghYffY]WXYf. : Ugh
X]Y`<À`ZhY`f(, i Ł`bY\`a Yb`g]W\`a]bXYghYbg`Y]b`V]g`nk Y]a U`X]Y
K cWXY`_Y]bY`NY]h`Z0f`Y]bY`A U`\`nY]h`Ua `9ggh]gW\``GhUhhXYggYb
YggYb`g]Y`ni a `6Y]gd]Y`k À\fybX`XYf`5fVY]hž`i bhYfk Y[gž`cXYf
VYhfY]VYb`k À\fybX`XYa `9ggYb`A i `h]hUg_]b[``8Yf`HfYbX`ni a
A i `h]hUg_]b[!9ggYb`nY][h`g]W\`j cf`U``Ya `VY]`XYb`%, !`V]g
&(!`À\`f][Yb. : Ugh`XfY]`J]YfhY``f+&i Ł`X]YgYf`5`hYfg[fi ddY`YggYb
a]bXYghYbg`Y]b`V]g`nk Y]a U`X]Y`K cWXY` cb`h\Y`[c ž`k Ug`g]Y`ni a

Gd]hnYbfY]hYf`X]YgYf`9bHk]W_`i b[`a UWXh`HfcHn`XYf`gWXY]bVUF
\\c\\Yb`B UWX 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 `Hc!; c!5b[YVch`j cb`A U\\`nY]hYb
i bni Zf]YXYb""; f0bXY`XUZ0f`_0bbYb`gY]bžXUgg`X]Y`5i gk U\\`cZh
i b[Ygi bX`i bX`VY[fYbni]gh"

- : Ugh`X]Y`< A`ZhY`XYf`^2 ghYffY]WXYf`]ggh
a]bXYghYbg`%&!a U`X]Y`K cWXY`Y]bY
A U\\`nY]h` cb!h\\Y![c ž`VY]`XYb`%, !`V]g
&(!>A\\f][Yb`gc[Uf`ZUgh`XfY]`J]YfhY`
- < c\\Y`B UWX ZfU[Yž`i bni fY]WXYbXYg`5b[YVch.
: Ugh`YXYf`J]YfhY`]gh`a]h`XYa `Hc!; c!
5b[YVch`j cb`A U\\`nY]hYb`i bni Zf]YXYb
- 9fbA\\fi b[gk]ggYbgWXUZh`Yf]b`k Y]gh`Ui Z`X]Y
K]WXh][_Y]h`Y]bYf`VYk i gghYbž`Ui g[Yk c[YbY
9fbA\\fi b[`\\]b` `j cf`U`Ya `]b`ghfYgg][Yb
A ca YbhYb

6Yk i gghY`9fbA\\fi b[`Ui WX`]b`ghfYgg][Yb
A ca YbhYb

9fbA\\fi bg[Yl 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`gWxbY`YV][Yb`NY]h` 8]Y`8mbUa]_`i bX
GWxbY`YV][_Y]h`i bgYfYf`; YgY`gWXUZh`Z0\\fh]a a Yf`0ZhYf`XUni ž
XUgg`A i `h]hUg_]b[`ni a `GhUbXUfX`k]fX` `Ui WX`VY]`H\\Ya Ybž`Z0f`X]Y
a Ub`g]WX`Y][Ybh]WX`VYk i ggh`NY]h`bY\\a Yb`gc`hYž`k]Y`ni a
6Y]gd]Y`9ggYb`B]WXh`bi f`k Y]`i bg`9ggYb`9bYf[]Y`[]Vh`i bX`X]Y
; fi bX`U[Y`Z0f`i bgYfY`; Ygi bX\\Y]h]gh"Jcf`U`Ya `Ui WX`ž`k Y]`9ggYb
gcn]U`i bX`_i `hi fY`k]WXh][`]gh`i bX`Y]bY`[YgY`gWXUZh]WX`Y`F`c`Y
gd]Y`h ž`gU[h`g]Y"" 5VYf`[YfUXYž`k Ybb`a Ub`GhfYgg`\\Uh`i bX`i bhYf
NY]hXfi W_`ghY\\hž`]gh`X]Y`NY]h`Z0f`Y]bY`Ui g[Yk c[YbY`9fbA\\fi b[
b]WXh]a a Yf`XU""8Ug`DfcV`Ya `]gh`XUbbž`XUgg`j]Y`Y`A YbgWXYb`]b
i b[Ygi bXY`9ggYbga i ghYf`j YfZU`Yb`i bX`YbHk YXYf`[Uf`b]WXhg
YggYb`cXYf`ni `i b[Ygi bXYb`GbUW_g`Vnk ""> b_`: ccX`[fY]ZYb"

; Ygi bXYg'7cbj Yb]YbW!/: ccX`U`g`[i hY
C dh]cb

Ga Ufh': ccX`<YfghY`Yf'k]Y`XYf`A Uf_hZØ\fyf'mZc cX`a ÒW hYb`X]YgY
<YfUi gZcfXYfi b[`U_h]j `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`VYei Ya `i bhYfk Y[g
_cbgi a]Yfh'k YfXYb`_ÒbbYb"" ÆW`gY\Y`XYb`HfYbX`ni `[Ygi bXYb
7cbj Yb]YbW!DfcXi _hYb`k]Y`j cb`mZcX`U`g`Y]bY`[i hY`C dh]cbž`i a
Ub`U`Y`k]W h][Yb`BÄ\fghcZY`ni `_ca a Ybž`k Ybb`a U`_Y]bY`NY]h
]gh žgU[h'8U[a Uf`j cb`7fUa a "

B Yi Y`@YVYbga]hhY`_UhY[cf]Y`Ga Ufh': ccX
k]fX`]a a Yf`dcdi `ÄfYf

Ga Ufh': ccX`VYnY]W hYhY]bY`bYi Y`?UhY[cf]Y`j cb`@YVYbga]hhY`b
a]hY]bYa `j c`k Yfh][Yb`BÄ\fghcZdfcZ]ž`X]Y`gW hY`i bX`Y]bZUW
_cbgi a]Yfh'k YfXYb`_ÒbbYb""8UVY]`gc``Ga Ufh': ccX`_`Ugg]gW Yg
9ggYb`b]W h`YfgYhYbž`gcbXYfb`Y]bY`@Øgi b[`V]YhYbž`k Ybb`ZØf`Y]b
Ui g[Yk c[YbYg`9ggYb`X]Y`NY]h`ZY`h`icXYf`_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 !5bgUhmž`XYf`U`Y
YggYbn]Y`Yb`A]_fc!`i bX`A U_fc bÄ\fghcZY``]YZfhž`X]Y`XYf`?ØfdYf
VYbØh][h`B YVYb`Hf]b_a U\`nY]hYb`V]YhYh`mZcX`Y]bY`j]Y`ZÄ`h][Y
DfcXi _hdU`YhY`Ubž`X]Y`F]Y[Y`ž`Di `j Yf`i bX`<ch`6ck`g`i a ZUggh"

f`8]Y`j Yfk YbXYhYb`8UhYb`VYfi \Yb`Ui ZY]bYf`Cb`]bY!! a ZfU[Y`XYf
Mci ; cj`8Yi hgW`UbX`; a V<`ja`5i ZhfU[`j cb`mZcX`ž`Ub`XYf`%"\$`*
DYfgcbYb`nk]gW Yb`XYa`\$%"`i bX`\$) ""ž`b]`&\$&`hY][Ybca a Yb
\UVYb""8]Y`9f[YVb]ggY`VUg]YfYb`Ui ZY]bYf`fYdfÄgYbhUh]j Yb
Gh]W dfcVY`XYf`ØghYffY]W]gW Yb`6Yj Ò`_Yfi b[`UV`%,`ſ\fyb"" : Øf
Y]bY`[YbUi Y`5VV]`Xi b[`XYf`; YgUa hVYj Ò`_Yfi b[`k`i fXYb`X]Y
9f[YVb]ggY`[Yk]W hYh"

„ 69F`M`C`C`8

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

GY]h'XYf'; fØbXi b['XYf'mZccX'@UVg'; a V< 'ja 'x\f'&\$%+']b
A ØbWYb'fYj c'i h]cb]YfYb'6Yb'Ua]b'?'fYa Yf'i bX'BcY''6c``a Ubb
a]h']\fYb'DfcXi _hYb'X]Y'@YVYbga]hY'VfUbWY''Ga Ufh': ccX']gh'U`g
5`hYfbUh]j Y'ZØf'G]hi Uh]cbYb'Yb'hk]W_Y'hž']b'XYbYb'A YbgWYb'_Y]bY
NY]h'Z]bXYbž'g]WY' [Ygi bX'ni 'YfbÅ\ fYbž'cXYf']b'XYbYb'gWY`]WYhk Y[
_Y]bY'Zf]gWYb'i bX'\cWYk Yfh][Yb'@YVYbga]hY''j YfZØ[VUf'g]bX"
5``Y'mZccX'DfcXi _hY'g]bX'Ui gVU`UbWYfYhYž'j c``a cV]'Y'fHf]b_!Ł
A U\`nY]hYb'i bX'j YfY]bYb'gca]h'GWYbY``YV][_Y]hi bX'Y]bY
VYk i gghY'9fbÅ\fi b["'8 Ug'6YgcbXYfY'\]YfVY]'gh'XYf'j cb'mZccX
j YfZc`[hY' 7ca d'YhY'Bi hf]h]cb '5bgUhm.'8]Y'DfcXi _hY'Ybh\U'hYb
U`Y'YggYbn]Y``Yb'A]_fc!'i bX'A U_fc bÅ\fghc ZYž'X]Y'XYf'? ØfdYf
VYbØh][h' 'i bX'XUgž'c\bY'9]bVi » Yb'VY]a ' ; YgWY a UW_'GY]h'XYf
; fØbXi b['\Uh'XUg'I bhYfbY\ a Yb'%'\$'\$A]``cbYb'A U\`nY]hYb
j Yf_Ui Zh'i bX'j YfnY]WYbYhY'&\$&&'Y]bYb'I a gUhm'j cb'ØVYf'&\$
A]``cbYb'9i fc""5_hi Y``g]bX'X]Y'DfcXi _hY']b'a Y\ f'U`g' '\$
Yi fcdÅ]gWYb'A Åf_hYb'VYghY``VUf'i bX'g]bX'Ub'ZUgh'" "\$\$\$\$'DC G']b
, '@AbXYfb'[Y']ghYh'"K Y]hYfY' ðZcfa Uh]cbYb'i bhYf'
k k k "mZccX"Yi "

6Ygi WYb'G]Y'i bg'Ui Z.'Z'Y]gWYi bXWŁ"Uh