30.03.2022, United Kingdom

appinio hype train

Your fast track to consumer insights

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This week —

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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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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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

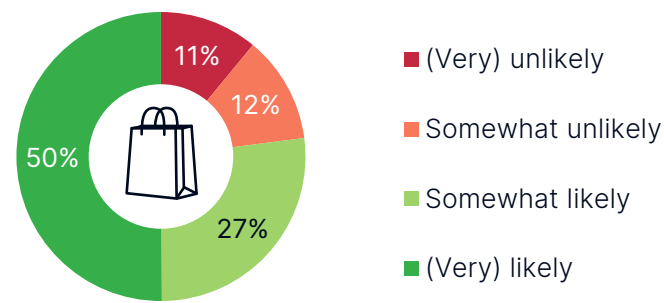appinio

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.

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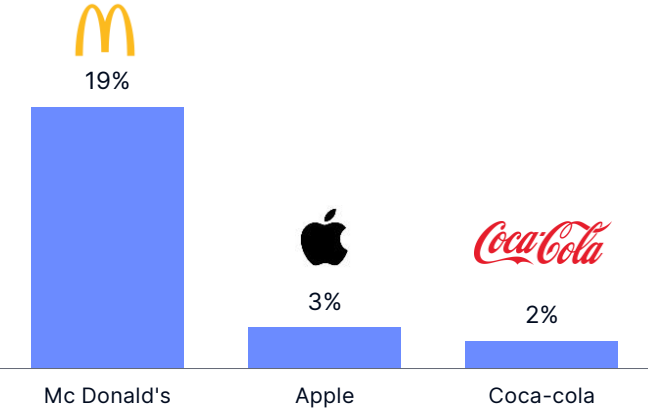*Respondents who find initiatives like this (somewhat) appropriate (Top 2)*

Total	16-24	25-34	35-44	45-54	55-65
79%	77%	75%	80%	81%	82%

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

- 11% (Very) unlikely
- 12% Somewhat unlikely
- 27% Somewhat likely
- 50% (Very) likely
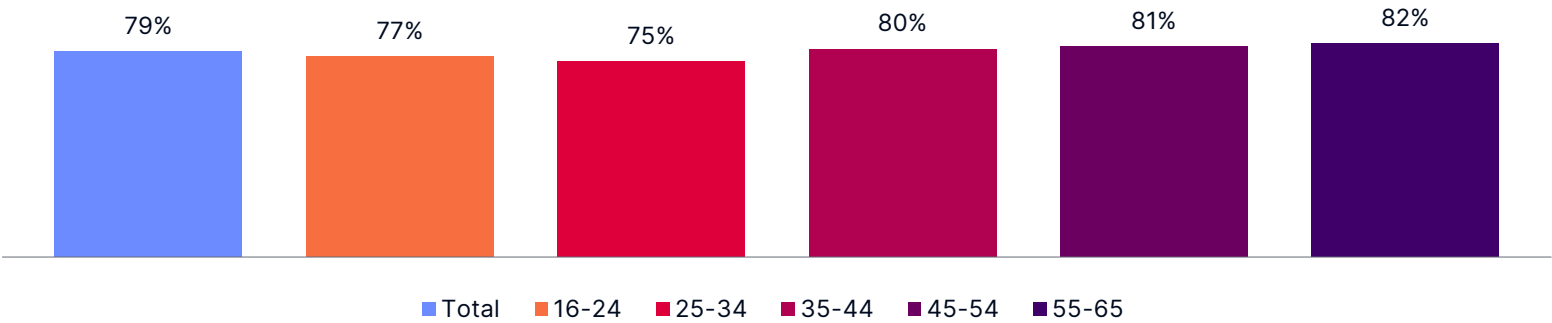
Reasons against brands taking a stand against the conflict.
Respondents who find it (somewhat) inappropriate

I think war in general is a topic that should not be used in brand's communications	39%
I think brands should stay neutral and not take position about topics like war	37%
I think the war is bad but life has to go on	33%
I do not think the war in Ukraine is as bad as it's described by the media	10%
Other reasons	8%

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

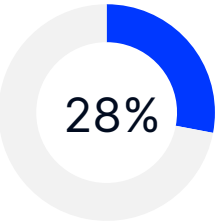| Mc Donald's	Apple	Coca-cola
19%	3%	2%

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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? (N=1001) // You have stated that you find it inappropriate if brands stop their communication due to the war in Ukraine. Why is that? (N=211) // "How likely is it that you will buy products from brands that take position against the Ukraine war? // When you think of brands which are taking position against Ukraine war, which one comes to your mind first? (N=1001)

3

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

Consequences of the conflict

Hoarding behaviours? Not Really

Opinion barometer

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

	Yes, I bought more than usual	I am planning to stock up
Canned food	12%	18%
Fuel	13%	16%
Toilet paper	9%	17%
Flour	8%	15%
Oil	7%	15%

■ Yes, I bought more than usual ■ I am planning to stock up
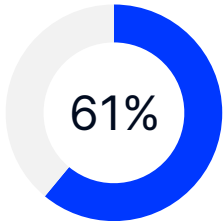
61% I expect brands to stop selling products in Russia

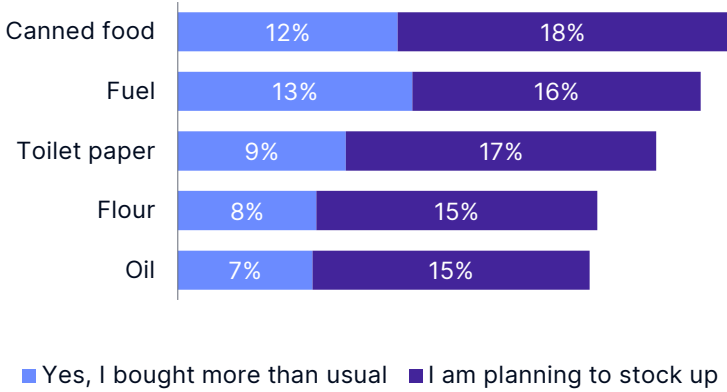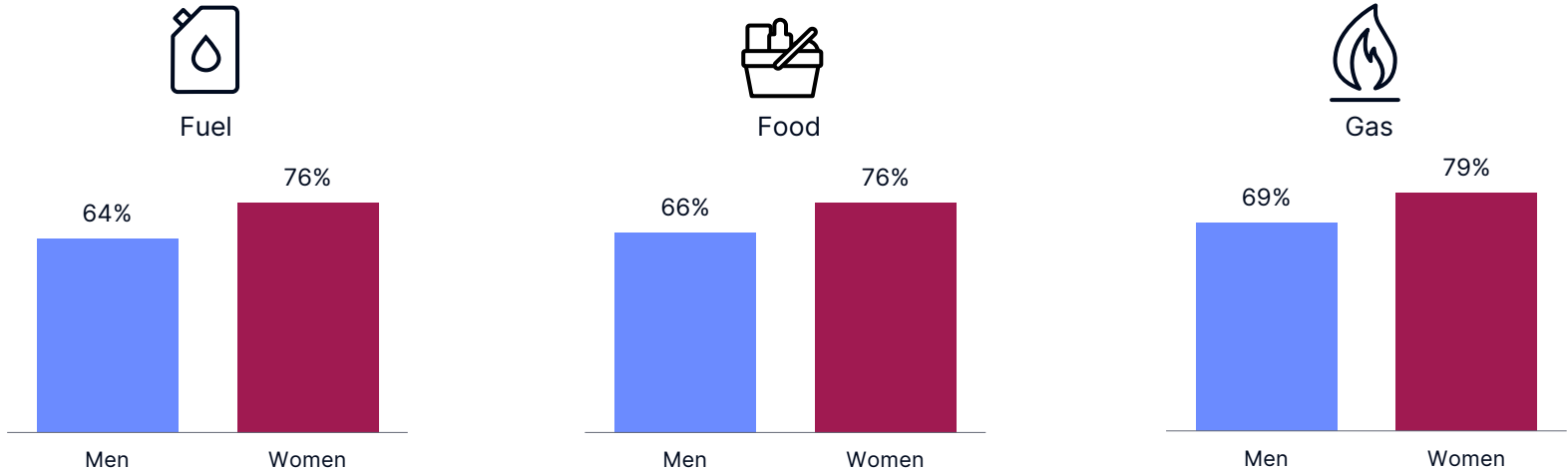**28%** I think many brands try to use the war in Ukraine for advertising purposes.

Respondents who are concerned about further price increases in the product categories (Top 2)

Fuel
Men 64% Women 76%

Food
Men 66% Women 76%

Gas
Men 69% Women 79%

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To what extent do you agree or disagree with the following statements? // In the past few weeks, did you personally notice any price differences in the following categories? // Have you stocked up anything in the following product categories in the last few weeks? // To what extent are you concerned about further price peaks in the following product categories? (N=1001)

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.

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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.

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Hype Tracker
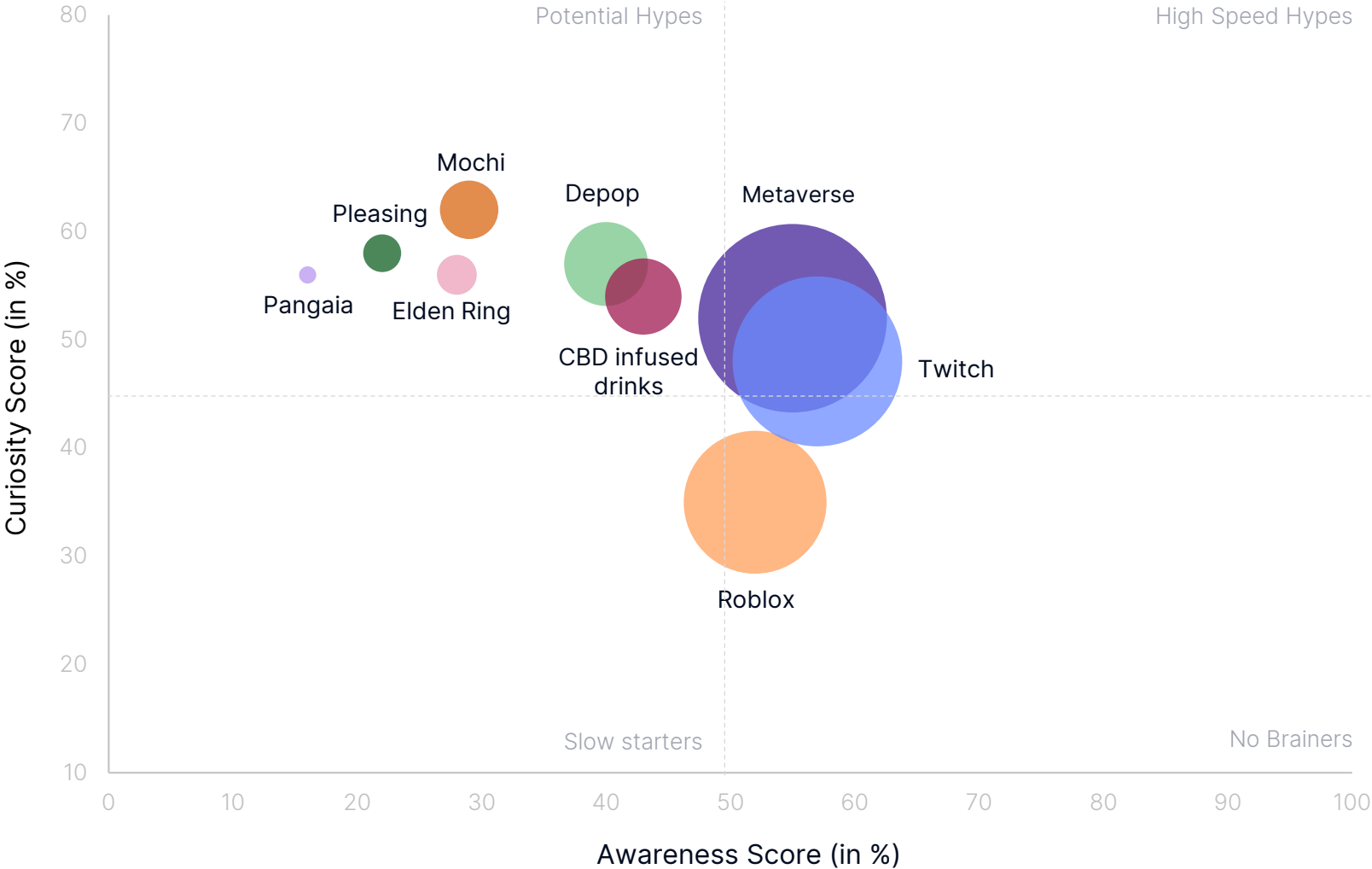
Awareness Score
How many consumers have heard about the hype?

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.

"How often have you heard about the following products or services recently?" (N=1001)
"You have stated that you have heard of the topic at least once before. How interesting do you find the following topics?" (Respondents who have heard of the respective topic)

03
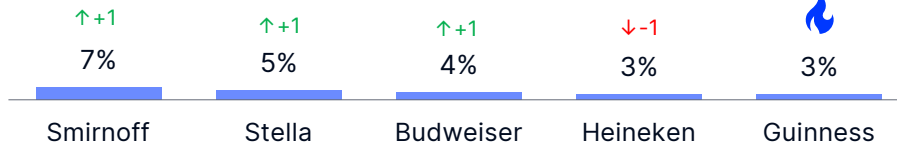## Consumer Behaviour Tracker

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Top of Mind Brands

What brands do consumers spontaneously recall when prompted?

🔥 Newcomer this week

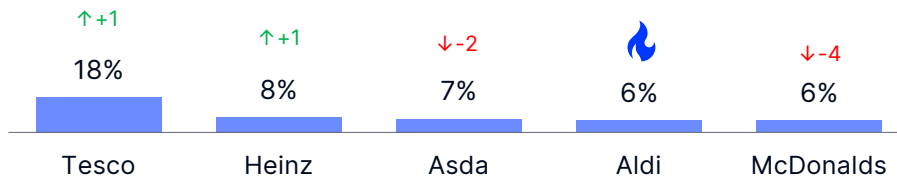## Alcoholic beverages
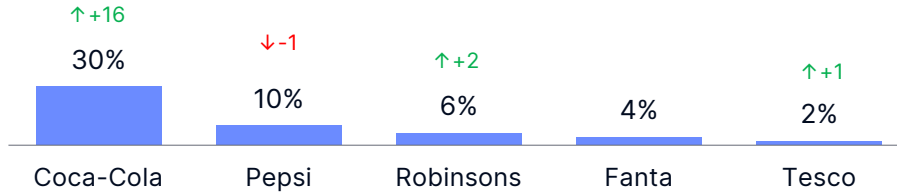
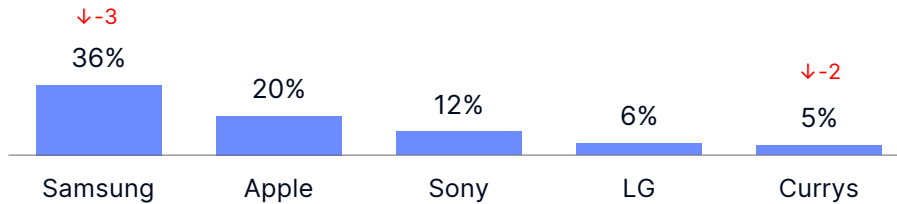| Smirnoff	Stella	Budweiser	Heineken	Guinness
↑ +1	↑ +1	↑ +1	↓ -1	🔥
7%	5%	4%	3%	3%

Non-alcoholic beverages

Coca-Cola	Pepsi	Robinsons	Fanta	Tesco
↑ +16	↓ -1	↑ +2		↑ +1
30%	10%	6%	4%	2%

Food

Tesco	Heinz	Asda	Aldi	McDonalds
↑ +1	↑ +1	↓ -2	🔥	↓ -4
18%	8%	7%	6%	6%

Consumer Electronics

Samsung	Apple	Sony	LG	Currys
↓ -3				↓ -2
36%	20%	12%	6%	5%

Beauty & Personal Care

Nivea	Boots	Dove	L'Oréal	Mac
↑ +1	↑ +1	↑ +2	↑ +2	↑ +1
13%	11%	10%	6%	4%

Clothing & Fashion

Nike	Primark	Asos	Zara	Adidas
↓ -1	↑ +1			↓ -3
10%	10%	8%	5%	5%

Cars

Ford	BMW	Audi	Toyota	Mercedes
↑ +2	↓ -3	↓ -2	↓ -1	↓ -1
22%	10%	9%	6%	5%

Series

Peaky Blinders	Top Boy	Killing eve	Coronation Street	Eastenders
↑ +2	🔥	🔥	🔥	🔥
5%	2%	2%	2%	2%

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"When you think of [specific category], which brand comes to your mind first?" (N=1001).
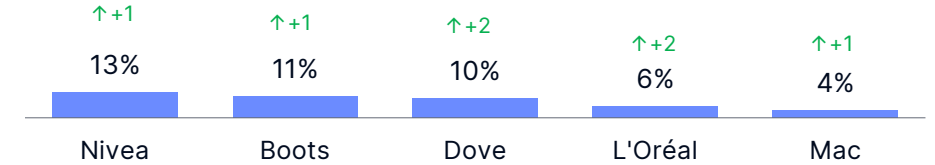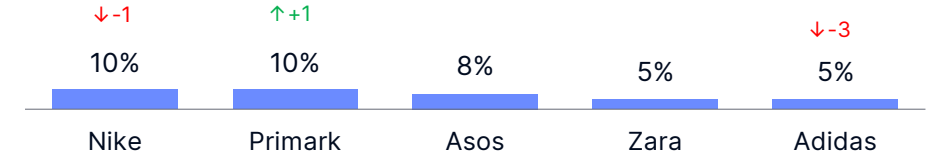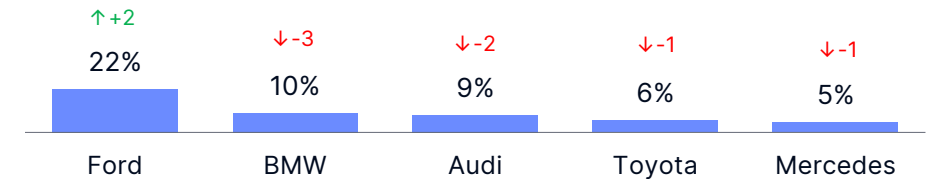
How often are product categories bought?

● 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%

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"Have you bought any of the following products over the last week? (N=1001) Note: Online and offline do not add up to the total value, as the answer option "both" is not listed in the table for the sake of simplicity.

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%

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"Have you bought any of the following products over the last week? (N=1001) Note: Online and offline do not add up to the total value, as the answer option "both" is not listed in the table for the sake of simplicity.

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.	Jewerly	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%

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"Have you bought any of the following products over the last week? (N=1001) Note: Online and offline do not add up to the total value, as the answer option "both" is not listed in the table for the sake of simplicity.

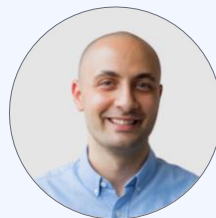## Sample & Method

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

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