

CONVENIENCE FOODS ARE PREVALENT AND EVENTUALLY REPLACE TRADITIONAL FOODS AND METHODS OF PREPARATION

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Abstract: *Convenience food will one day completely replace traditional cuisine. These products are inexpensive and convenient, there will always be a meaningful place for traditional food products.*

Keywords: *meals, products, better quality, market demand, junk food, fast food, little initiative, consume, unhealthy prepared meals, convenience foods, traditional products, cheap, replace traditional food products.*

Introduction.

The threat of convenience foods is based in their value. Prepared foods that can be found in supermarkets and small shops such as TV dinners and junk food are cheap and require little initiative.

There is appeal in this for both single individuals and those with families. Most people come home tired after a long day at work or school and do not want to spend too much money or invest a lot of time in preparing a meal. Therefore, it is logical that companies produce ready-made meals that target this particular segment of market demand. In the future, there is strong chance that companies will make these products healthier and convenience foods will become more prevalent.

As individuals become busier with works, studies and other commitments, they rather rapid and easy food options that do not waste time, vice versa, save time and effort. Technological increasements which are related to food processing and preservation have made ready-to-eat meals more accessible and comfortable.

Furthermore, modernization has spread the name, that is the popularity of fast food and packaged products famous. When traditional foods keep cultural heritage and health value, the affordable and quality of saving time of junk food. It makes a more attractable choice for many people, especially in city areas, because in these areas people are busied with works, studies. other commitments, as I mentioned above and added to this, people who are living in the urban life are tend to become time saver, that is, they do not want to spend time in preparing a meal. Thus, convenience foods have option of time efficiency and effortless.

Main body

In today's rapid world, junk food is increasingly getting popularity and maybe eventually take traditional meals and methods of preparation skills. There are several reasons why convenience food eventually replace traditional foods and methods of preparation, importantly associated with technological developments, lifestyle of human being and modernization.

Due to the individuals become more focused on careers, education system, other responsibilities for humans. Therefore, preparing traditional meals seem waste of time and requiring a lot of energy. For these reasons, people choose junk food, ready-made meals that are inexpensive and require little initiative.

One important factor affecting to the rise of convenience food is the technological developments. In city areas, many people live lonely or in small nuclear families where preparing traditional foods seem unimportant.

Students and working professionals often do not have the time, abilities or inspirations to prepare traditional products from the beginning of their lives.

Thus, these fast foods give opportunity for saving time and energy, require minimal preparation for them.

Furthermore, increasement in food technology have made it possible and preserve, package and distribute food on a modern lifestyle of people. Supermarkets are filled with pre-cooked things, rapid noodles, canned soup, frozen items and many other options that taste good and last-longer. These technological improvements have made convenience food not only accessible, but also affordable for the general public.

Globalization also plays a role in the widespread acceptance of convenience food. International brands like McDonald's, KFC and Nestle have affected food habits around the world. Local cuisines are being replaced or adopted to meet the global demand for faster and simpler products. Traditional dishes that once took hours to prepare are now being sold in instant or semi-cooked forms.

Nonetheless, there will always be appreciation for traditional meals. At the moment, this is because these meals taste better and are healthier than convenience foods. Shoppers tend to consume unhealthy prepared meals as a last resort and when they have surplus time, money or energy will opt for more wholesome meals that they can remember from their childhood. This is the reason that most cities have vibrant food scenes. Additionally, even if convenience foods can later be manufactured to a higher standard, it is unlikely individuals will ever want to relinquish the atmosphere of a more traditional dining experience. Traditional food is therefore an antidote to increasingly insular and sedentary modern lifestyles. Despite the utilitarian benefits of convenience foods, individuals will always prefer the better quality and experience of eating more traditionally. This is likely to remain the case for the foreseeable future.

Conclusion.

All in all, junk foods are inexpensive and require little initiative. There is appeal in this for both single individuals and those with families. Most people come home

exhausted after a long day at work or school and do not want to spend too much money or invest a lot of time in preparing a meal. Therefore, it is logical that companies produce ready-made products that target this particular segment of market demand. In the future, there is a strong chance that companies will make these meals healthier and convenience foods will become more convenient. However, traditional foods and methods of preparation taste better are healthier than fast foods. Therefore, there will always be a meaningful place for traditional food products.

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