

30.03.2022, United Kingdom

# appinio hype train

Your fast track to consumer insights

## 01

### Weekly Insights

This week —

[The conflict in Ukraine – Brand Attitudes & Changes in Consumer Behaviour](#)

How does the conflict in Ukraine affect consumers and what do they expect from brands? Furthermore, how concerned are they about rising prices due to the current circumstances?

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## 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.

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## 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.

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# 01

## Weekly Insights

This week —

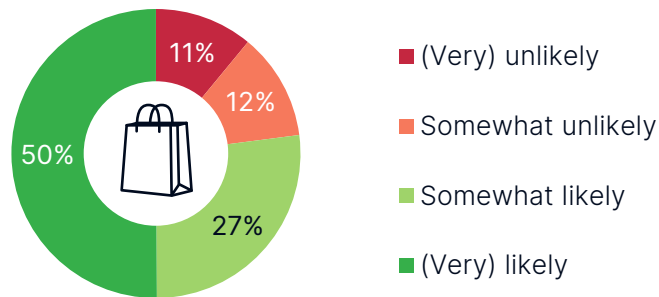
The conflict in Ukraine –  
Brand Attitudes & Changes  
in Consumer Behaviour



## Weekly Insights — The conflict in Ukraine – Brand Attitudes & Changes in Consumer Behaviour

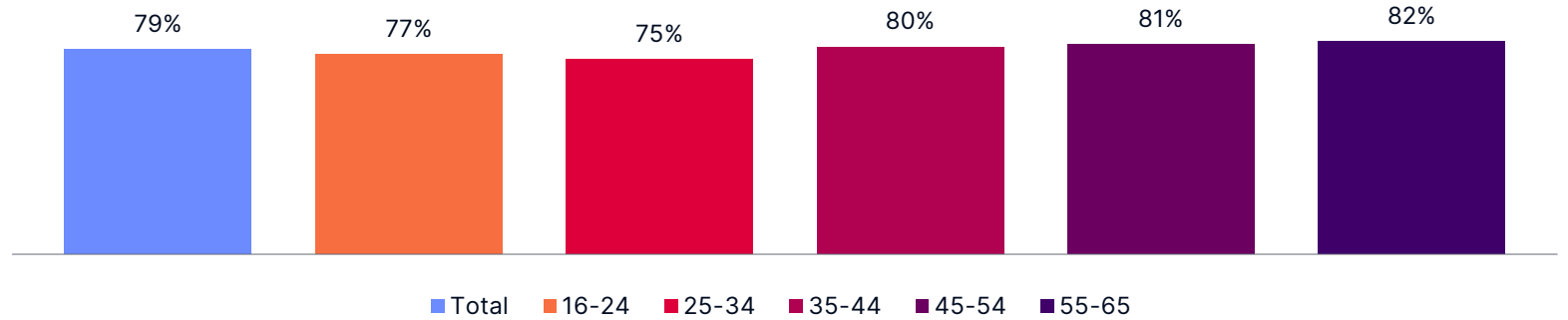
The older respondents, the more likely they are to support brands taking a stand against the war in Ukraine.

How likely is it that you will buy products from brands that take position against the Ukraine war?



The war in Ukraine continues to dominate the British media. Many brands are taking a position against the war by pausing their communications, e.g. refraining from posting on social media for a specific period of time, or similar initiatives. What do you think about this initiative in general?

*Respondents who find initiatives like this (somewhat) appropriate (Top 2)*

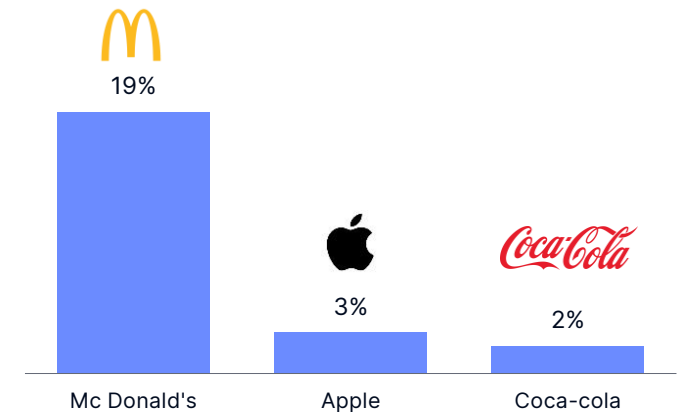


Reasons against brands taking a stand against the conflict.

*Respondents who find it (somewhat) inappropriate*

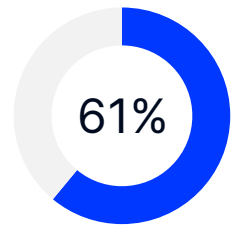


Most associated brands when it comes to taking a stance against war

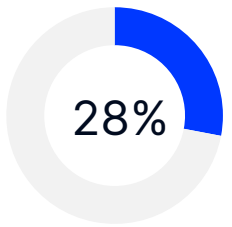


**Two thirds of Brits (63%)** expect brands to help the Ukrainian people (e.g. through donations).

Opinion barometer



I expect brands to stop selling products in Russia



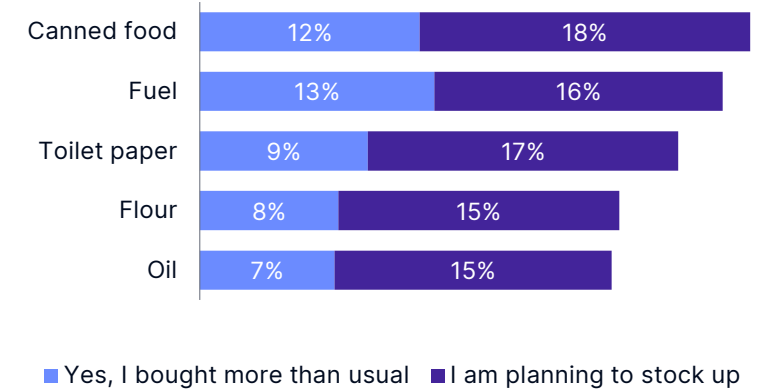
I think many brands try to use the war in Ukraine for advertising purposes.

Consequences of the conflict

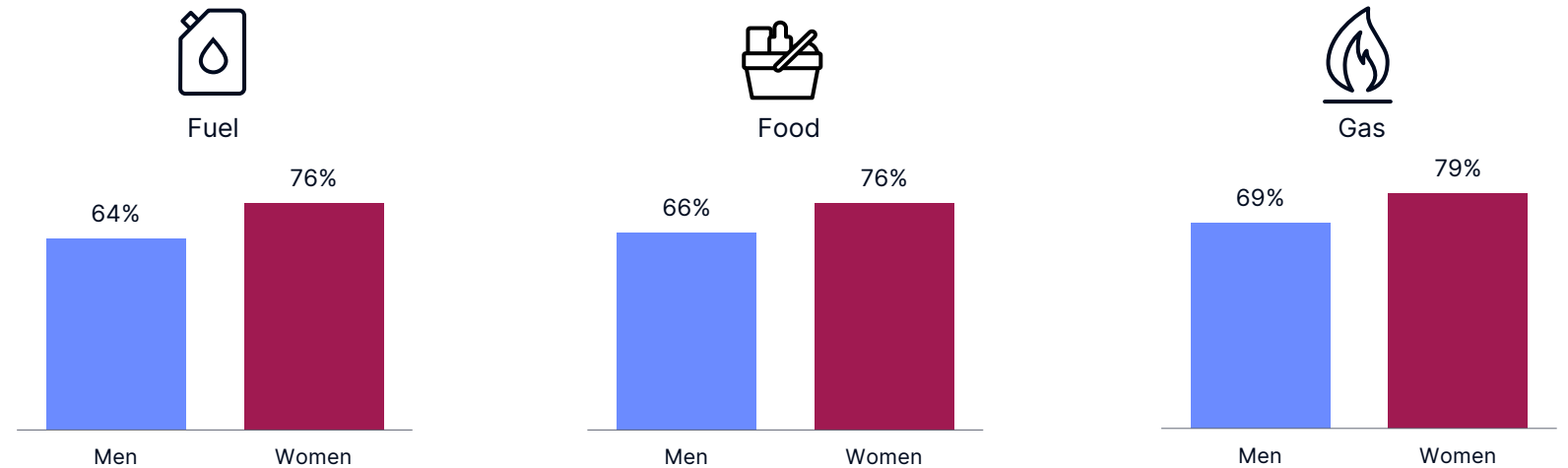


**9 out of 10 Brits** have noticed price increases in fuel recently. Around 8 in 10 have noticed increases in gas & food.

Hoarding behaviours? Not Really



Respondents who are concerned about further price increases in the product categories (Top 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.

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.



# The Hypes

## **CBD infused drinks**

Beverages that are infused with cannabidiol (CBD), the non-psychoactive element of the hemp plant. CBD drinks have the same benefits as CBD oils or other CBD products but in a more convenient and delicious format.

## **Depop**

Depop is the fashion marketplace app where the next generation come to discover unique items. With a global community buying, selling and connecting to make fashion more inclusive, diverse and less wasteful.

## **Elden Ring**

Elden Ring is an action role-playing game released on 25.02.22. The game was made in collaboration with fantasy novelist George R. R. Martin and it received praise for its open world gameplay. The game sold 12mln copies worldwide in the first 3 weeks of its release.

## **Metaverse**

A virtual world that can be accessed via Virtual & Augmented reality (VR & AR), where users can create, buy and sell goods.

## **Mochi**

Mochis are the chewy, super satisfying rice flour dessert from Japan. Mochis filled with ice-cream are appearing in the freezer of the all supermarkets.

## **Pangaia**

Launched in 2018, the materials science fashion label focuses on solving environmental issues of the fashion industry through technology. Pangaia collections focus on colorful loungewear and sportswear.

## **Pleasing**

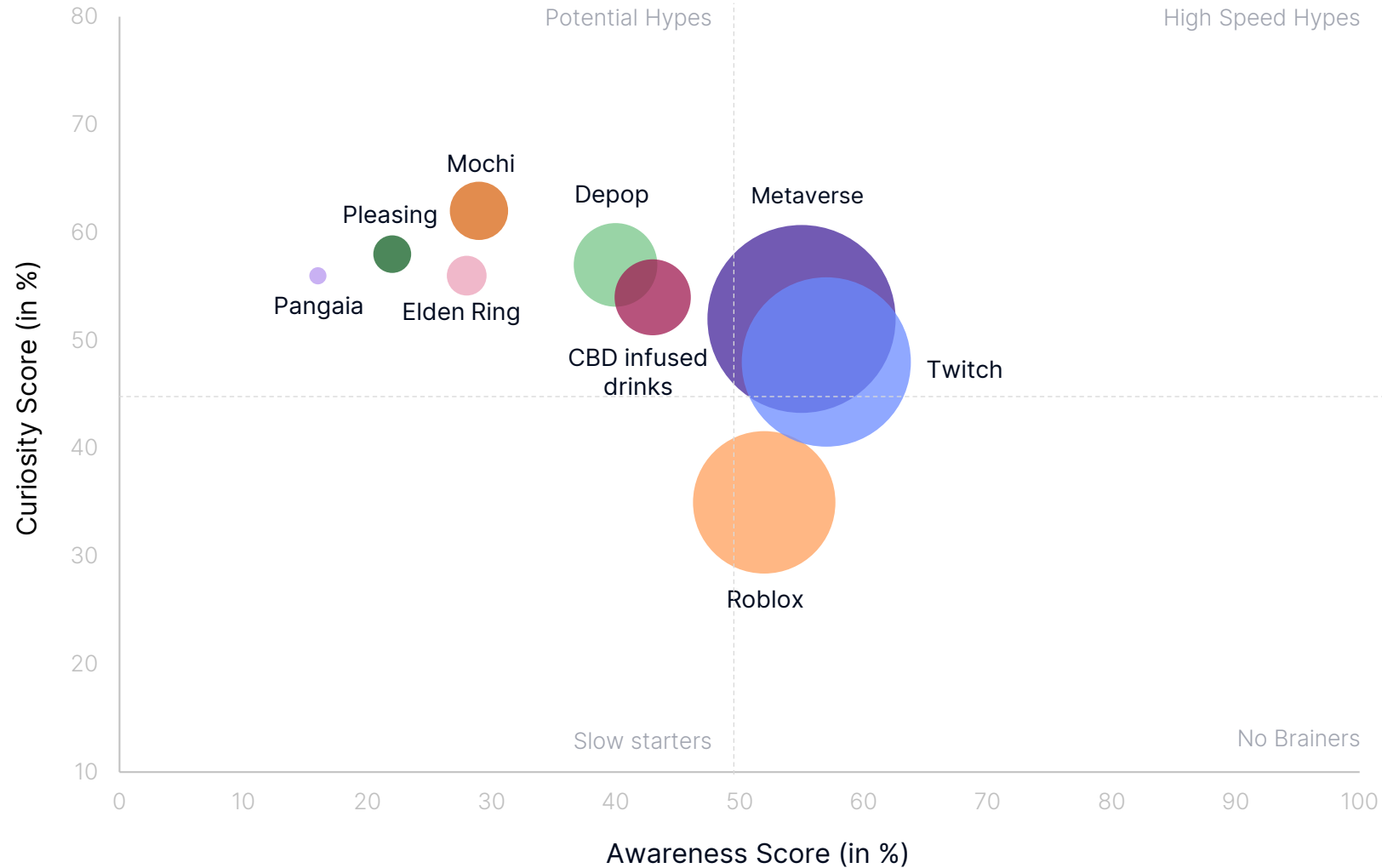
Launched in November 2021, Pleasing is Harry Styles "life brand" ranging from beauty to apparel brand.

## **Roblox**

Roblox is an online platform and storefront where users go to play games. Roblox is not a game, it is a place where people play games made by other developers. What makes Roblox different is that all the games are made by its users.

## **Twitch**

Twitch is a video live streaming service that focuses on video game live streaming, including broadcasts of esports competitions, in addition to offering music broadcasts, creative content, and "in real life" streams.



### 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

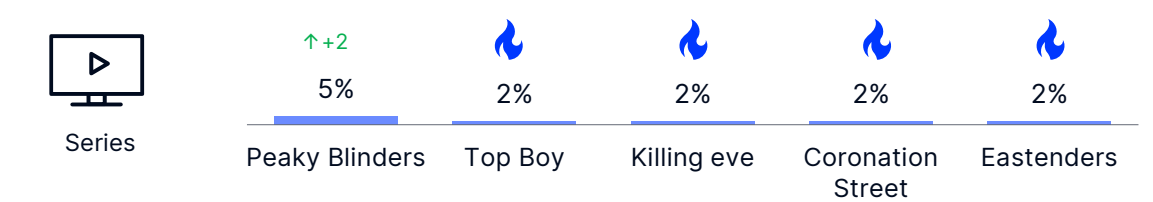
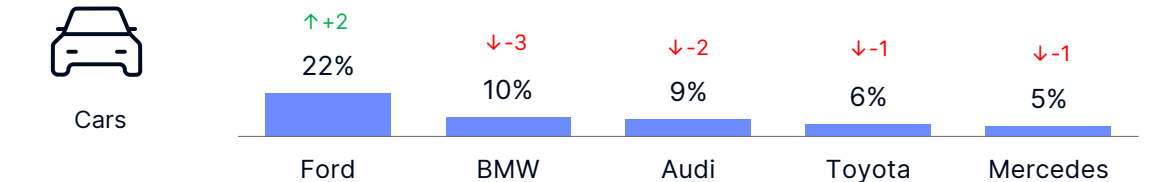
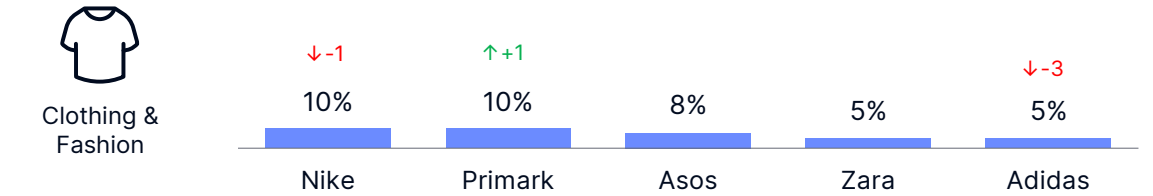
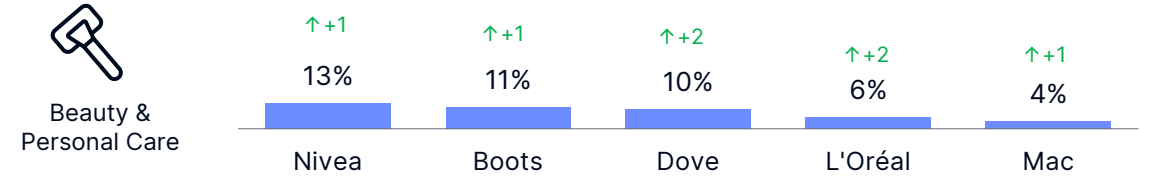
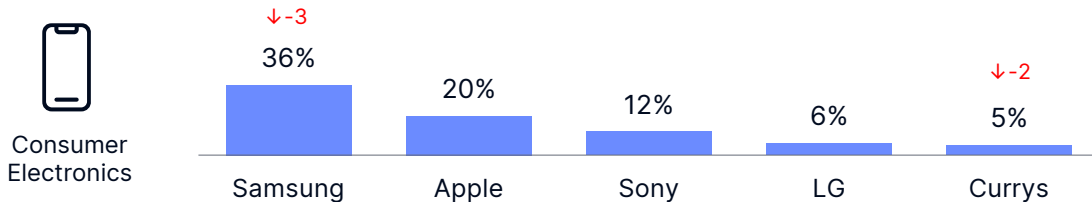
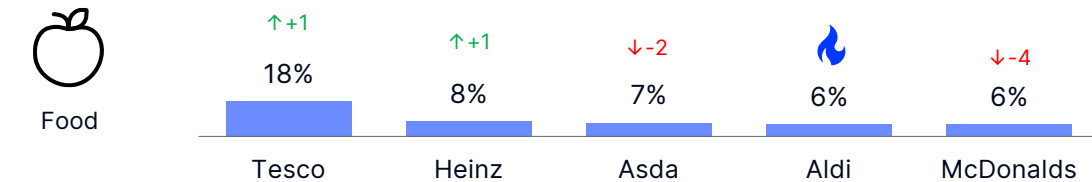
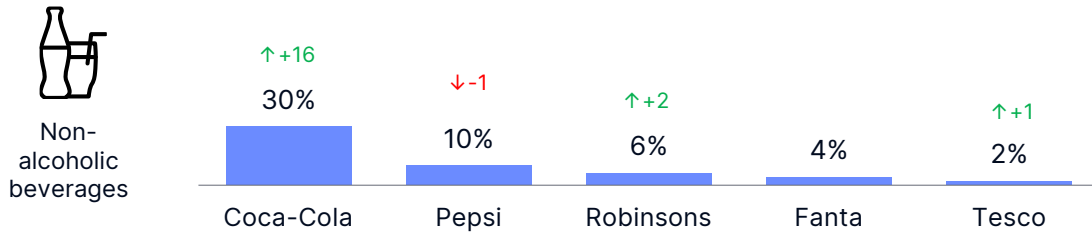
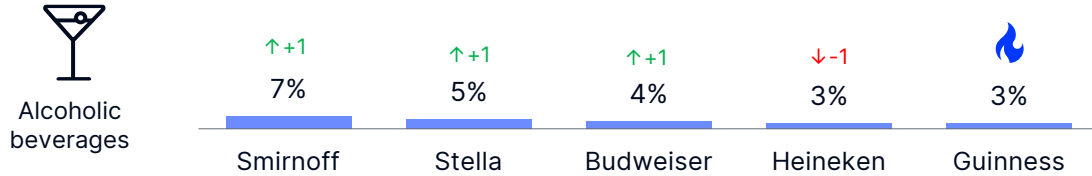
## Consumer Behaviour Tracker



# Top of Mind Brands







What brands do consumers spontaneously recall when prompted?

 Newcomer this week









# How often are product categories bought?

● total ● online ● offline

Rank	Product category	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	30 March
1.	 Groceries	92%	92%	93%	92%	93%	93%	92%	90%	90%	94%	95%	93%	95%	96% (+1)
		19%	19%	20%	19%	21%	19%	18%	21%	21%	20%	20%	16%	15%	16%
		60%	60%	61%	60%	58%	61%	60%	53%	53%	58%	59%	59%	60%	61%
2.	 Non-alcoholic drinks	63%	67%	68%	67%	66%	64%	63%	67%	66%	63%	68%	69%	71%	71% (=)
		13%	13%	13%	14%	13%	14%	13%	16%	14%	15%	14%	13%	13%	11%
		44%	46%	48%	46%	45%	44%	42%	44%	44%	42%	46%	47%	46%	51%
3.	 Personal care/ Hygiene	67%	66%	68%	67%	69%	68%	69%	72%	69%	67%	62%	70%	75%	71% (-4)
		19%	18%	19%	17%	19%	16%	19%	22%	21%	19%	19%	17%	18%	16%
		41%	41%	41%	43%	41%	45%	41%	40%	40%	39%	45%	43%	42%	42%
4.	 Medicine	41%	43%	41%	43%	43%	47%	47%	49%	47%	49%	47%	48%	51%	47% (-4)
		10%	12%	11%	10%	10%	11%	10%	13%	12%	12%	12%	12%	12%	10%
		27%	26%	26%	28%	28%	31%	30%	30%	29%	29%	29%	29%	30%	30%
5.	 Clothes	48%	48%	49%	52%	49%	52%	50%	58%	52%	51%	51%	55%	55%	51% (-3)
		24%	24%	26%	27%	24%	23%	24%	32%	26%	27%	26%	24%	23%	17%
		16%	15%	15%	17%	16%	21%	17%	16%	16%	16%	15%	17%	19%	22%
6.	 Alcoholic drinks	52%	57%	54%	53%	54%	51%	52%	58%	50%	48%	56%	55%	54%	57% (+3)
		11%	12%	10%	11%	12%	11%	12%	13%	10%	10%	11%	10%	9%	8%
		36%	37%	38%	37%	37%	35%	35%	37%	34%	31%	39%	38%	36%	41%






# How often are product categories bought?

● total ● online ● offline

Rank	Product category	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	30 March
7.	 Books/ Magazines	34%	32%	33%	38%	32%	34%	34%	42%	37%	37%	38%	41%	42%	38% (-4)
		16%	14%	14%	16%	15%	15%	16%	20%	17%	16%	17%	18%	14%	14%
		13%	14%	14%	17%	13%	16%	13%	15%	14%	15%	17%	15%	20%	16%
8.	 Beauty/ Make-up	35%	31%	33%	34%	32%	34%	35%	40%	35%	35%	35%	39%	39%	36% (-3)
		15%	11%	14%	12%	15%	15%	15%	20%	14%	14%	15%	12%	12%	12%
		15%	15%	14%	15%	14%	15%	14%	15%	15%	15%	15%	16%	18%	16%
9.	 Shoes	32%	29%	30%	34%	31%	32%	31%	38%	35%	34%	32%	34%	38%	36% (-2)
		17%	15%	16%	16%	14%	14%	15%	18%	17%	18%	14%	14%	15%	14%
		10%	10%	10%	13%	11%	14%	10%	14%	13%	11%	12%	12%	13%	14%
10.	 Electrical devices	26%	24%	26%	28%	24%	25%	30%	34%	29%	28%	28%	31%	37%	33% (-4)
		15%	13%	15%	15%	12%	13%	15%	18%	14%	15%	15%	14%	15%	16%
		7%	8%	7%	8%	8%	8%	9%	9%	9%	9%	8%	9%	14%	8%
11.	 Decoration	27%	24%	29%	25%	25%	27%	30%	39%	31%	29%	29%	34%	36%	32% (-4)
		12%	10%	13%	11%	9%	11%	12%	15%	14%	13%	13%	12%	9%	10%
		11%	10%	11%	9%	11%	11%	12%	16%	12%	10%	11%	14%	17%	12%
12.	 Toys	26%	25%	27%	29%	28%	29%	35%	42%	31%	30%	29%	34%	34%	29% (-5)
		14%	11%	14%	13%	13%	13%	19%	22%	15%	15%	14%	13%	11%	12%
		8%	9%	8%	11%	10%	12%	10%	13%	10%	10%	11%	12%	13%	9%

# How often are product categories bought?

● total ● online ● offline

Rank	Product category	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	30 March
13.	 Household devices	25%	23%	26%	27%	24%	26%	27%	30%	30%	26%	27%	33%	35%	31% (-4)
		12%	10%	12%	12%	11%	10%	11%	12%	14%	12%	13%	13%	11%	11%
		9%	9%	9%	9%	9%	10%	11%	13%	12%	10%	10%	12%	15%	11%
14.	 Furniture	19%	17%	18%	19%	16%	18%	19%	23%	23%	22%	21%	26%	29%	24% (-5)
		8%	7%	10%	8%	8%	7%	6%	10%	10%	9%	9%	9%	9%	10%
		6%	6%	5%	8%	5%	7%	7%	9%	9%	8%	8%	9%	13%	9%
15.	 Kitchen devices	22%	21%	21%	24%	21%	22%	24%	26%	26%	25%	26%	28%	31%	27% (-4)
		9%	10%	8%	10%	7%	8%	9%	13%	10%	10%	11%	10%	10%	8%
		9%	7%	9%	10%	10%	11%	9%	12%	11%	9%	12%	11%	13%	12%
16.	 Jewelry	18%	18%	19%	22%	18%	19%	23%	27%	24%	22%	21%	26%	29%	23% (-6)
		10%	10%	10%	10%	8%	9%	12%	13%	11%	10%	10%	9%	9%	8%
		6%	6%	7%	7%	6%	7%	7%	9%	8%	7%	7%	10%	12%	8%
17.	 Sport devices	20%	20%	21%	21%	19%	19%	21%	26%	24%	23%	24%	27%	30%	27% (-3)
		10%	9%	11%	11%	8%	10%	9%	12%	11%	11%	12%	11%	11%	11%
		7%	6%	5%	7%	6%	7%	8%	8%	8%	8%	12%	8%	9%	10%



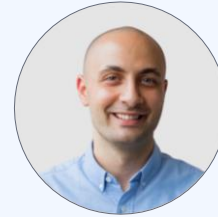
## Sample & Method

Sample	1.000 Brits
Country	United Kingdom
Age	16-65
Date of the survey	23-24 March 2022

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

View and analyse the data  
on [research.appinio.com](https://research.appinio.com)

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