appinio FMCG Report

Consumer behaviour and changes in the **Food Sector** during the coronavirus crisis

No. 1 · Oktober 2020 · **UK** version

Method & Sample
1,500 Brits were surveyed using an online survey on the Appinio mobile app. The sample is representative of the national population by age and gender (based on census data 2016).

Intro

The **Fast Moving Consumer Goods** (FMCG) sector has always been an intriguing industry for all market researchers. This is primarily due to the many challenges that this market holds for fast moving and short lived consumer good. These include pressure of competition and innovation, the constant change in consumer behaviour and the opportunities and risks of the ever evolving digitalisation – whoever wants to be successful in this industry in the long term, is very much dependent on the consumer's opinions.

In 2020, this industry, like so many other sectors, will face additional difficulties as a result of the coronavirus outbreak. Social distancing rules, the compulsory wearing of masks and further restrictions have changed shopping behaviour in the UK and brands must now, more than ever, be able to react flexibly to the needs of their customers.

In response to the increased complexity of this sector's requirements, the German-based market research company Appinio has conducted a nationwide representative study (by age and gender) of 1,500 consumers, which will support brands and manufacturers with robust insights and data relating to consumer behaviour.

Among others, this report answers the following questions:

- Who has bought a new product in the past four weeks and what encouraged Brits to buy something for the very first time?
- What aspects are important to consumers when choosing a grocery store?
- Who gets food deliveries and by whom? Why is grocery shopping often perceived as something unpleasant
- What does "sustainable consumption" in the food sector mean to British consumers?

ABOUT APPINIO

Appinio empowers decision makers with real-time access to consumer opinions. As the world's fastest market research solution, Appinio collects thousands of answers globally from specific consumer groups to validate decisions and ideas in minutes. Over 500 companies across all industries use Appinio's comprehensive platform to become more agile and customer-centric.

Key Insights

View all data including filter options at business.appinio.com

GENERAL BUYING BEHAVIOUR

- 39 percent of Brits have **tried at least one new product in the last month.**
- Brits were most likely to try out new food products in the food sector (36 %), sweet and salty snacks (27 %) or frozen products (26 %).
- 30 percent of those who have bought a new product have recently been motivated to do so because of a **new product on the market or an interesting display** in store.
- In total, **60 percent** of Brits stated that they **buy food online** at least sometimes.
- Brits are generally very **open towards online shopping:** In each age group and in each product category, at least 50 percent of Brits say that they do not exclusively buy offline in stores – one exception: only 39 percent of 55–65 year olds say that they buy cosmetics online at least sometimes.

GROCERY SHOPPING

- **Women** in each age group are more likely to be the “main shopper” (do at least half of the grocery shopping for their household) than men (81 % vs. 72 %). With regard to the **living situation**, for example, 88 percent of women and 78 percent of men, **that live with their partner**, do at least half of the shopping.
- The majority of main shoppers has been spending more money on groceries since the beginning of the outbreak: **39 percent have spent more money** on food purchases, 15 percent have spent less than before.
- At the moment, Brits tend to shop less often for groceries than before the coronavirus outbreak (34 %), however tend to use fresh ingredients (much) more often when cooking at home (34 %).
- For the majority of Brits, the most important criteria when choosing a grocery store are cleanliness in the store (91 %), variety of the product range (91 %) and proximity to the home or workplace (86 %).
- All product categories are most often bought in **grocery stores. Discount retailers** come in second place and **specialty retailers** in third for all product categories with the exception of fruit & vegetables which 5 percent of Brits most often buy at farmers markets.
- **One in four** Brits say that **grocery shopping generally is rather unpleasant** for them. The main reasons for that being **long queues** (38 %), **stress** (31 %) and the **risk of infection** (e.g. due to insufficient distance) (30 %).
- 39 percent of Brits have had food delivered to their homes in the last seven days. Most of them (47 %) were take-away or ready-made meals from a restaurant/delivery service.

DIET TYPES, SUSTAINABILITY & MEAT CONSUMPTION

- Overall, 21 percent of Brits do not describe themselves as "omnivores" – the most frequently chosen alternative is "flexitarian" (9 %). Men are more likely to be omnivores than women (82 % vs. 76 %).
- 35 percent of omnivores have already tried a vegetarian or vegan diet for at least some time. In general, during the coronavirus outbreak, there seems to be a trend towards less meat consumption. 35 percent have eaten less meat products in the last six months.
- The main reason for a reduced meat consumption is **a healthy diet (60 %)**. “Doing something for animal welfare” comes in second place (36 %).

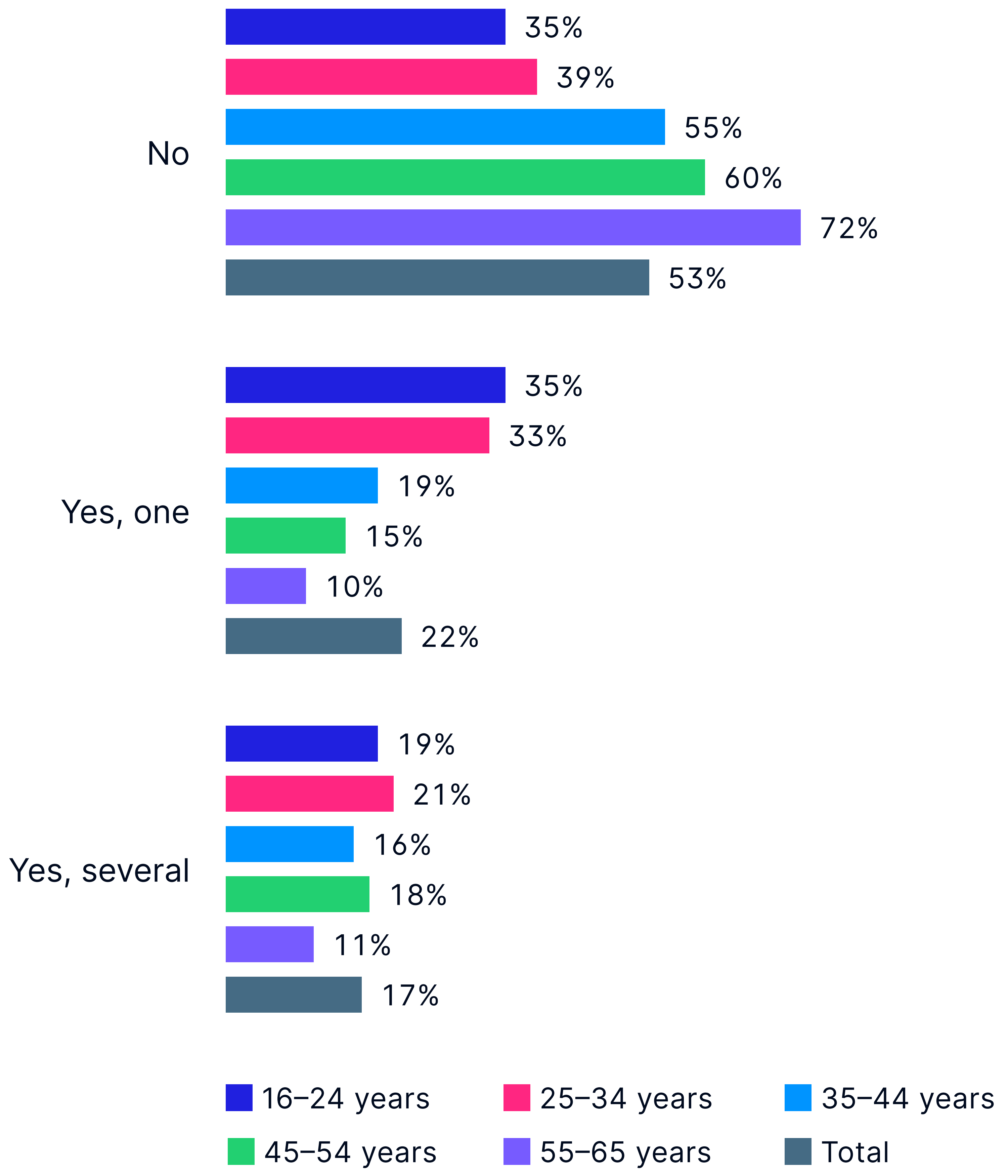
01
General Buying Behaviour

Purchase of new products,
offline vs. online purchases

Purchase of new products in the past four weeks

- Overall, 39 percent of Brits have tried at least one new product in the past month.
- 54 percent of both 16–24 year olds and 25–34 year olds have bought at least one product for the first time in the past four weeks. In the 55–65 age group, the figure was only at 21 percent.
- 57 percent of students and 41 percent of full-time employees have tried out at least one new product.
- The probability of a new purchase also increases with the number of inhabitants of the interviewee's place of residence: 39 percent of those living in large cities (>500,000 inhabitants) stated that they had tried something new, while in cities with less than 10,000 inhabitants only 34 percent said they had.
- Those who workout more often are comparatively more open to new products: 43 percent of people who workout regularly (3–4 times a week) stated that they had tried at least one new product in the last month, while only 24 percent of those who don't do any sport ("do not do any sports") said so.

In the last 4 weeks, have you bought an item or product that you have never bought before?



To which category did this product belong to?

N=581

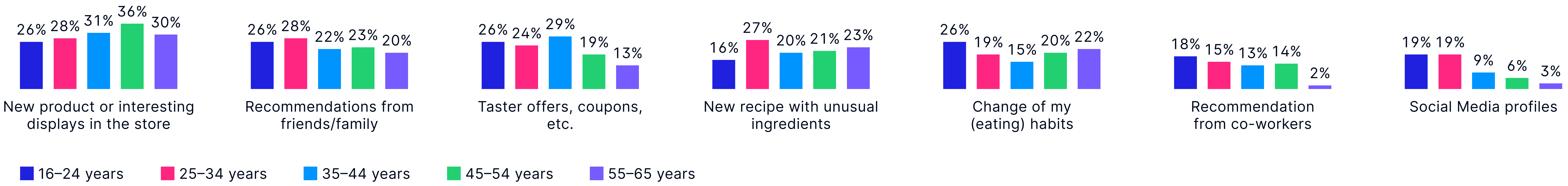
1	Food	36 %
2	Sweets, salty snacks	27 %
3	Frozen products	26 %
4	Cleaning and household products	22 %
5	Fruit and vegetables	20 %
6	Drinks with alcohol	19 %
7	Soft drinks	18 %
8	Hair-, body care	16 %
9	Cosmetics	14 %
10	Hygiene products	14 %

"In the last 4 weeks, have you bought an item or product that you have never bought before? (Info: apart from disinfectants, masks (mouth and nose protection)" (Base: N=1,500) //
"You have indicated that you have purchased at least one item or product for the first time in the last 4 weeks. To which category did this item or product belong to?" (Basis: N=581)

What motivated Brits to buy a new product?

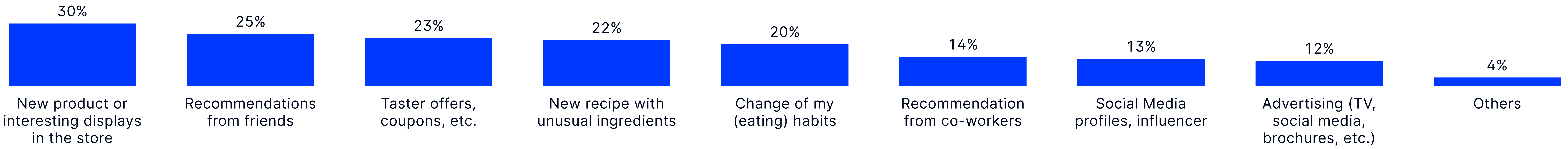
What made you decide to try a new item or product while shopping for groceries in the last months? (By age)

N=581



What made you decide to try a new item or product while shopping for groceries in the last months? (Total)

N=581



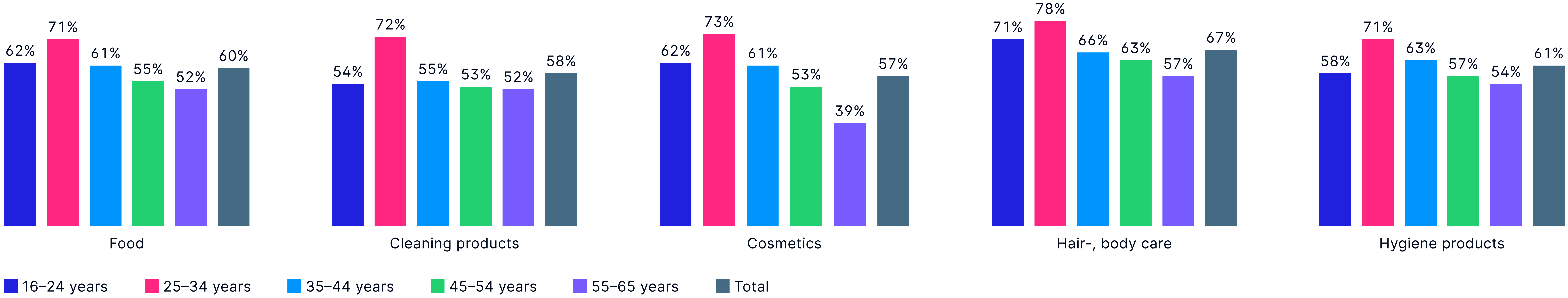
"What made you decide to try a new item or product while shopping for groceries in the last months?" (N=581)

Online vs. offline purchases

- Brits are generally very open towards online shopping: In each age group and in each product category, at least 50 percent of Brits say that they do not exclusively buy offline in stores – one exception: only 39 percent of 55–65 year olds say that they buy cosmetics online at least sometimes.
- Younger Brits are more likely to shop online – **more than 70 % of 25–34 year olds** buy each of the product categories online at least sometimes

Do you sometimes buy the following products online?

X % sometimes buy this product online



"Where do you currently buy products from the following categories? (Info: offline (in a store) or online)" (Base: N=1,500)

02 Grocery Shopping

Choice of grocery stores, delivery & main shoppers in the household

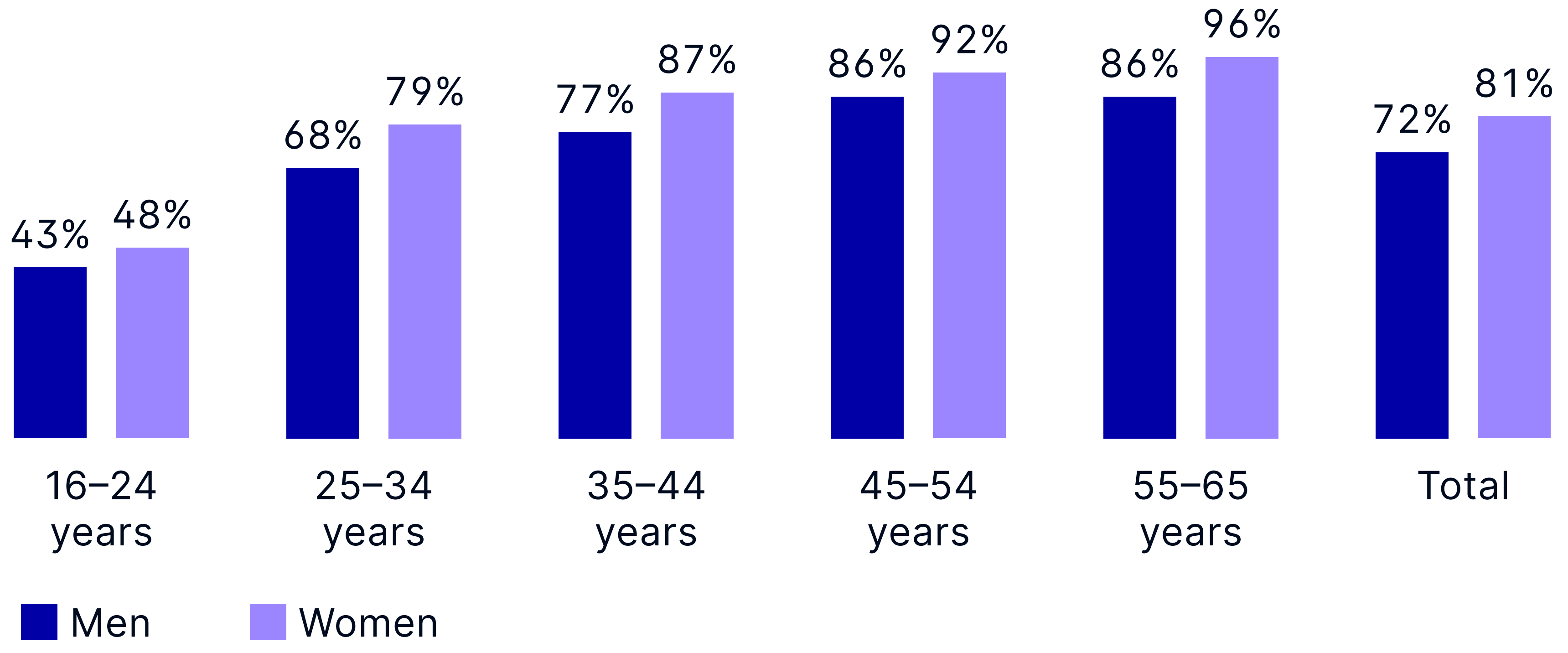
Main shoppers and food spending since the coronavirus outbreak

- **Women** in each age group are more likely to be the "main shopper" (do at least half of the grocery shopping for their household) than men (81% vs. 72%). With regard to the **living situation**, for example, 88 percent of women and 78 percent of men, **that live with their partner,** do at least half of the shopping.
- There is also a clear difference among **parents** with children under the age of 18 years: **87 percent of mothers** and 79 percent of fathers are the main shoppers in their household.

- Since the beginning of the coronavirus crisis, **39 percent of main shoppers have spent more money** on food purchases, 15 percent have spent less than before.
- In particular, the age group of **35–44 year olds** reported **spending (much) more money** than before the crisis (46%).

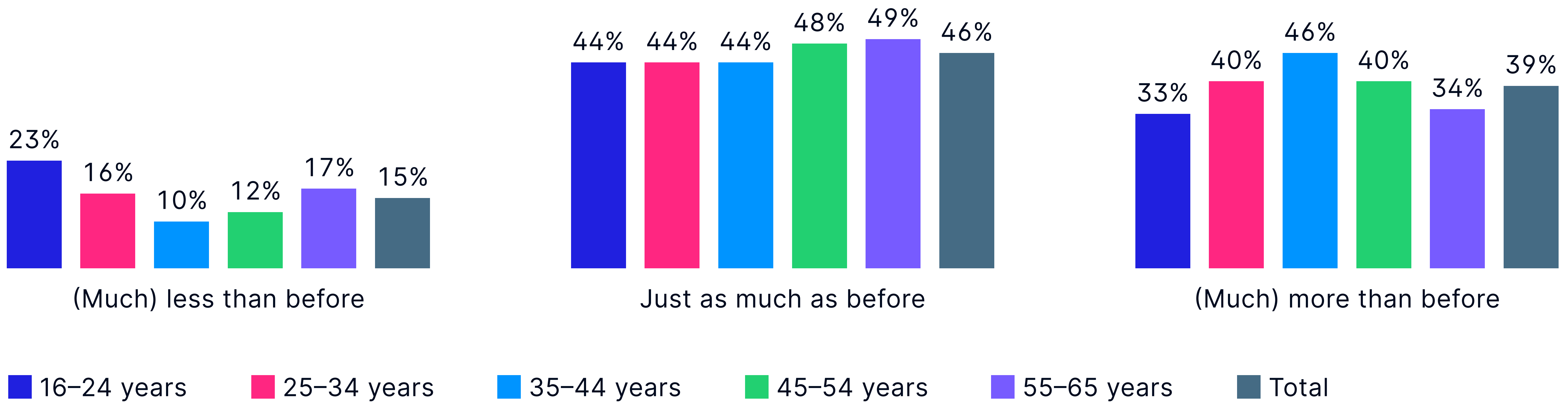
Which of the following statements best describes your role in your household?

X% do at least half of the daily shopping themselves



How much money have you spent on groceries since the beginning of the coronavirus outbreak

Main shoppers in multi-person households (N=937)



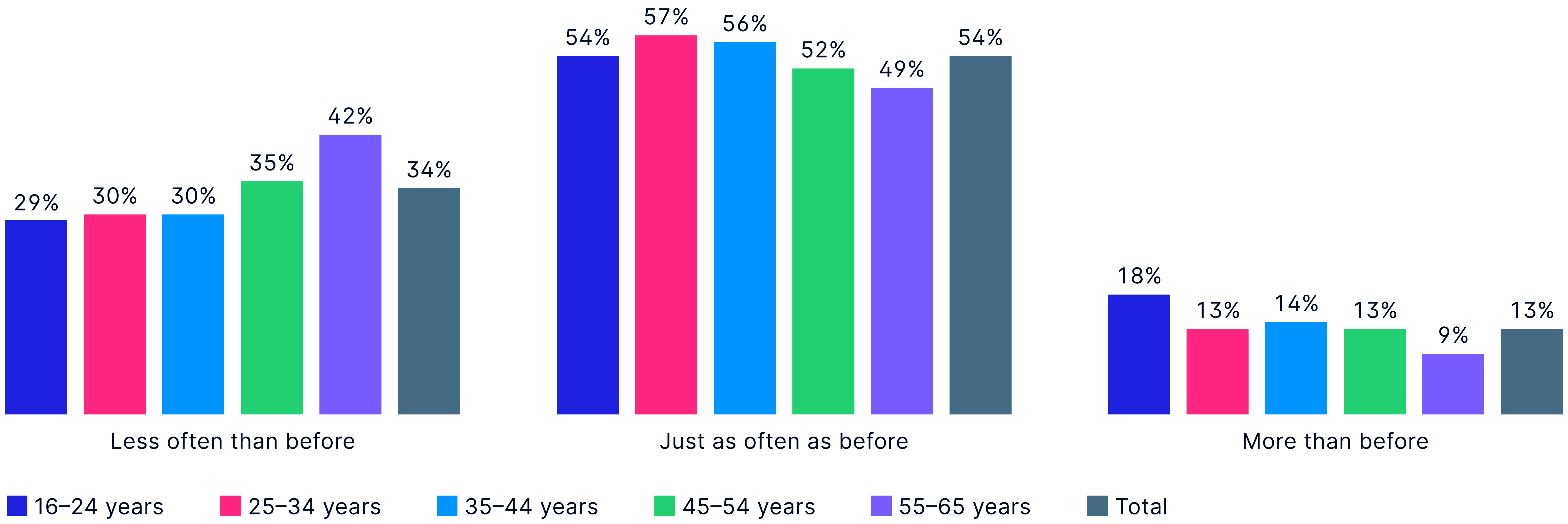
How often are purchases made?

- Since the coronavirus outbreak, **34 percent** of Brits go **grocery shopping less often** than before.
- **84 percent** of the British main shoppers do their groceries **no more than twice a week**.

- In **larger cities**, main shoppers go grocery shopping somewhat more frequently. In large cities with more than 500,000 inhabitants, only **49 percent** said they would go shopping on average once a week at most. In **small towns** or villages with fewer than 10,000 inhabitants, this figure was **56 percent**.

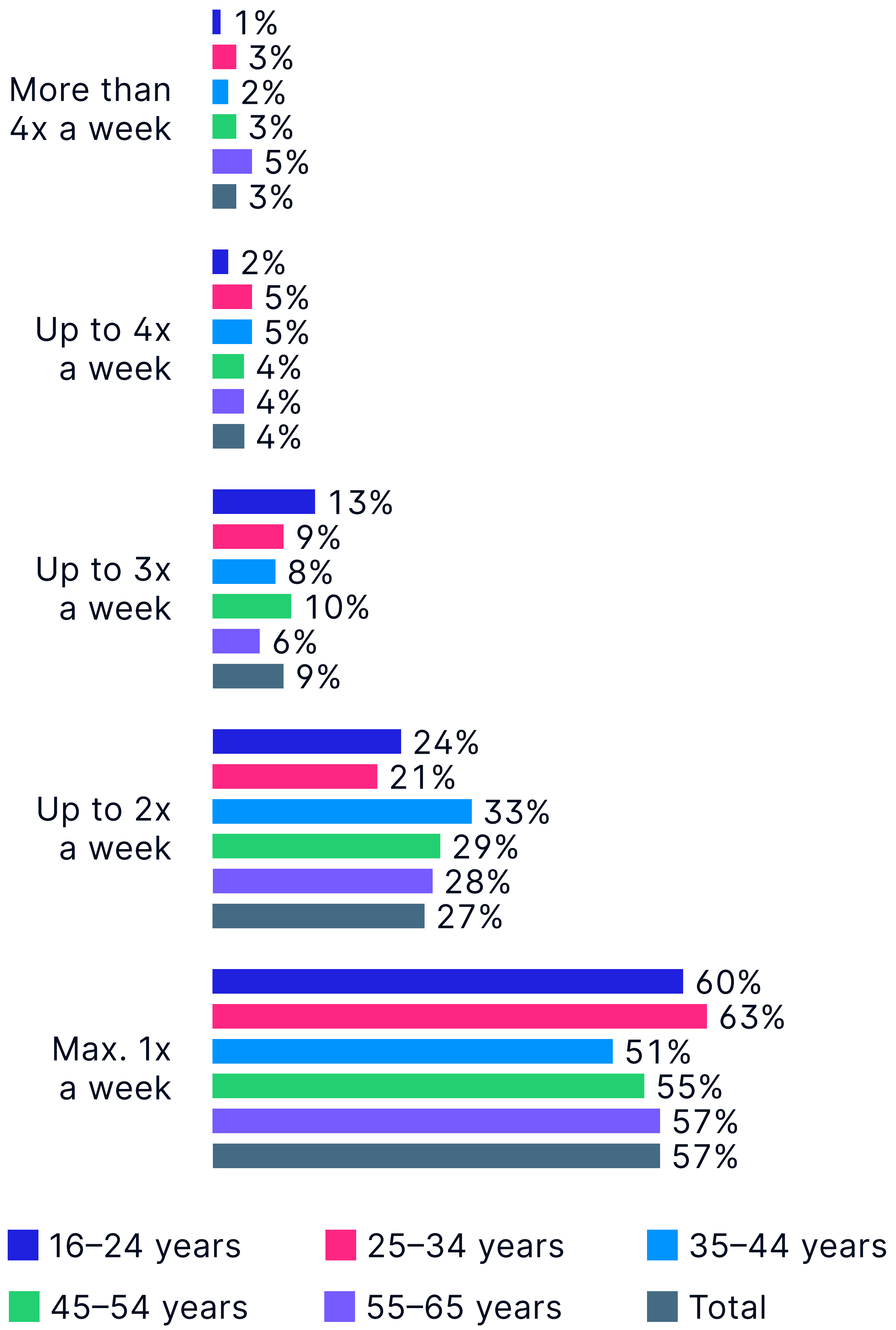
How often have you done your groceries since the beginning of the coronavirus outbreak?

Main shoppers in multi-person households (N=937)



On average, how often do you usually go grocery shopping each week?

Main shoppers in multi-person households (N=937)



Which aspects count when choosing a grocery store?

- Overall, **cleanliness & order** in the store are the most important criteria in the selection of food stores (**91 %**)
- The available **selection of organic products** is far more important to **younger Brits**: 61 percent of 16–24 year olds and only 36 percent of 55–65 year olds find that to be a (very) important criteria in their store selection – overall, the selection of organic products is the least important criterion.
- The **most demanding age group are 35–44 year olds** as they are most likely to find proximity to their home or workspace (89 %), special offers (88 %), opening hours (79 %), a selection of regional products (69 %) and existing loyalty programs (69 %) to be (very) important criteria.

Numbers in brackets = difference to total average in %-points

Rank	Aspect	Total	16–24 years Top 2	25–34 years Top 2	35–44 years Top 2	45–54 years Top 2	55–65 years Top 2
1	Cleanliness & order in the store	91 %	86 % (-5)	87 % (-4)	92 % (+1)	**94 % (+3)**	**94 % (+3)**
2	Variety of the product range	91 %	88 % (-3)	85 % (-6)	92 % (+1)	**95 % (+4)**	94 % (+3)
3	Proximity to my home/workplace	86 %	84 % (-2)	86 % (±0)	**89 % (+3)**	87 % (+1)	82 % (-4)
4	Special offers, discounts	84 %	79 % (-5)	85 % (+1)	**88 % (+4)**	86 % (+2)	79 % (-5)
5	Opening hours	76 %	75 % (-1)	75 % (-1)	**79 % (+3)**	78 % (+2)	72 % (-4)
6	Selection of regional products	67 %	64 % (-3)	**69 % (+2)**	**69 % (+2)**	66 % (-1)	68 % (+1)
7	Selection of branded products	64 %	56 % (-8)	66 % (+2)	66 % (+2)	**67 % (+3)**	64 % (±0)
8	Existing loyalty programmes (e.g. club card)	63 %	54 % (-9)	63 % (±0)	**69 % (+6)**	64 % (+1)	63 % (±0)
9	Fresh food counter available (e.g. for cheese)	63 %	66 % (+3)	**67 % (+4)**	58 % (-5)	62 % (-1)	62 % (-1)
10	Selection of organic products	48 %	**61 % (+13)**	59 % (+11)	44 % (-4)	40 % (-8)	36 % (-12)

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"How important are the following aspects in your choice of a grocery store?" (Base: N=1,500)

Grocery store vs. specialty retailer – which products are bought where most often?

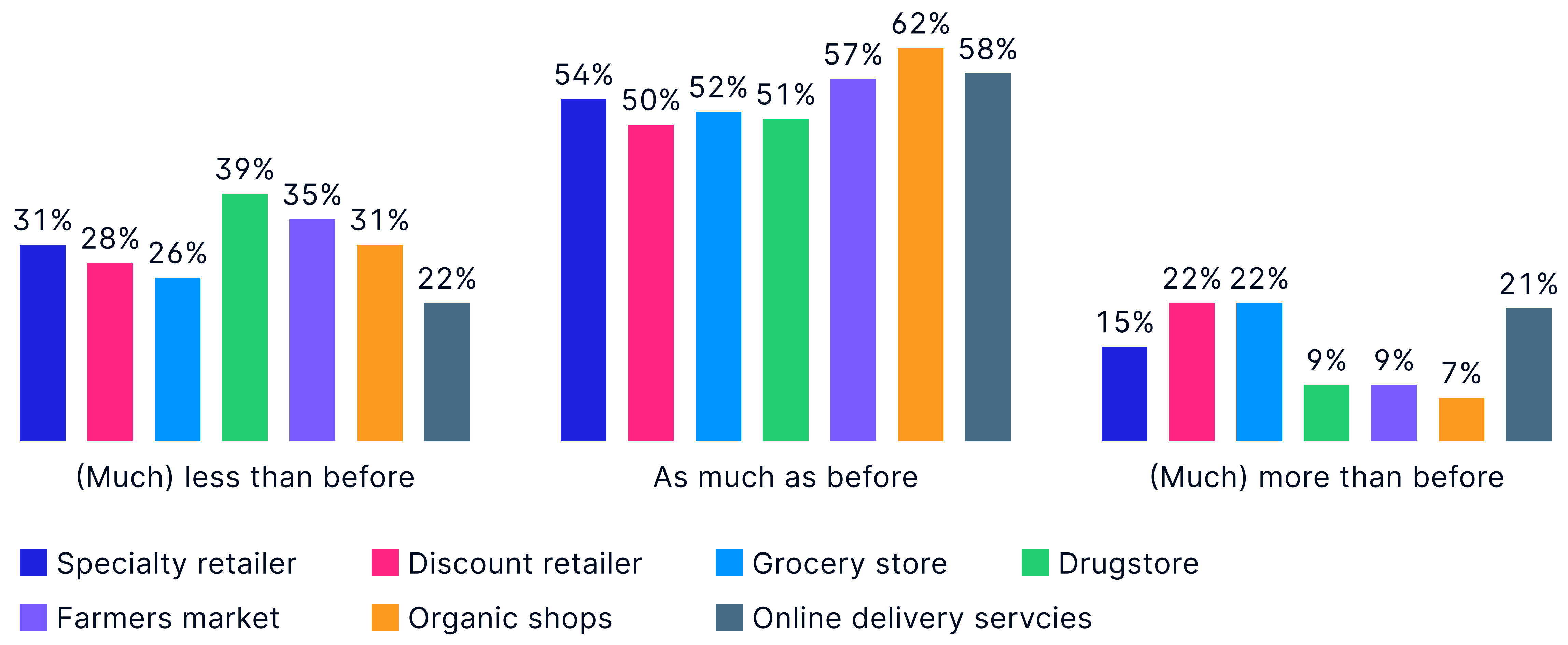
- All product categories are most often bought in **grocery stores. Discount retailers** come in second place and **specialty retailers** in third for all product categories with the exception of fruit & vegetables which 5 percent of Brits most often buy at farmers markets.
- Since the beginning of the coronavirus outbreak, more than a fifth of the British population shopped **less frequently in all kinds of shops**.
- The **decrease in online shoppers** (22 %) is almost totally compensated by **21 percent of Brits using online shops more** than before.

Grocery store vs. specialty retailer – which products are bought where most often?

Total sample sorted by frequency

Rank	Dairy products	Lunch meats	Meat	Baked goods	Fruit & vegetables	Sweets, salty snacks
1	Grocery store 63 %	Grocery store 56 %	Grocery store 51 %	Grocery store 62 %	Grocery store 60 %	Grocery store 60 %
2	Discount retailer 24 %	Discount retailer 21 %	Discount retailer 18 %	Discount retailer 21 %	Discount retailer 23 %	Discount retailer 26 %
3	Specialty retailer 3 %	Specialty retailer 5 %	Specialty retailer 14 %	Specialty retailer 7 %	Farmers market 5 %	Specialty retailer 3 %
4	Online delivery services 2 %	Farmers market 2 %	Farmers market 2 %	Online delivery services 2 %	Specialty retailer 5 %	Online delivery services 2 %
5	Drugstore 1%	Online delivery services 2 %	Online delivery services 2 %	Drugstore 2 %	Online delivery services 3 %	Farmers market 1 %

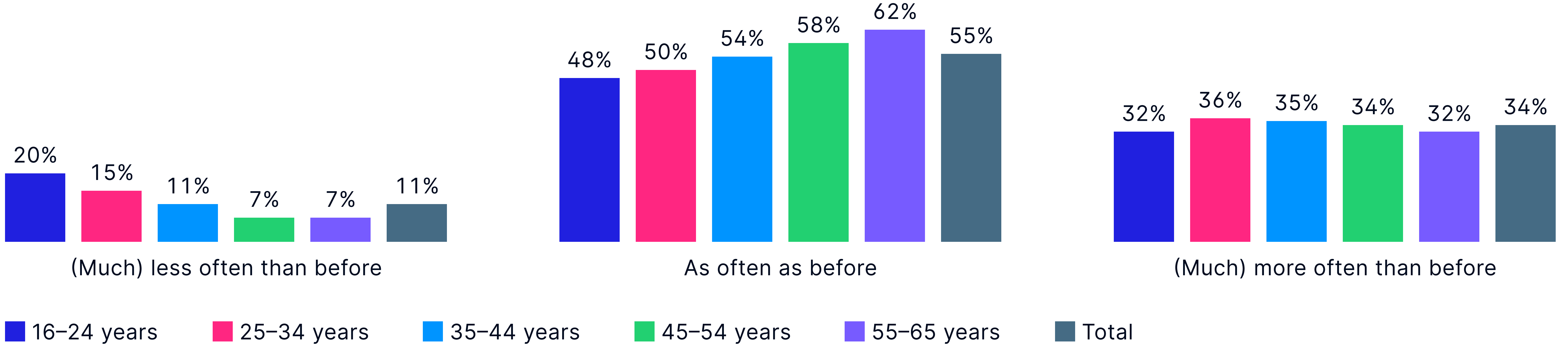
How much of your groceries have you done in the following stores since the beginning of the coronavirus outbreak?



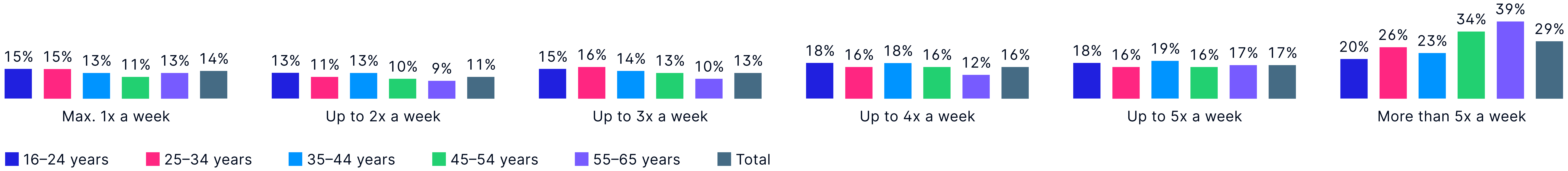
"Where do you buy the following products most often?" // „How much of your groceries have you done in the following stores since the beginning of the coronavirus outbreak? (Info: e.g. none before and now half of my groceries)" (Base: N=1,500)

How often do Brits cook with fresh ingredients at home?

How often have you cooked with fresh ingredients since the beginning of the coronavirus crisis?



How many times a week are your meals currently home-cooked with fresh ingredients?



“How many times a week are your meals currently home-cooked with fresh ingredients?“ // “How often have you cooked with fresh ingredients since the beginning of the coronavirus crisis?“ (Base: N=1,500)

Every fourth Brit finds grocery shopping unpleasant – why?

- **25 percent** of Brits say that **grocery shopping is generally rather unpleasant** for them.
- While only 13 percent of 16–24 year olds think about grocery shopping as something unpleasant, Brits in all other age groups, are equally likely to think that (26–28 %).
- **Long queues** (38 %), **stress** (31 %) and the **risk of infection** (e.g. due to insufficient distance) (30 %) are most likely to be named as negative aspects about grocery shopping.
- **55–65 year old Brits** are most likely to name the **risk of infection** (37 %) and the **compulsory wearing of mouth and nose protections** (41 %) as negative aspects.

What are the main aspects which make grocery shopping unpleasant for you?

Base: finds grocery shopping unpleasant, N=369

Numbers in brackets = difference to total average in %-points

Rank	Aspect	Total	16–24 years	25–34 years	35–44 years	45–54 years	55–65 years
1	Long queues	38 %	33 % (-5)	36 % (-2)	35 % (-3)	**46 % (+8)**	36 % (-2)
2	Lack of time, stress	31 %	30 % (-1)	37 % (+6)	**52 % (+21)**	28 % (-3)	11 % (-20)
3	Risk of infection (e.g. due to insufficient distance)	30 %	18 % (-12)	24 % (-6)	27% (-3)	36 % (+6)	**37 % (+7)**
4	Having to wear mouth and nose protection	27 %	18 % (-9)	17 % (-10)	21 % (-6)	34 % (+7)	**41 % (+14)**
5	Lack of inspiration (e.g. for new recipes)	20 %	15 % (-5)	**35 % (+15)**	26 % (+6)	12 % (-8)	10 % (-10)
6	Financial worries	17 %	18 % (+1)	13 % (-4)	14 % (-3)	**23 % (+6)**	16 % (-1)
7	Long search for the products in the store	16 %	9 % (-7)	**25 % (+9)**	9 % (-7)	13 % (-3)	19 % (+3)
8	Missing products	16 %	9 % (-7)	12 % (-4)	18 % (+2)	16 % (±0)	**19 % (+3)**
9	Transport of purchases (e.g. larger quantities, no car)	11 %	15 % (+4)	11 % (±0)	6 % (-5)	9 % (-2)	**16 % (+5)**
10	Difficulties in getting there (e.g. avoiding public transport)	10 %	**18 % (+8)**	10 % (±0)	10 % (±0)	5 % (-5)	11 % (+1)
11	Lack of cleanliness/ hygiene in the stores	8 %	6 % (-2)	7 % (-1)	6 % (-2)	7 % (-1)	**12 % (+4)**
12	No suitable food delivery service in my area	4 %	3 % (-1)	**6 % (+2)**	3 % (-1)	3 % (-1)	5 % (+1)

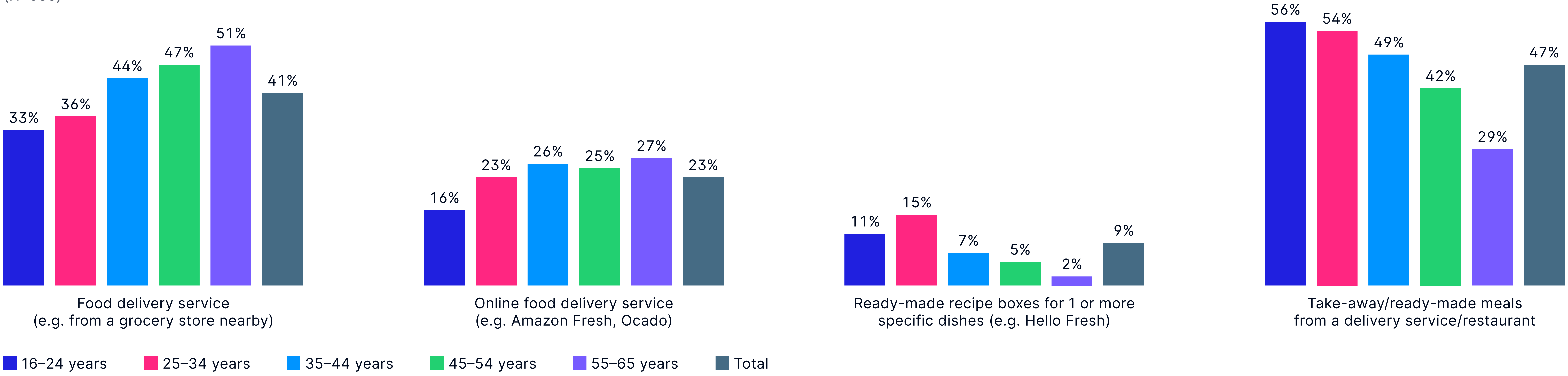
“Complete the following sentence: "For me, grocery shopping is..."” (Base: N=1,500) //
“What are the main aspects which make grocery shopping unpleasant for you?” (Base: finds grocery shopping unpleasant, N=369)

Food deliveries in the past 7 days

- Overall, the **younger age groups** were more likely to have **food or groceries delivered to their homes**: 48 percent of 16–24 year olds and only 30 percent of 55–65 year olds stated that they had ordered ready-made meals or groceries to their home.

- While **younger Brits** were most likely to use food deliveries for **ready-made meals, 45–54 year olds** and 55–65 year olds were more likely to use the **delivery service of a grocery store nearby** (47 % & 51 %).

39 % of Brits have had food delivered to their homes in the past seven days.
Of those, X % have had the following types of food delivered to their homes...
(N=580)



"Have you had any type of food delivered to your home in the last 7 days?" (Base: N=1,500) // "What kind of food have you had delivered to your home in the last 7 days?" (Base: had food delivered to their home, N=580)

03
Diet types, sustainability & meat consumption

Meat consumption, organic & sustainable products

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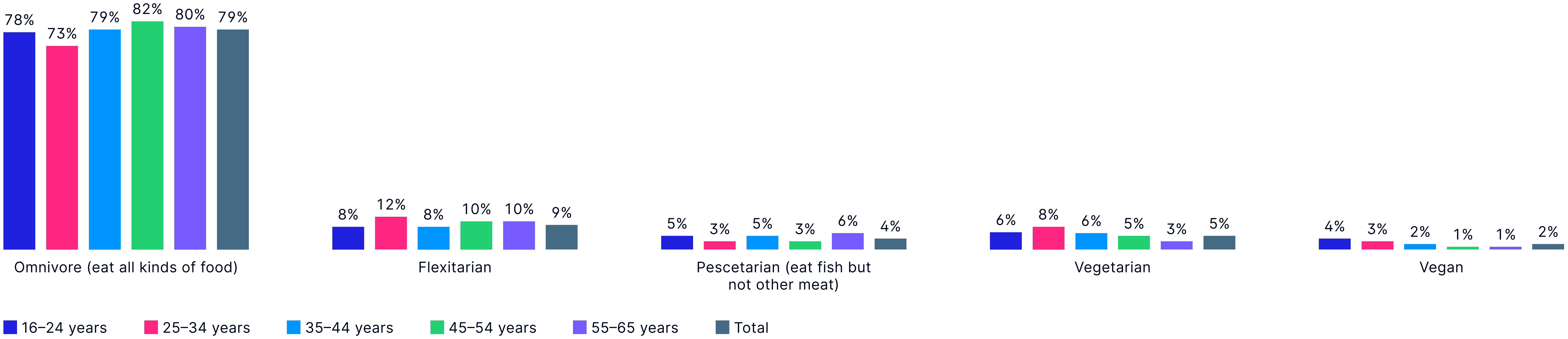
Which diet types are most common in the UK?

- Overall, among the **21 percent** of Brits **do not describe themselves as "omnivores"** – the most frequently chosen alternative is "flexitarian" with 9 percent.
- **More men** (82 %) **than women** (76 %) said they were omnivores.
- The **proportion of "omnivores" also falls as the level of physical activity** among those surveyed **increases**: 84 percent of those who never do any sports and 75 percent of those who exercise more than four times a week describe themselves as "omnivores".
- **Students** are **almost as likely to be omnivores as full-time employees** (77 % vs. 79 %) while students are actually **less likely to have a flexitarian diet** compared to employees (5 % vs. 10 %).

Which of the following best describes your current diet?



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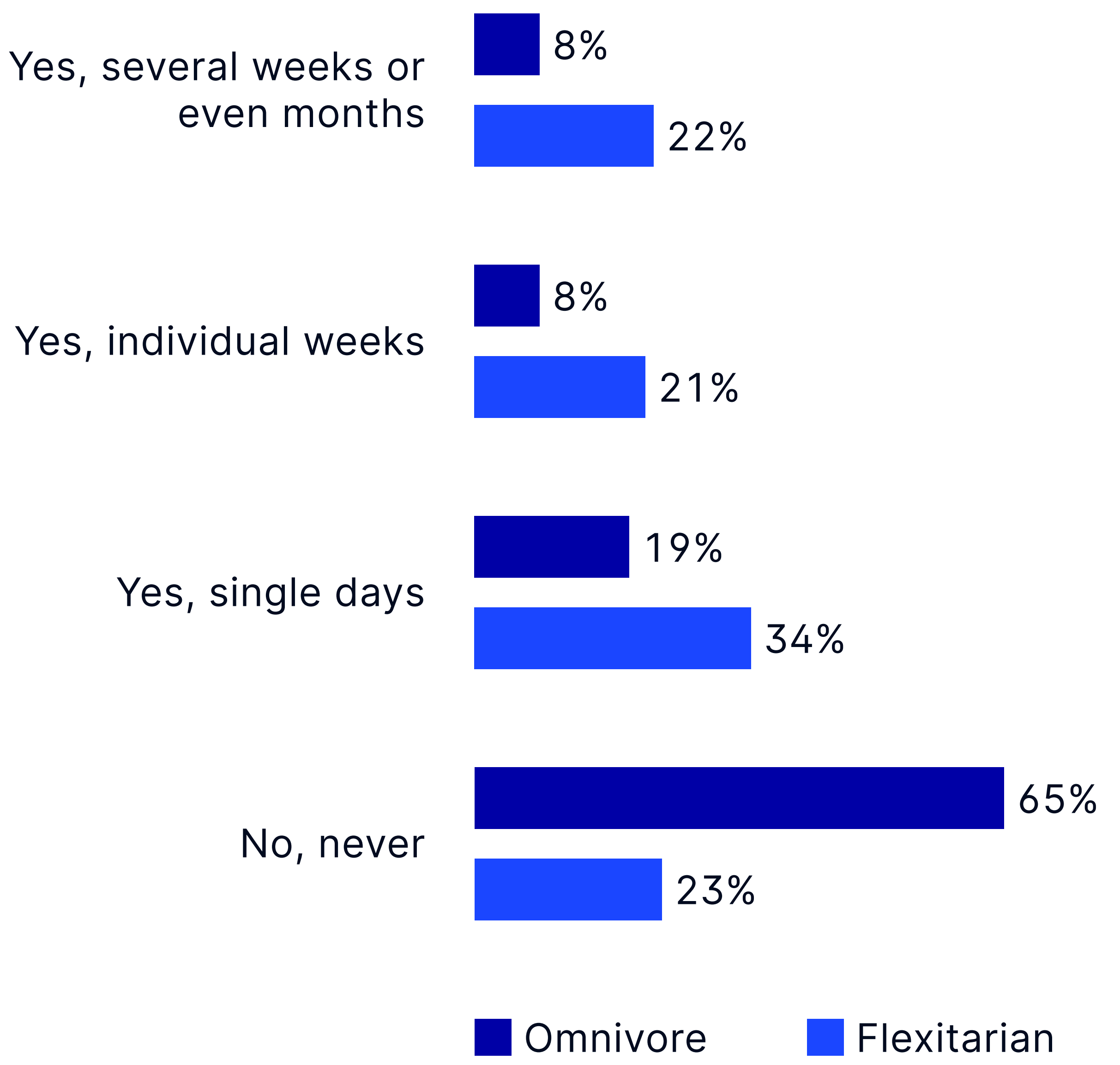
"Which of the following best describes your current diet?" (Base: N=1,500)

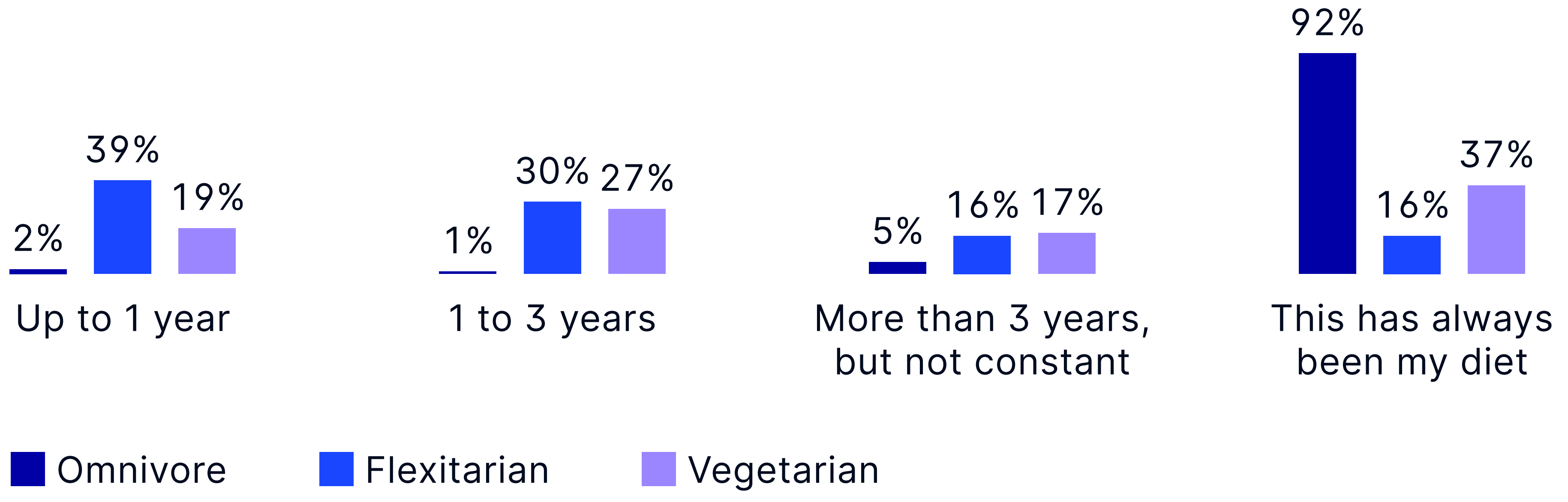
Which diet types are most common in the UK?

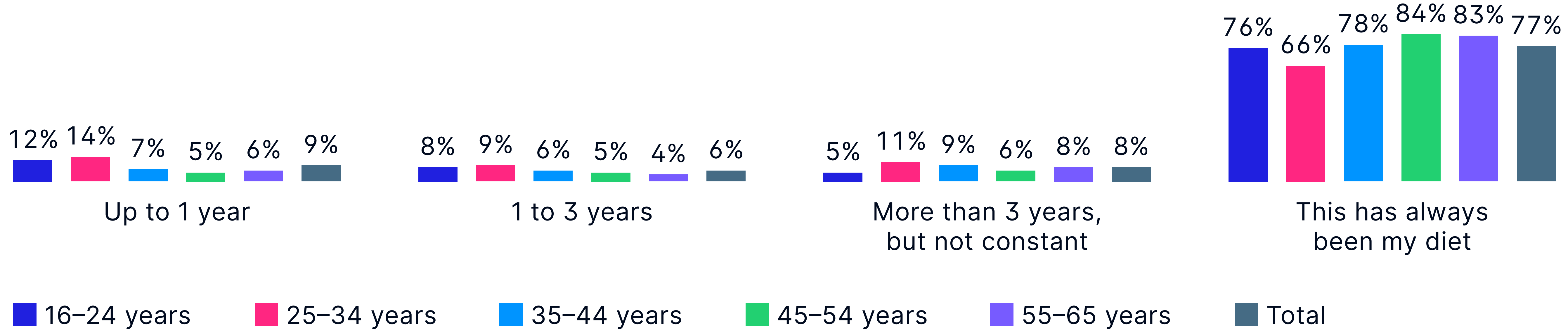
- **Half of all vegetarians** (54 %) and **one in three flexitarians** (32 %) stated that they had been on this diet for **more than three years**.
- **65 percent** of omnivores have **never deliberately chosen a vegan or vegetarian diet**. Among the flexitarians the figure is only 23 percent.
- **30 percent of 55- to 65-year-olds** and 51 percent of respondents between 25 and 34 who are currently not **vegetarian** have **deliberately tried** it for at least a few days.

Have you ever consciously been vegetarian or vegan for a while?
(N=1387)



How long have you been eating like this?



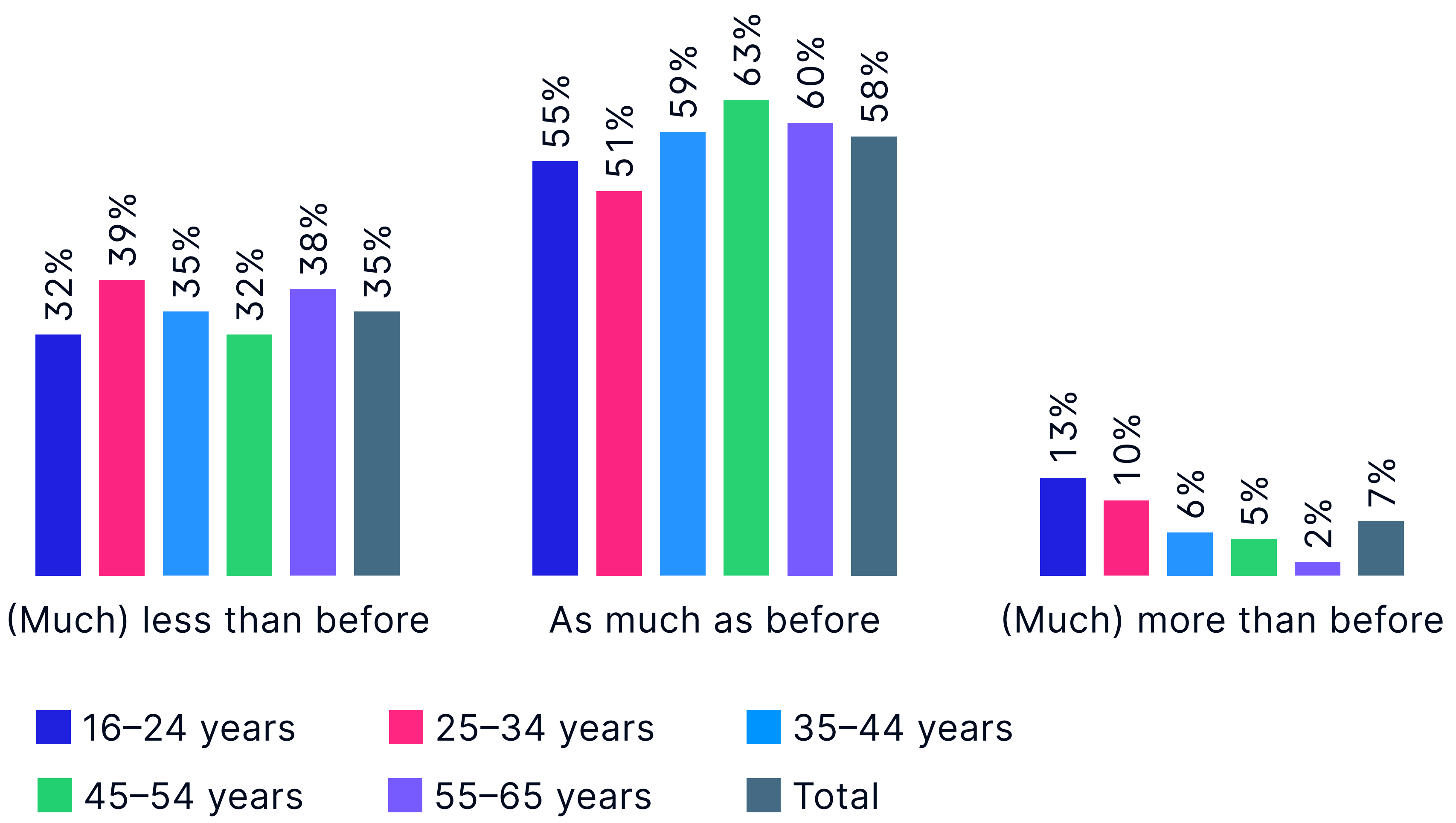


"Have you ever consciously been vegetarian or vegan for a while?" (Base: is not currently vegan or vegetarian, N=1387) // "How long have you been eating like this?" (Base: N=1,500)

Meat consumption during the coronavirus pandemic

- A total of **35 percent of Brits** stated that they have **eaten (much) less meat in the past six months** than before.
- **Women are more likely** to have reduced their meat consumption: **32 percent of men and 38 percent of women** have consumed (much) less meat in the past six months than before the coronavirus outbreak.
- **Omnivores** have reduced their meat consumption **less often than flexitarians**: 74 percent of flexitarians and 28 percent of omnivores have consumed (much) less meat in the past six months than before.
- **Active people** were more likely to abstain from meat: while **28 percent of the "couch potatoes"** (do not do any sports) stated that they ate less meat than before, while **37 percent of the active athletes** (do sport at least four times a week) did.
- Overall, a **healthy diet** (60 %) was by far most frequently cited as a reason for reduced meat consumption. **"Doing something for animal welfare"** comes in second place (36 %).

In the last 6 months, how often did you consume meat products?



Reasons for reduced meat consumption

Brits with reduced meat consumption & age split

Numbers in brackets = difference to total average in %-points

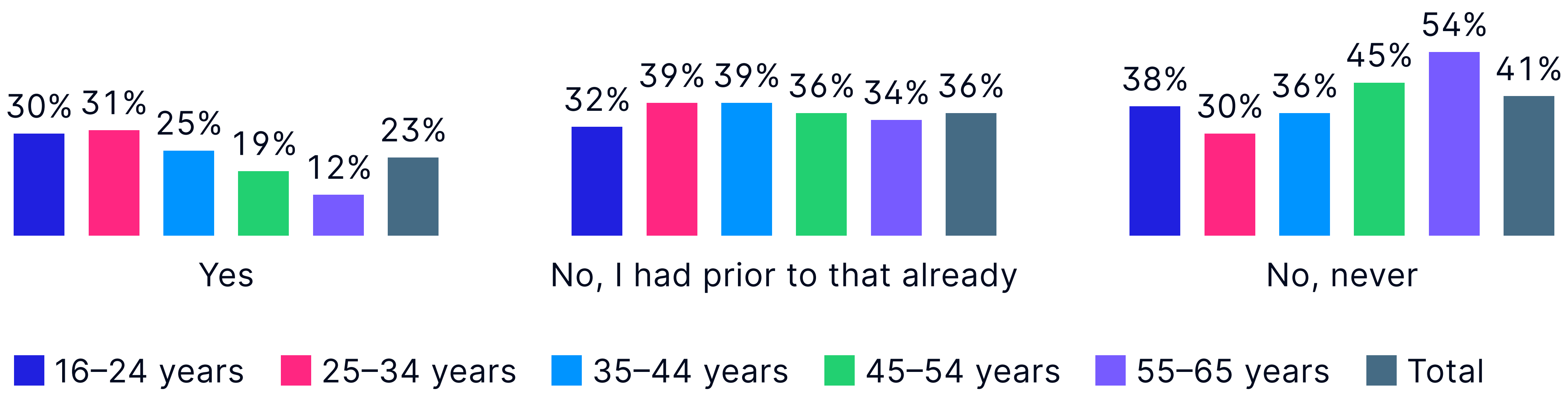
Rank	Reason	Total	16–24 years	25–34 years	35–44 years	45–54 years	55–65 years
1	Healthy diet	60 %	48 % (-12)	59 % (-1)	63 % (+3)	**64 % (+4)**	62 % (+2)
2	Do something for animal welfare	36 %	31 % (-5)	35 % (-1)	**41 % (+5)**	34 % (-2)	40 % (+4)
3	Save money	33 %	31 % (-2)	**40 % (+7)**	30 % (-3)	36 % (+3)	28 % (-5)
4	Reduce CO2 emissions	24 %	28 % (+4)	**30 % (+6)**	18 % (-6)	27 % (+3)	19 % (-5)
5	Tackle problems such as defor-estation, lack of water, etc.	21 %	28 % (+7)	**29 % (+8)**	12 % (-9)	13 % (-8)	21 % (±0)
6	Do groceries less often	17 %	13 % (-4)	**20 % (+3)**	18 % (+1)	17 % (±0)	18 % (+1)
7	Avoid further outbreaks of diseas-es	14 %	11 % (-3)	**17 % (+3)**	9 % (-5)	13 % (-1)	16 % (+2)
8	Someone in my household wants to eat less meat	11 %	13 % (+2)	**14 % (+3)**	8 % (-3)	10 % (-1)	11 % (±0)

"In the last 6 months, how often did you consume meat products?" (Base: N=1,500) // "What are the main reasons why you've eaten less meat in the last 6 months than before?" (Base: has eaten less meat products, N=527)

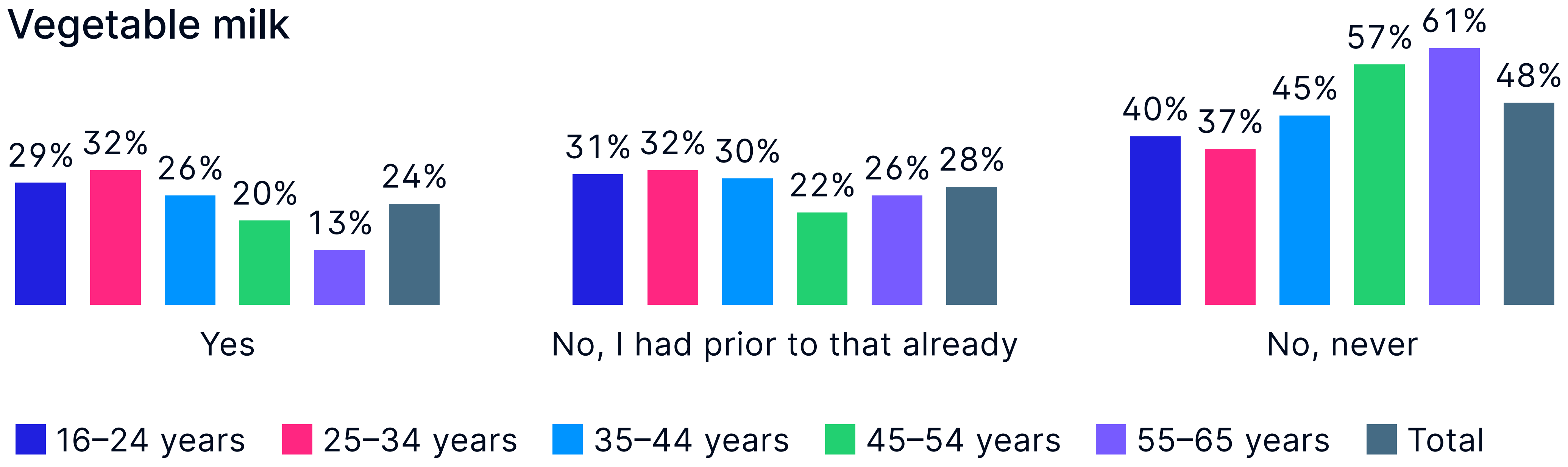
First-time buying meat & milk substitutes

- In the past six months, **one quarter of Brits** have consciously bought a **meat replacement product** (23 %) or a **vegan alternative to cow's milk** (24 %) for the first time.
- **48 percent of omnivores** and 12 percent of vegetarians have **never consciously bought a meat substitute.**
- In the last six months, **athletes** in particular have tried to **replace meat**: one third of respondents who exercise 3 to 4 times a week (30 %) consciously bought a meat substitute for the first time. In comparison to that, only **10 percent of the ”couch potatoes” (“I do not do sports at all”) tried a meat substitute for the first time** in the past 6 months.

Meat substitutes

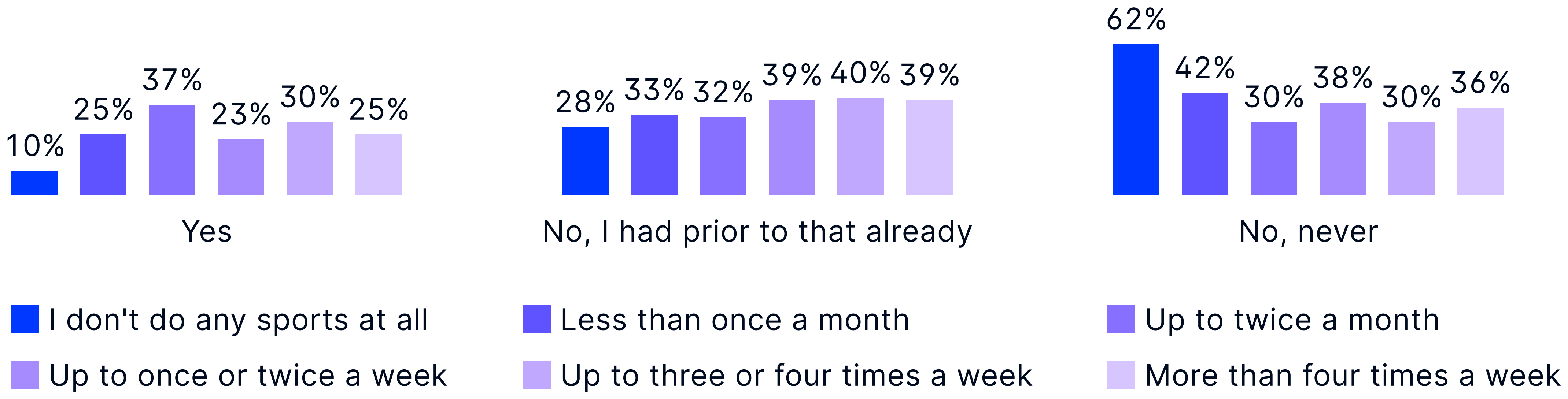


Vegetable milk

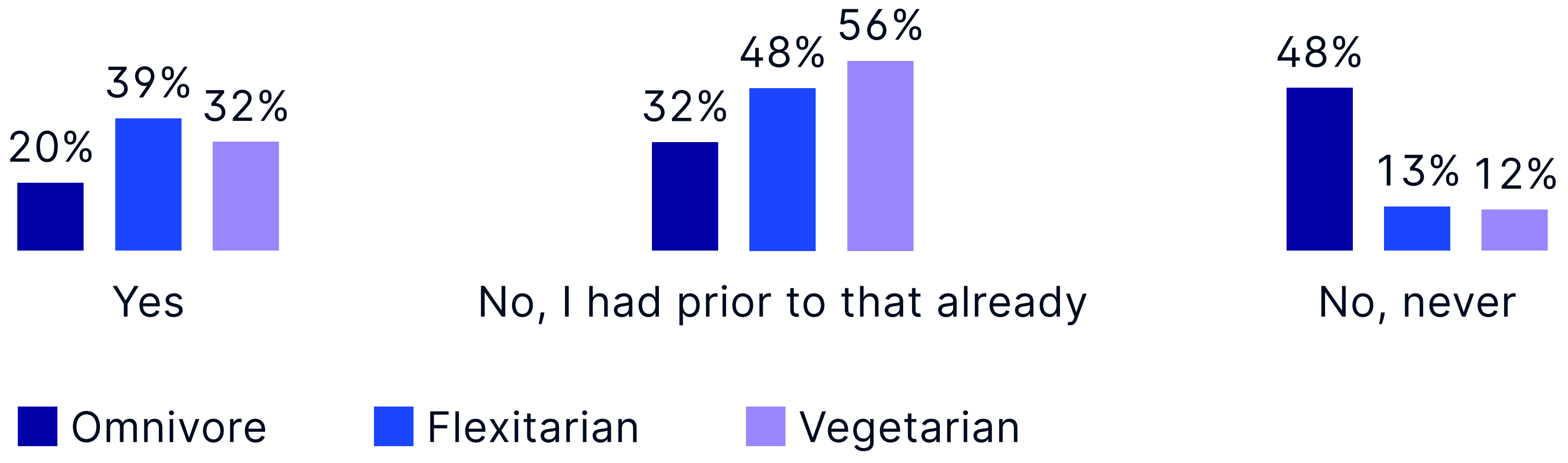


In the last 6 months, have you consciously bought a meat substitute for the very first time?

by level of physical activity



by nutrition types



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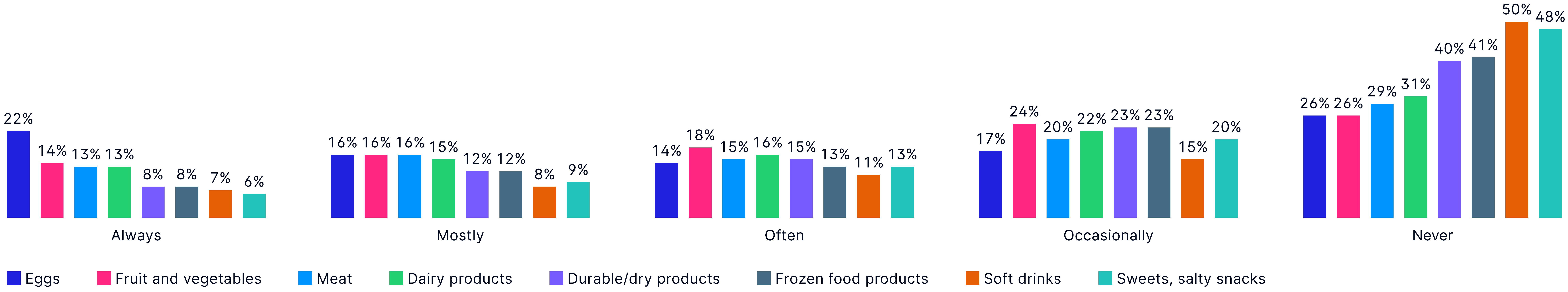
“In the last 6 months, have you consciously bought a meat substitute for the very first time?“ //
“In the last 6 months, have you consciously bought a non-animal alternative to cow's milk for the very first time?“ (Base: N=1,500)

Sustainable consumption & organic products

- Brits most frequently pay attention to **buying organic quality when purchasing eggs**: 52 percent of Brits make sure that eggs are organic at least "often". 22 percent always do it.
- **29 percent** of Brits **who buy meat never** make sure that it is **"organic"**.
- There are major differences in terms of **diet types**: **28 percent of omnivores** and **41 percent of flexitarians** are predominantly or always **making sure that meat is of organic quality**. In the case of eggs, the numbers are 36 percent and 49 percent respectively.

To what extent do you make sure that the following product types are organic when you buy them?

Total sample



"To what extent do you make sure that the following product types are organic when you buy them?" (Base: N=1,500)

Sustainable consumption

- Overall, **buying products that are less harmful to the environment** is most likely to be associated with sustainable consumption – especially the 55–65 age group finds this aspect important (58 %) while younger people between 16 and 24 find this less important (46 %) than **avoiding unnecessary consumption** in general (48 %).
- 15 percent of omnivores, 17 percent of flexitarians and 23 percent of vegetarians say that taking **social production and working conditions** into account is one of the most important aspects of sustainable consumption.
- For omnivores and flexitarians, **lower environmental impact comes in first place** (50 % & 42 %), while for vegetarians this aspect is equally important to the avoidance of unnecessary consumption (35 % each).
- **Vegetarians are more likely** to say that **taking responsibility for subsequent generations** is associated with sustainable consumption than the British average (27 % vs. 33 %). Overall, this aspect only comes in 7th place (27 %) and is most important for **parents** with children under the age of 18 (30 %).

In your opinion, which 3 behaviours align closest to the concept of "sustainable consumption"?

Total sample & age split

Numbers in brackets = difference to total average in %-points

Rank	Aspect	Total	16–24 years	25–34 years	35–44 years	45–54 years	55–65 years
1	Buying products that are less harmful to the environment	51 %	46 % (-5)	48 % (-3)	46 % (-5)	54 % (+3)	**58 % (+7)**
2	Avoiding unnecessary consumption	43 %	**48 % (+5)**	43 % (±0)	43 % (±0)	43 % (±0)	40 % (-3)
3	Buying durable and repairable products	36 %	31 % (-5)	30 % (-6)	36 % (±0)	38 % (+2)	**45 % (+9)**
4	Buying fair trade products	30 %	**45 % (+15)**	28 % (-2)	27 % (-3)	30 % (±0)	22 % (-8)
5	Buying regional products	30 %	18 % (-12)	26 % (-4)	**35 % (+5)**	32 % (+2)	36 % (+6)

“In your opinion, which 3 behaviours align closest to the concept of "sustainable consumption?“ (Base: N=1,500)

04
Study design & sample

Access to the analyzer, research design & sample composition

Study design

Method

- Mobile questionnaire, sent out through the Appinio app
- The study fielded on: 23. September 2020
- Data can be accessed, filtered and downloaded on **business.appinio.com**

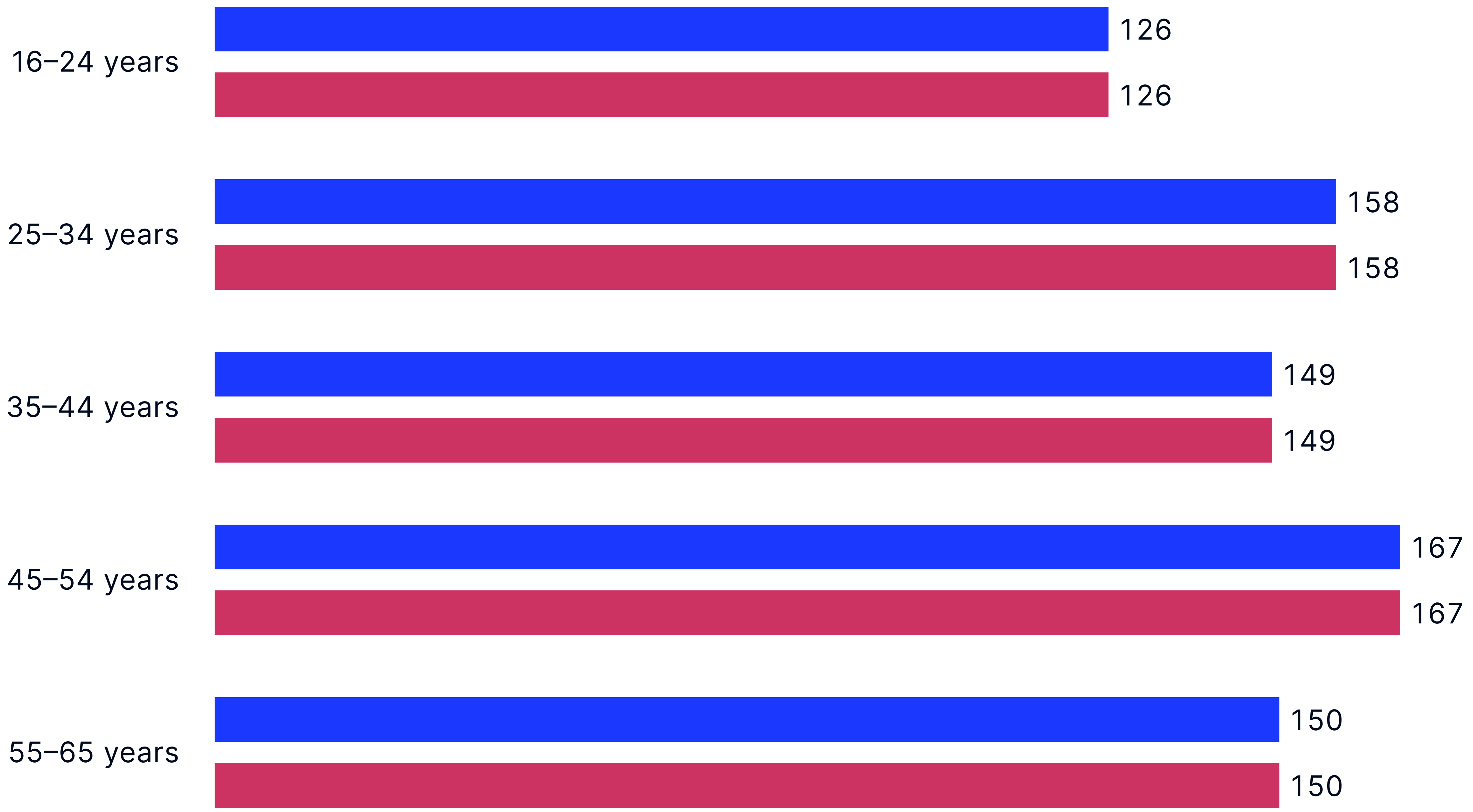
Sample

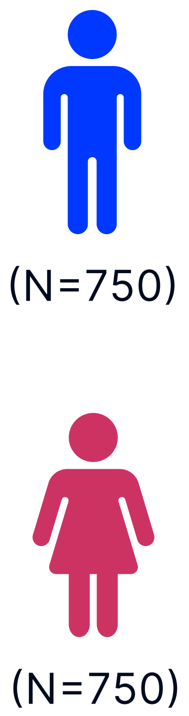
- Country: United Kingdom
- Age: 16–65 years old
- **Representative at national level with regard to age and gender**
- Participants: N = 1.500 people
  - **16–24 years:** N = 126
  - **25–34 years:** N = 158
  - **35–44 years:** N = 149
  - **45–54 years:** N = 167
  - **55–65 years:** N = 150

Content

- **General Buying Behaviour**
  - Who has bought a new product in the last four weeks and what encouraged Brits to buy something for the very first time?
- **Grocery Shopping**
  - What aspects are important to consumers when choosing a grocery store?
  - Who gets food deliveries and by whom? Why is grocery shopping often perceived as something unpleasant?
- **Diet Types, Sustainability & Meat Consumption**
  - What does "sustainable consumption" in the food sector mean to British consumers?

Sample composition





Ø Age:
40,5 years

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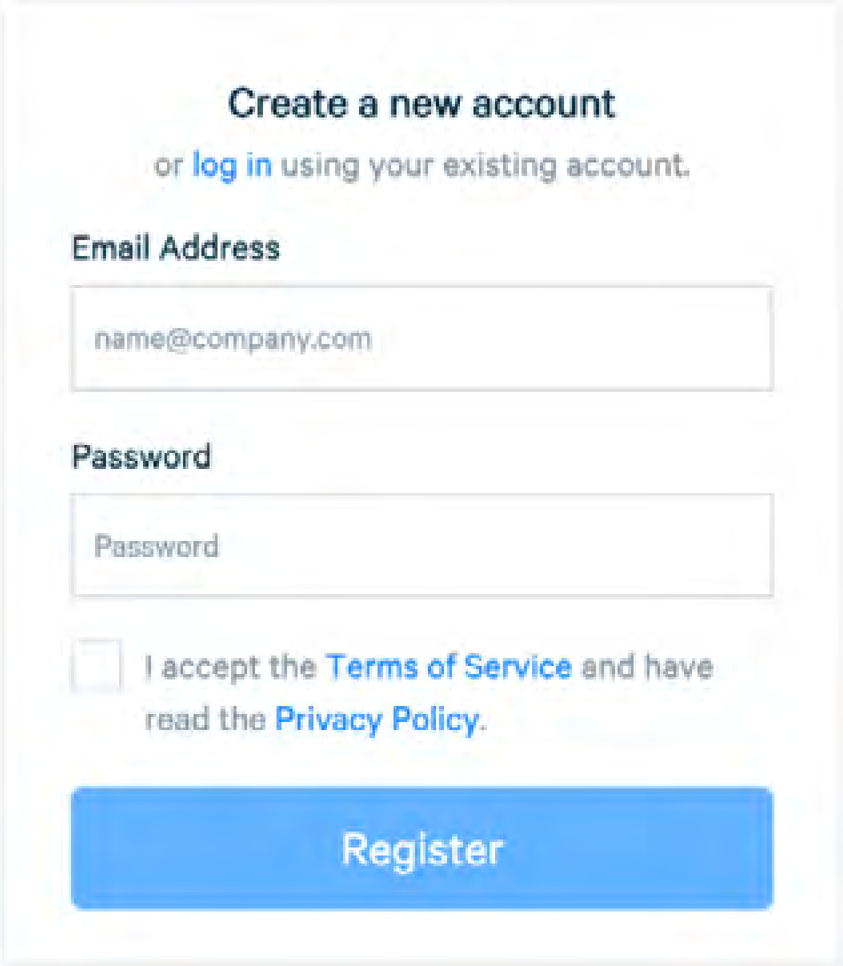
Accessing the survey & the data

Real-time access to the results on the Appinio business dashboard

1 Free account

- Create a free account at **business.appinio.com**



2 Open the report

- Under „Appinio Studies“ you'll find the „Appinio FMCG Report UK“
- Click on „Go to Analysis“

3 Analyze

- Analyze, filter or download the results of the two studies in real-time in your Appinio dashboard (e.g. split by sociodemographic criteria)

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