

16.03.2022, United Kingdom

appinio hype train

Your fast track to consumer insights



01

Weekly Insights

This week —
[Sustainable Packaging](#)

Sustainable packaging - How informed do Brits feel? What is perceived as sustainable, who bears the responsibility and what is valued when purchasing?

[Page 2](#)

02

Hype Tracker

The Hype Tracker gives you front row access to consumers' thoughts on the hottest topics right now. Gain insight into a curated selection of hypes from our industry experts.

[Page 6](#)

03

Consumer Behavior Tracker

Products, brands and passion points – What are consumers using and thinking about? What's on top of mind for the average shopper and what are the brands they're loving? Our biweekly tracker gives you the lowdown.

[Page 8](#)

01

Weekly Insights

This week —

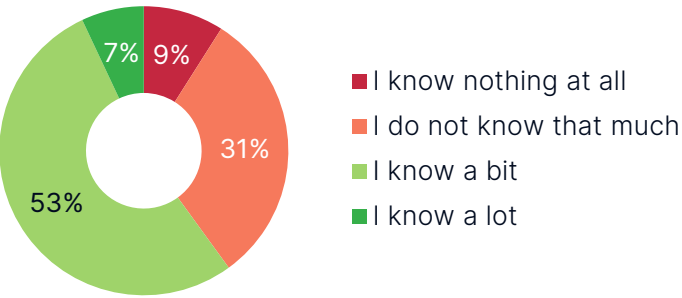
Sustainable Packaging



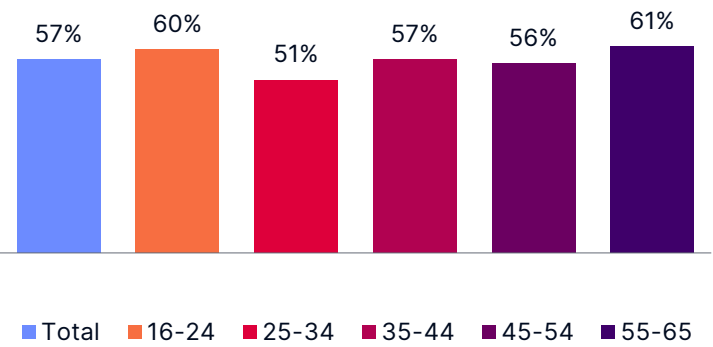
Weekly Insights — Sustainable Packaging

4 out of 10 Brits(40%) think there is no or not much information about the environmental impact of packaging.

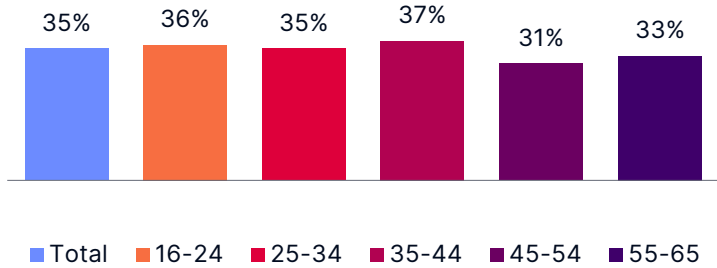
How much do you think you know about sustainable packaging?



Percentage of respondents who could explain the difference between **recyclable** and **recycled** packaging.

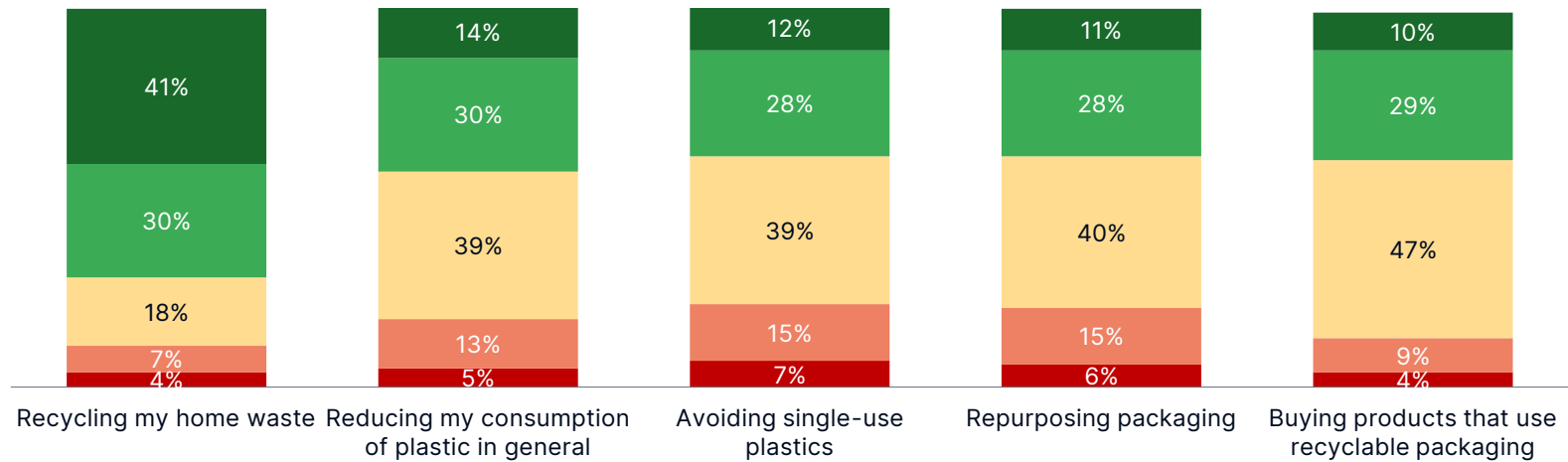


Proportion of respondents who could explain the difference between **compostable** and **biodegradable** packaging.



How often do you do the following?

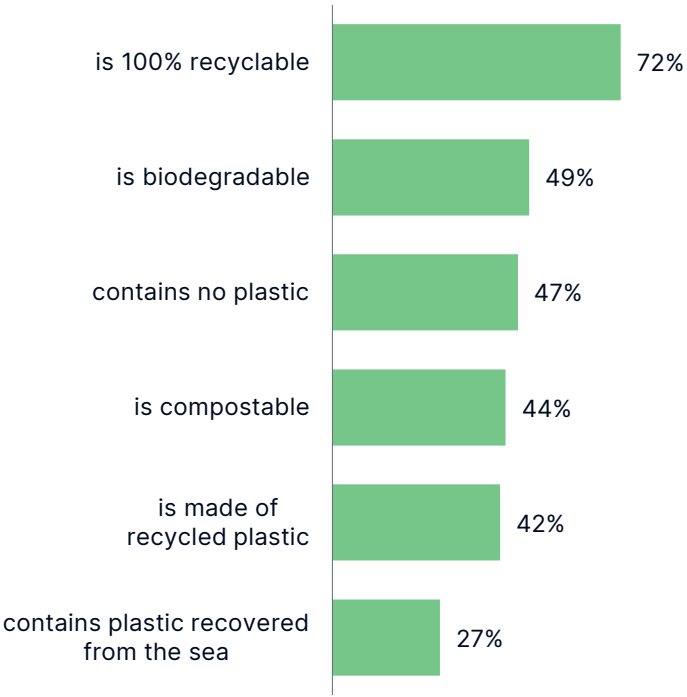
Never Rarely Sometimes Often Always



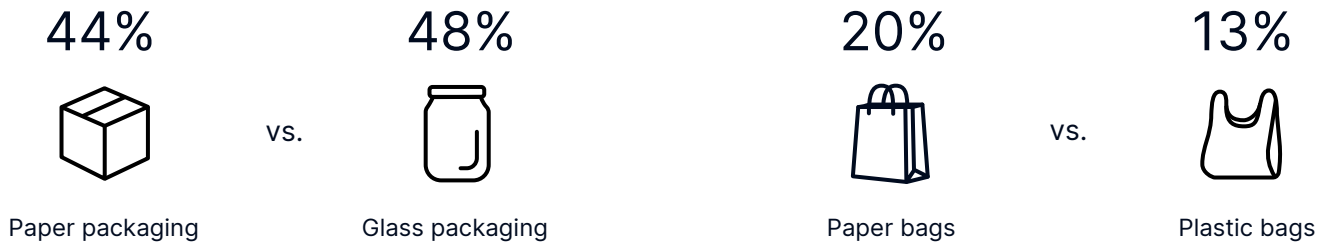
"In your opinion, to which extent do you think there's enough information about the environmental impact of packaging in general?" // "In your opinion, how much do you think you know about sustainable packaging?" // "How often do you do the following?" // "Would you be able to explain the difference between recyclable packaging and recycled packaging?" // "Would you be able to explain the difference between a compostable packaging and a biodegradable packaging?" (N=1000)

6 out of 10 Brits (62%) prefer packaged products for hygienic reasons since the beginning of the pandemic.

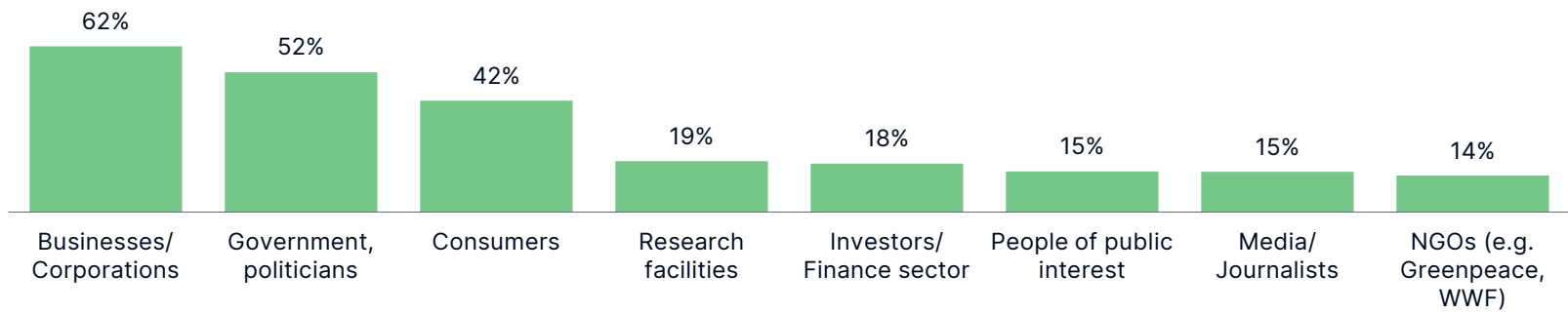
I am interested in buying products with packaging that...



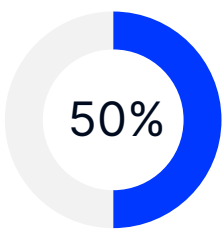
Which is perceived as more sustainable?



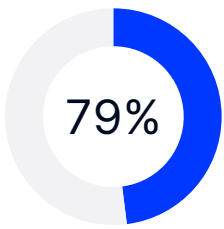
In your opinion, which of the following parties hold the biggest responsibility when it comes to sustainable packaging?



Opinion Barometer Top 3 (somewhat – strongly agree)



"I would pay a higher price for an item packed out of recycled material."



"Companies should be forced by law or the government to only use recycled/recyclable materials for packaging purposes."

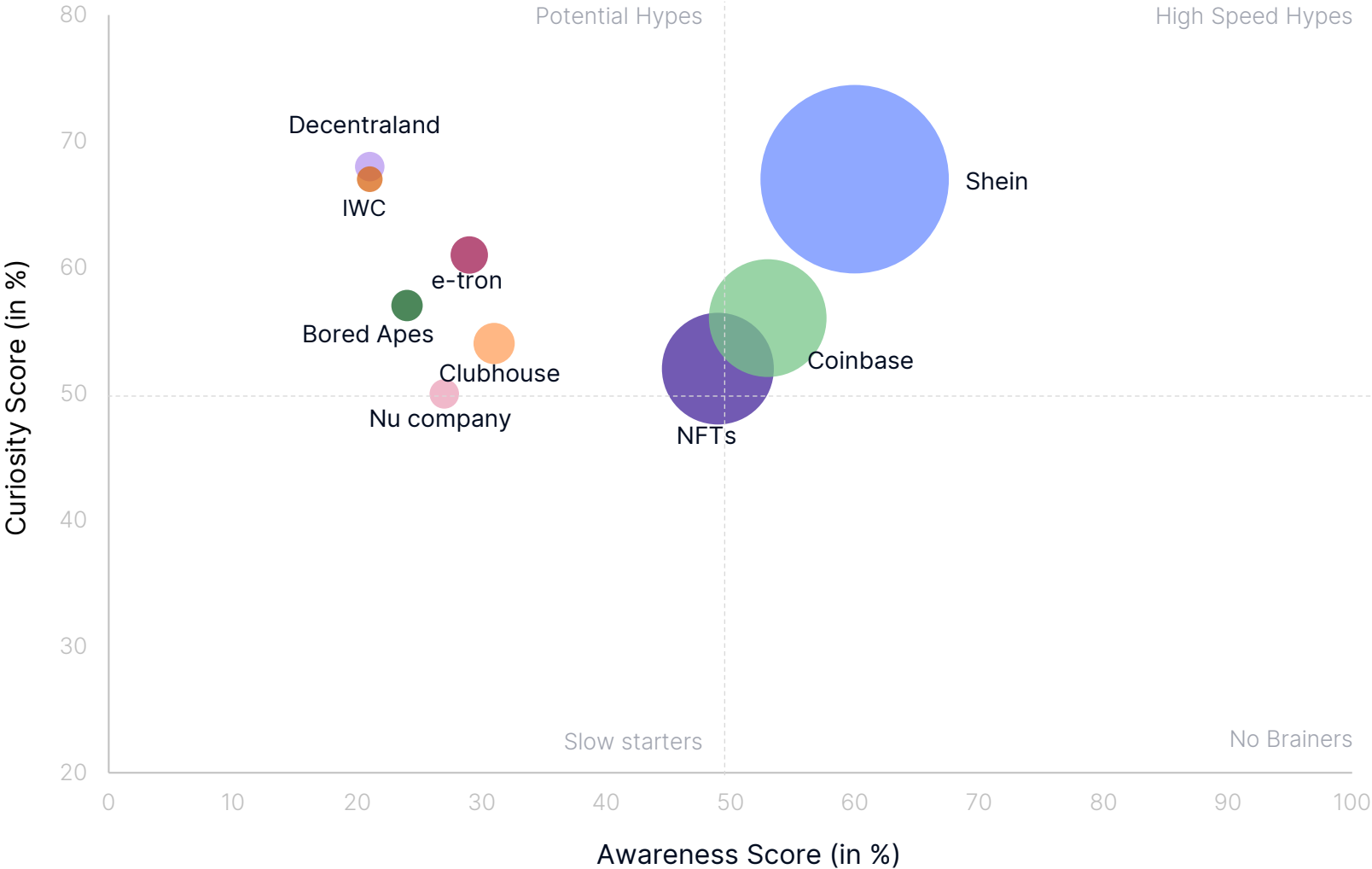
02

Hype Tracker

The Hype Tracker gives you front row access to consumers' thoughts on the hottest topics right now. Gain insight into a curated selection of hypes from our industry experts.

Fad, fashion or here to stay? We check out the state of play for both established and emerging categories to determine the reach of some of the biggest noisemakers on the ground.





Awareness Score
How many consumers have heard about the hype?

Curiosity Score
Among those who have heard about the hype, how big is the share of those who find it interesting?

Appinio Buzz (Size of the bubble)
The bigger the size of the bubble, the more mainstream a product is. So, the smaller the bubble, the more niche it is. Buzz is calculated by the proportion of people who have heard about a particular topic to people versus those who have never heard about it.

03

Consumer Behaviour Tracker

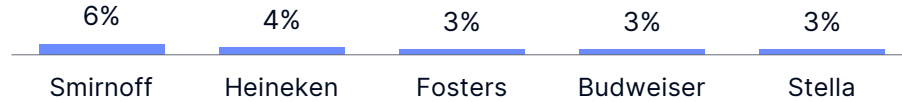


Top of Mind Brands

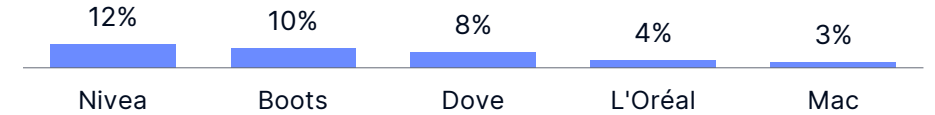
What brands do consumers spontaneously recall when prompted?



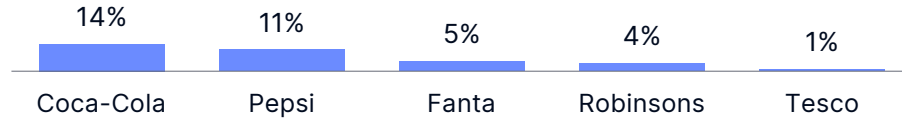
Alcoholic beverages



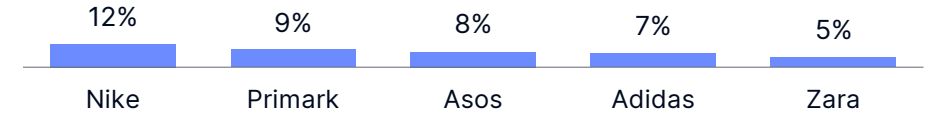
Beauty & Personal Care



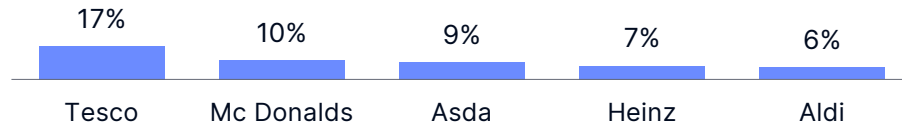
Non-alcoholic beverages



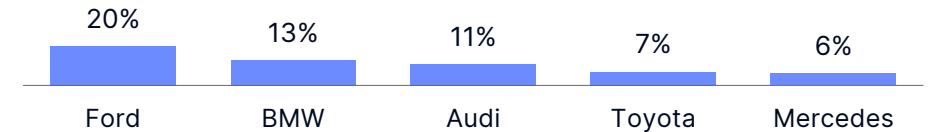
Clothing & Fashion



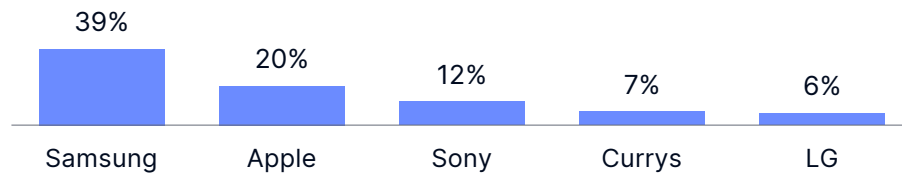
Food



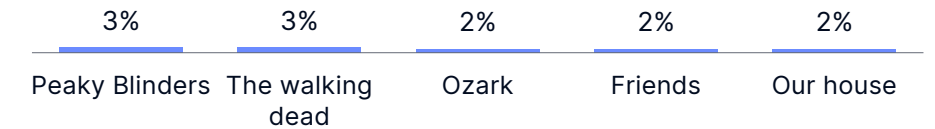
Cars



Consumer Electronics









Series









How often are product categories bought?

● total ● online ● offline

Rank	Product category	14 April	25 May	23 June	27 July	31 Aug	29 Sept	31 Oct	24 Nov	8 Dec	6 Jan	13 Jan	4 Feb	17 Feb	16 March
1.	 Groceries	90%	92%	92%	93%	92%	93%	93%	92%	90%	90%	94%	95%	93%	95% (+2)
		20%	19%	19%	20%	19%	21%	19%	18%	21%	21%	20%	20%	16%	15%
		60%	60%	60%	61%	60%	58%	61%	60%	53%	53%	58%	59%	59%	60%
2.	 Non-alcoholic drinks	62%	63%	67%	68%	67%	66%	64%	63%	67%	66%	63%	68%	69%	71% (+2)
		14%	13%	13%	13%	14%	13%	14%	13%	16%	14%	15%	14%	13%	13%
		44%	44%	46%	48%	46%	45%	44%	42%	44%	44%	42%	46%	47%	46%
3.	 Personal care/ Hygiene	64%	67%	66%	68%	67%	69%	68%	69%	72%	69%	67%	62%	70%	75% (+5)
		18%	19%	18%	19%	17%	19%	16%	19%	22%	21%	19%	19%	17%	18%
		39%	41%	41%	41%	43%	41%	45%	41%	40%	40%	39%	45%	43%	42%
4.	 Medicine	39%	41%	43%	41%	43%	43%	47%	47%	49%	47%	49%	47%	48%	51% (+3)
		12%	10%	12%	11%	10%	10%	11%	10%	13%	12%	12%	12%	12%	12%
		23%	27%	26%	26%	28%	28%	31%	30%	30%	29%	29%	29%	29%	30%
5.	 Clothes	45%	48%	48%	49%	52%	49%	52%	50%	58%	52%	51%	51%	55%	55% (=)
		27%	24%	24%	26%	27%	24%	23%	24%	32%	26%	27%	26%	24%	23%
		12%	16%	15%	15%	17%	16%	21%	17%	16%	16%	16%	15%	17%	19%
6.	 Alcoholic drinks	50%	52%	57%	54%	53%	54%	51%	52%	58%	50%	48%	56%	55%	54% (-1)
		12%	11%	12%	10%	11%	12%	11%	12%	13%	10%	10%	11%	10%	9%
		34%	36%	37%	38%	37%	37%	35%	35%	37%	34%	31%	39%	38%	36%






How often are product categories bought?

● total ● online ● offline

Rank	Product category	14 April	25 May	23 June	27 July	31 Aug	29 Sept	31 Oct	24 Nov	8 Dec	6 Jan	13 Jan	4 Feb	17 Feb	16 March
7.	 Books/ Magazines	32%	34%	32%	33%	38%	32%	34%	34%	42%	37%	37%	38%	41%	42% (+1)
		17%	16%	14%	14%	16%	15%	15%	16%	20%	17%	16%	17%	18%	14%
		12%	13%	14%	14%	17%	13%	16%	13%	15%	14%	15%	17%	15%	20%
8.	 Beauty/ Make-up	34%	35%	31%	33%	34%	32%	34%	35%	40%	35%	35%	35%	39%	39% (=)
		16%	15%	11%	14%	12%	15%	15%	15%	20%	14%	14%	15%	12%	12%
		13%	15%	15%	14%	15%	14%	15%	14%	15%	15%	15%	15%	16%	18%
9.	 Shoes	27%	32%	29%	30%	34%	31%	32%	31%	38%	35%	34%	32%	34%	38% (+4)
		15%	17%	15%	16%	16%	14%	14%	15%	18%	17%	18%	14%	14%	15%
		9%	10%	10%	10%	13%	11%	14%	10%	14%	13%	11%	12%	12%	13%
10.	 Electrical devices	23%	26%	24%	26%	28%	24%	25%	30%	34%	29%	28%	28%	31%	37% (+6)
		13%	15%	13%	15%	15%	12%	13%	15%	18%	14%	15%	15%	14%	15%
		7%	7%	8%	7%	8%	8%	8%	9%	9%	9%	9%	8%	9%	14%
11.	 Decoration	25%	27%	24%	29%	25%	25%	27%	30%	39%	31%	29%	29%	34%	36% (+2)
		11%	12%	10%	13%	11%	9%	11%	12%	15%	14%	13%	13%	12%	9%
		9%	11%	10%	11%	9%	11%	11%	12%	16%	12%	10%	11%	14%	17%
12.	 Toys	21%	26%	25%	27%	29%	28%	29%	35%	42%	31%	30%	29%	34%	34% (=)
		13%	14%	11%	14%	13%	13%	13%	19%	22%	15%	15%	14%	13%	11%
		5%	8%	9%	8%	11%	10%	12%	10%	13%	10%	10%	11%	12%	13%

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● total ● online ● offline

Rank	Product category	14 April	25 May	23 June	27 July	31 Aug	29 Sept	31 Oct	24 Nov	8 Dec	6 Jan	13 Jan	4 Feb	17 Feb	16 March
13.	 Household devices	25%	25%	23%	26%	27%	24%	26%	27%	30%	30%	26%	27%	33%	35% (+2)
		13%	12%	10%	12%	12%	11%	10%	11%	12%	14%	12%	13%	13%	11%
		8%	9%	9%	9%	9%	9%	10%	11%	13%	12%	10%	10%	12%	15%
14.	 Furniture	18%	19%	17%	18%	19%	16%	18%	19%	23%	23%	22%	21%	26%	29% (=)
		10%	8%	7%	10%	8%	8%	7%	6%	10%	10%	9%	9%	9%	9%
		5%	6%	6%	5%	8%	5%	7%	7%	9%	9%	8%	8%	9%	13%
15.	 Kitchen devices	18%	22%	21%	21%	24%	21%	22%	24%	26%	26%	25%	26%	28%	31% (+3)
		8%	9%	10%	8%	10%	7%	8%	9%	13%	10%	10%	11%	10%	10%
		7%	9%	7%	9%	10%	10%	11%	9%	12%	11%	9%	12%	11%	13%
16.	 Jewelry	17%	18%	18%	19%	22%	18%	19%	23%	27%	24%	22%	21%	26%	29% (+3)
		9%	10%	10%	10%	10%	8%	9%	12%	13%	11%	10%	10%	9%	9%
		5%	6%	6%	7%	7%	6%	7%	7%	9%	8%	7%	7%	10%	12%
17.	 Sport devices	18%	20%	20%	21%	21%	19%	19%	21%	26%	24%	23%	24%	27%	30% (+3)
		10%	10%	9%	11%	11%	8%	10%	9%	12%	11%	11%	12%	11%	11%
		7%	7%	6%	5%	7%	6%	7%	8%	8%	8%	8%	12%	8%	9%



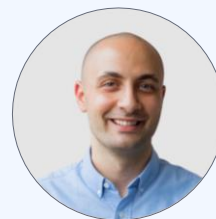
Sample & Method

Sample	1.000 Brits
Country	United Kingdom
Age	16-65
Date of the survey	9-10 March 2022

Nationally representative – quoted by age
& gender based on the 2011 census

View and analyse the data
on research.appinio.com

Contacts



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