

5 Food Trends That Are Influencing Women Buyers

Insights and Stats About Food Buying and Eating Behaviour

May 2020

Presented by Innovate Solutions and ParentsandBrands

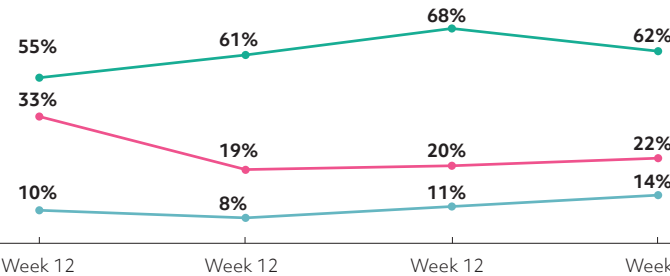


Key Stats

Four online questionnaires composed of 24 questions have been distributed by Innovate Solutions to consumers around Ireland, bi-weekly, over an 8 week period. The first survey was conducted w/c 16th March 2020. Each survey was active for a week and the total number of overall responses was 2,435, gathered from a panel of 1,100 consumers.

SNACKING

Has anything changed in relation to your snacking within the last 2 weeks?



62%

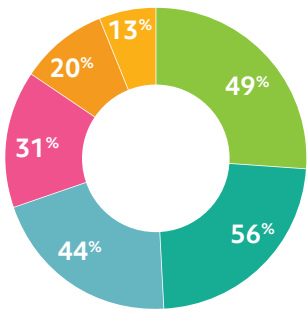
of people are snacking more than usual



- I feel that I'm snacking more than I usually would
- My snacking behaviour hasn't changed
- I feel that I'm snacking less than I usually would

FOOD WASTE

What have you done to consciously reduce food waste?



44%

producing less food waste at home, since the onset of the pandemic

- I am buying just enough/less food
- I am using up scraps
- I am freezing leftovers
- I am making soups/stews, etc.
- I am feeding animals with leftovers
- I am sharing food with others

FROZEN FOODS

How has your consumption of frozen foods changed within the last 2 weeks?

31% said their consumption of frozen foods had increased



Top 3 categories of frozen food



67%

Frozen chips, wedges, potato waffles



64%

Frozen vegetables

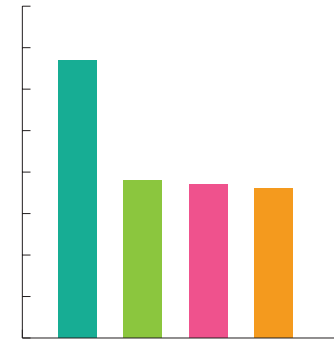


58%

Frozen pizza & garlic bread

HOME COOKING

When cooking at home, where do you get your recipes?



- Websites
- Cookbooks
- Family and friends
- Social media

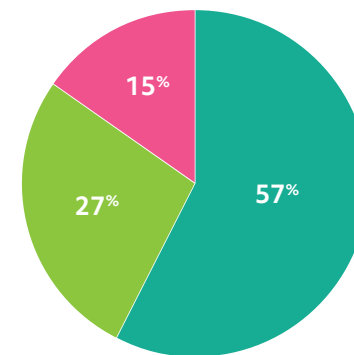


67%

of people are looking up recipes online

BUYING IRISH AND LOCAL

Are you conscious of "Guaranteed Irish" while shopping?



- Yes
- No
- Don't know, don't pay attention

63%

of respondents declared tendency to buy from Irish businesses & retailers while shopping

Key Insights

Online Focus Group
carried out on
ParentsandBrands
private platform in May 2020
with 30 women panel
participants from
across Ireland.

On Food Waste



"I think our food waste for 1 week increased as I did a clear out of presses etc. However apart from that week it has decreased. I find we are wasting less fruit, salad and turkey/ham slices. Plus with no school lunches we aren't getting back half eaten sandwiches or mushy bananas etc."

On Snacking



I thought I wasn't snacking too much.... I was delusional! Got on the scales and frightened the life out of myself. So, much healthier snacks and food in this week's shop.

On Home Cooking



"I find as we are shopping less often I need to be more prepared. We are definitely trying new things as I've more time at home! I've also noticed a lot less waste in the house as I'm much more conscious of planning based on what we have in our press or fridge. Lots more fresh meals!"

On Frozen Food



"When lockdown started, I stockpiled on frozen food that I'm trying to use up now. I am trying to cook more food in batches and I think I will try to continue to cook in batches from now on. I just keep forgetting that things in the freezer have an expiry date, although ice cream and pizzas will never be left in there too long!"

On Buying Irish and Local



"I'm definitely making an effort to buy local and support local businesses. I'm supporting neighbourhood food and local honesty shop. I'm watching labels more in the supermarket and trying to buy all Irish foods. I'll definitely try to continue this as after lockdown and have a newfound respect and value for local producers."

Key Recommendations For Brands

Recommendation 1



Consider bundling products to give snack options as well as offering recipes to use your product within a healthy snack. E.g. Cheese + salsa + tortilla chips = homemade nachos.

Recommendation 2



Adding tips to labelling for best storage and usage to help consumers reduce food waste. Have ideas and tips for freezing and making leftovers on your website and social media.

Recommendation 3



Provide tips on how you can use the product on product packaging as well as on your website that helps consumers with different recipe options.

Recommendation 4



Brands should look at offering more recipe content on their website and packaging. Share the recipes on social media and encourage people to share their creations with a hashtag on social to bring new consumers to your product.

Recommendation 5



Ensure your Irish provenance stands out, put being Irish front and centre on your packaging and online presence.

If you need market research and independent consumer insights then **Innovate Solutions** and **ParentsandBrands** can help. Contact Aidan at 087 2494747 aidan@innovatesolutions.ie or Jill at 087 2299128, info@parentsandbrands.com