

11.05.2022, United Kingdom

appinio hype train

Your fast track to consumer insights

01

Weekly Insights

This week —
[Podcasts](#)

How many Brits do regularly listen to podcasts and when do they do so?
Which categories are the most preferred ones and are ads perceived as annoying or relevant?

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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

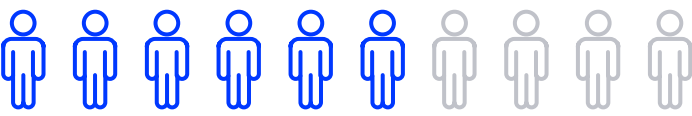
Weekly Insights

This week —
Podcasts

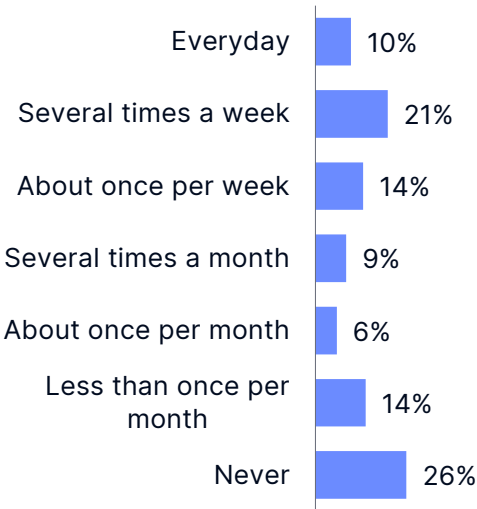


Weekly Insights — Podcasts

7 out of 10 Brits are (frequent) listeners of podcasts.

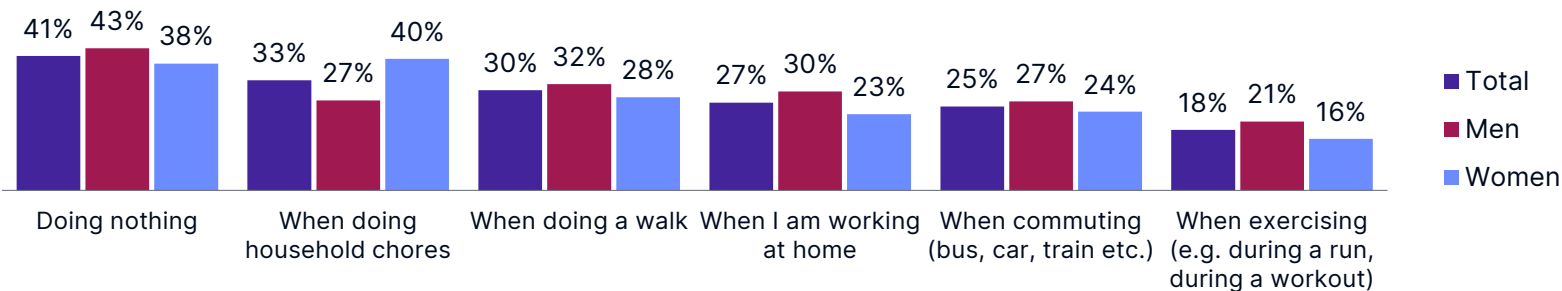


How often do you listen to podcasts?
Only respondents who know about podcasts



When do Brits listen to podcasts?

Respondents who listen to podcasts at least sometimes



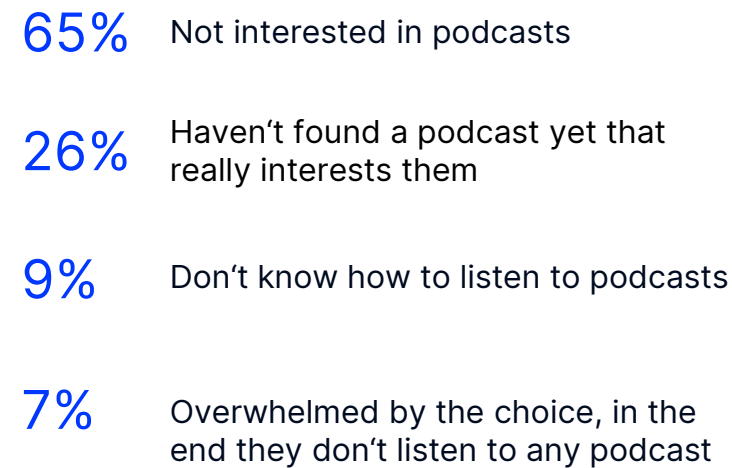
Reasons why people listen to podcasts

Respondents who listen to podcasts at least sometimes



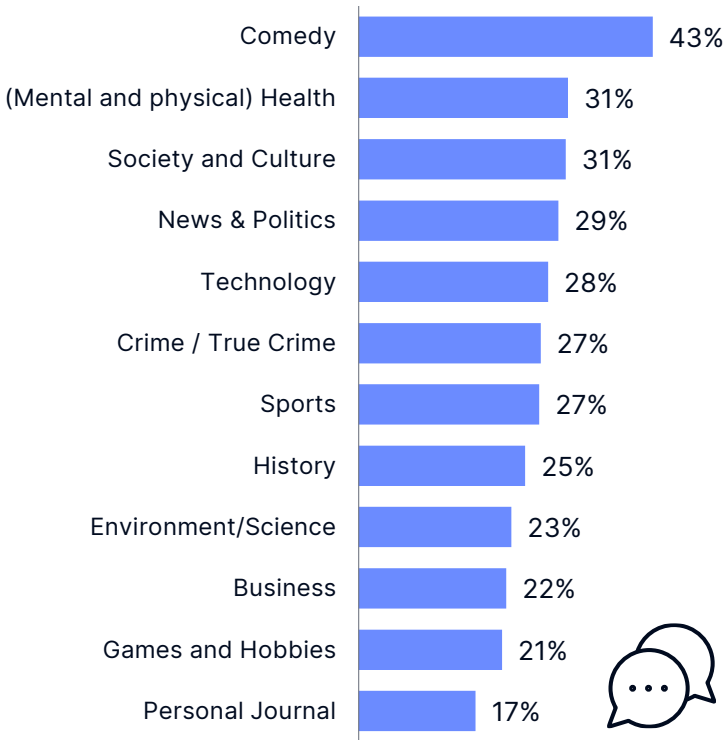
Reasons why people do not listen to podcasts

Respondents who don't listen to podcasts



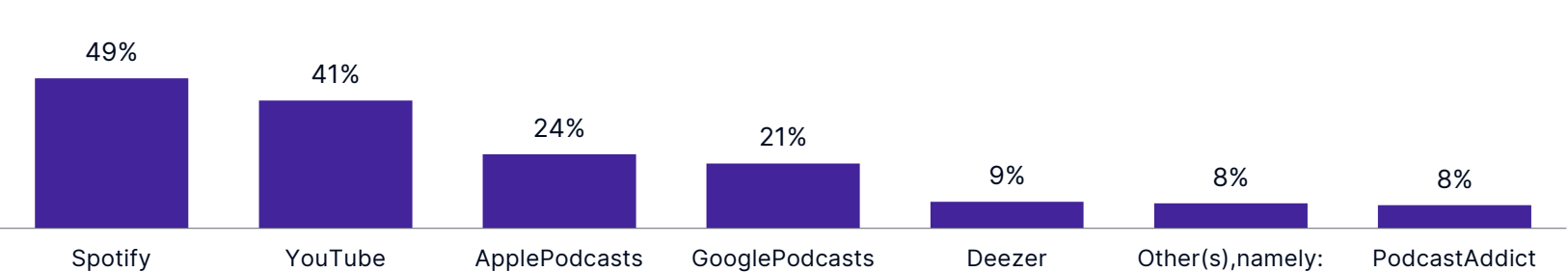
Which topics are getting listeners to tune in?

Respondents who listen to podcasts at least sometimes



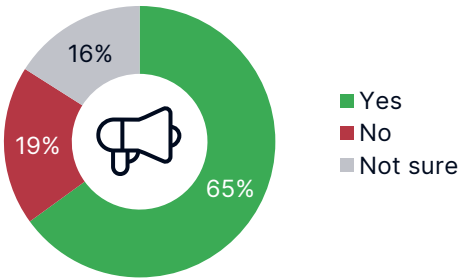
Which platforms are being used?

Respondents who listen to podcasts at least sometimes



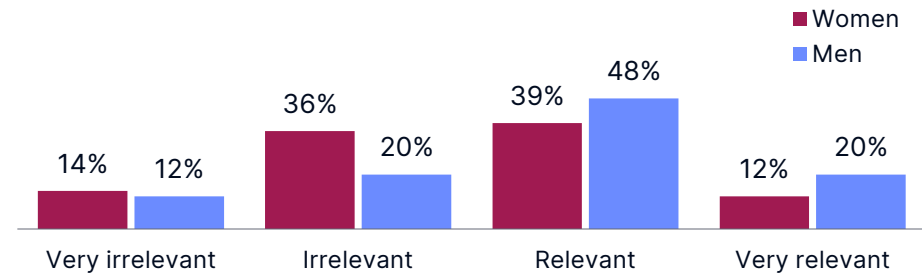
Do people recall ads on podcasts?

Respondents who listen to podcasts at least sometimes



6 out of 10 podcast-listeners find ads (very) relevant

Only respondents who have already noticed advertisements in podcasts

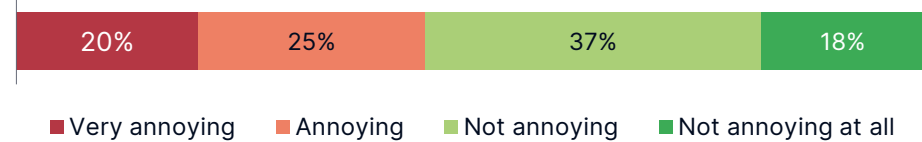


32% of podcast listeners have purchased a product they have heard about from in a podcast ad



The majority does not think that ads are annoying

Respondents who listen to podcasts at least sometimes



84% use their smartphone to listen to podcasts. However, men are more likely to listen on their laptop than women (24 vs. 14%).

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.



AirPods Max

AirPods Max are Apple's high-end wireless over-ear headphones, featuring Active Noise Cancellation, Transparency Mode, Adaptive EQ, and spatial audio, available in a range of color options.

PlayStation 5

The PlayStation 5 (PS5) is a home video game console developed by Sony Interactive Entertainment. It is the successor to the PlayStation 4 (PS4).

McPlant Burger

The McDonalds McPlant Burger is made with a plant-based patty, co-developed with Beyond Meat. It is only available in a limited number of McDonalds restaurants.

Guinness Coffee Beer

The Guinness Nitro Cold Brew Coffee is a nitrogenated dry Irish stout (just like Guinness Draught) brewed with coffee and natural coffee flavors

Dishwasher pods

Dishwasher pods are small plastic containers filled with dishwashing detergent for use in automatic dishwashers. The container contains one or more small tablets of detergent, which are released during operation.

Met Gala

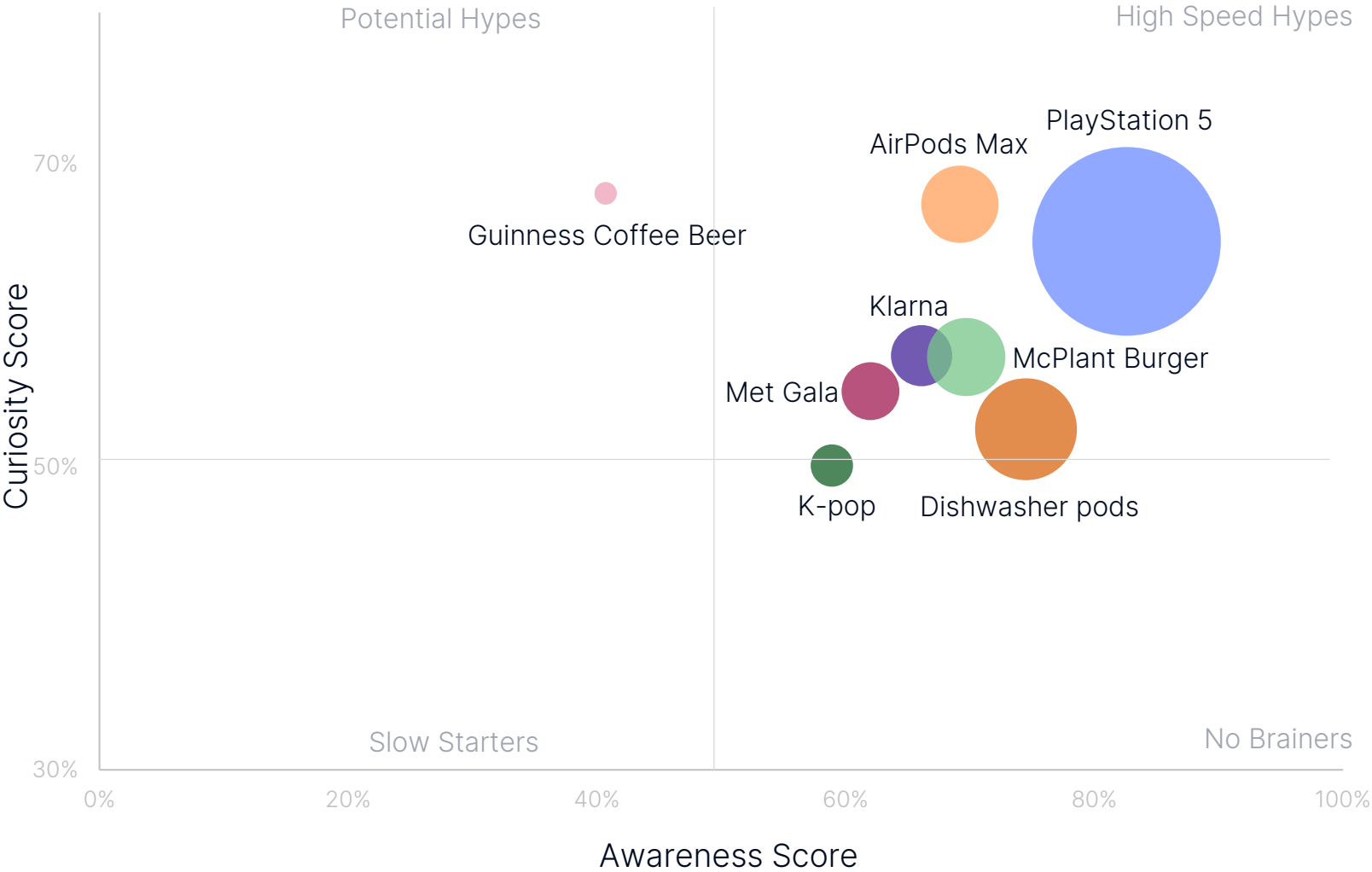
The Met Gala, or Met Ball, formally called the Costume Institute Gala or the Costume Institute Benefit, is an annual fundraising gala held for the benefit of the Metropolitan Museum of Art's Costume Institute in New York City. It is organized by the

Klarna

The Klarna Bank AB, commonly referred to as Klarna, is a Swedish fintech company that provides online financial services such as payments for online storefronts and direct payments along with post-purchase payments.

K-pop

K-Pop, short for Korean popular music, is a form of popular music originating in South Korea as part of South Korean culture.



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

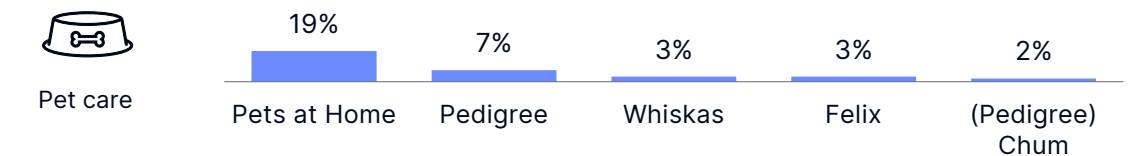
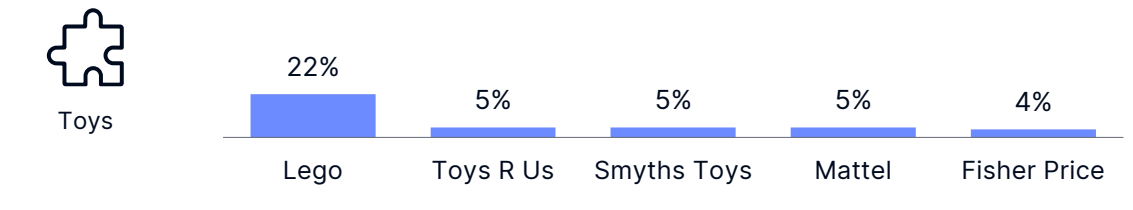
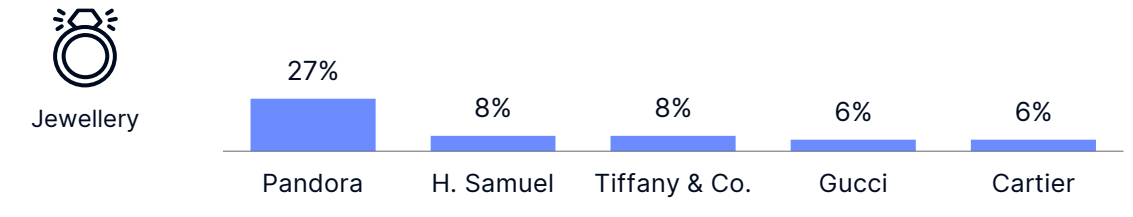
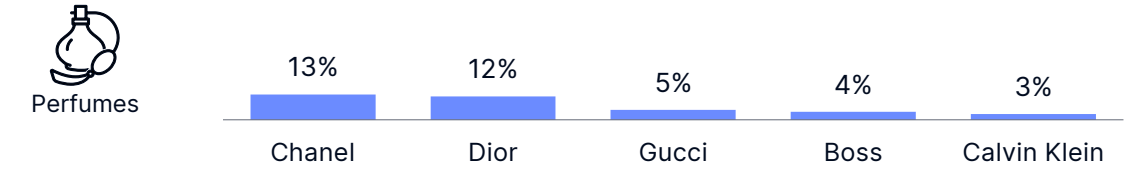
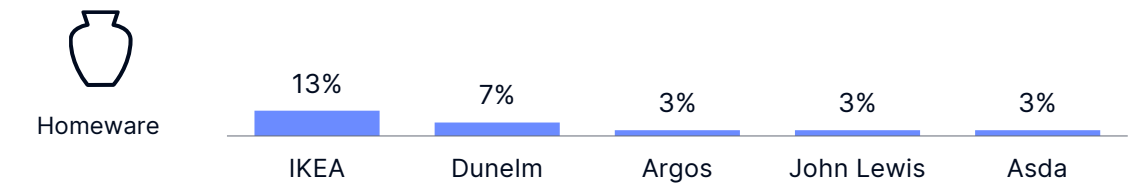
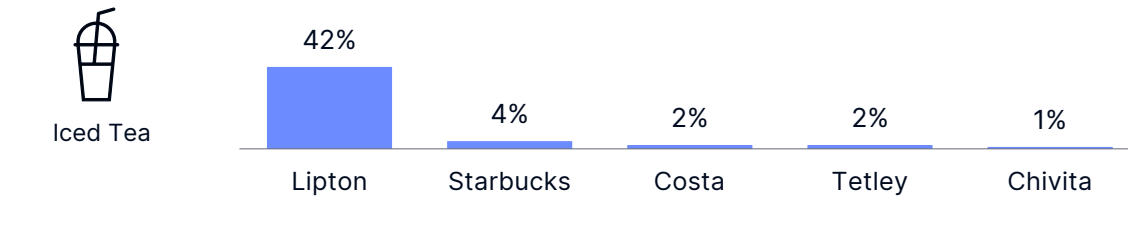
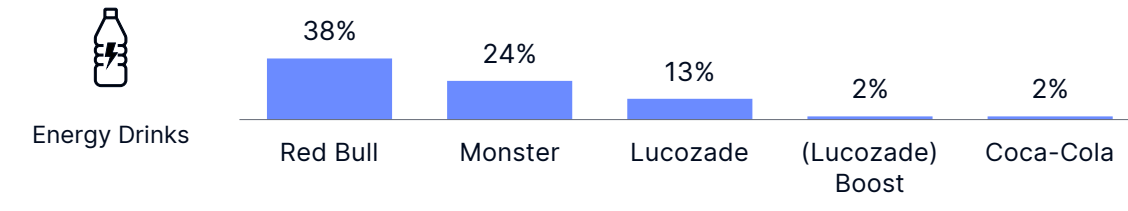
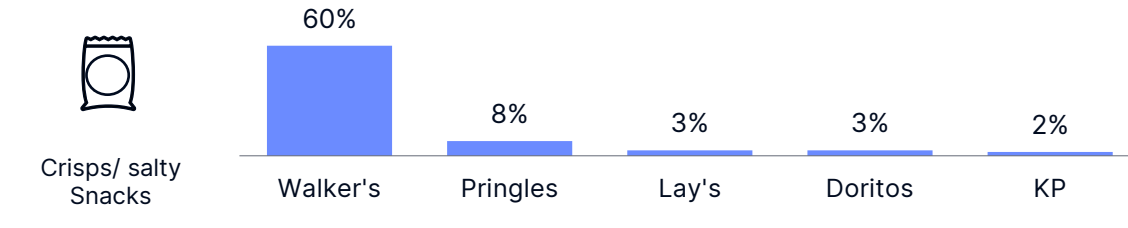
Consumer Behaviour Tracker



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 | 23 June | 27 July | 31 Aug | 29 Sept | 31 Oct | 24 Nov | 8 Dec | 6 Jan | 17 Feb | 16 Mar | 30 Mar | 13 April | 27 April | 11 May |
|------|--|---------|---------|--------|---------|--------|--------|-------|-------|--------|--------|--------|----------|----------|----------|
| 1. |  Groceries | 92% | 93% | 92% | 93% | 93% | 92% | 90% | 90% | 93% | 95% | 96% | 95% | 95% | 96% |
| | | 19% | 20% | 19% | 21% | 19% | 18% | 21% | 21% | 16% | 15% | 16% | 16% | 14% | 14% |
| | | 60% | 61% | 60% | 58% | 61% | 60% | 53% | 53% | 59% | 60% | 61% | 59% | 57% | 56% |
| 2. |  Non-alcoholic drinks | 67% | 68% | 67% | 66% | 64% | 63% | 67% | 66% | 69% | 71% | 71% | 72% | 77% | 78% (+1) |
| | | 13% | 13% | 14% | 13% | 14% | 13% | 16% | 14% | 13% | 13% | 11% | 11% | 12% | 13% |
| | | 46% | 48% | 46% | 45% | 44% | 42% | 44% | 44% | 47% | 46% | 51% | 49% | 47% | 48% |
| 3. |  Personal care/ Hygiene | 66% | 68% | 67% | 69% | 68% | 69% | 72% | 69% | 70% | 75% | 71% | 74% | 74% | 75% (+1) |
| | | 18% | 19% | 17% | 19% | 16% | 19% | 22% | 21% | 17% | 18% | 16% | 16% | 18% | 15% |
| | | 41% | 41% | 43% | 41% | 45% | 41% | 40% | 40% | 43% | 42% | 42% | 45% | 42% | 44% |
| 4. |  Medicine | 43% | 41% | 43% | 43% | 47% | 47% | 49% | 47% | 48% | 51% | 47% | 55% | 57% | 57% (=) |
| | | 12% | 11% | 10% | 10% | 11% | 10% | 13% | 12% | 12% | 12% | 10% | 12% | 10% | 9% |
| | | 26% | 26% | 28% | 28% | 31% | 30% | 30% | 29% | 29% | 30% | 30% | 32% | 35% | 33% |
| 5. |  Clothes | 48% | 49% | 52% | 49% | 52% | 50% | 58% | 52% | 55% | 55% | 51% | 59% | 62% | 64% (+1) |
| | | 24% | 26% | 27% | 24% | 23% | 24% | 32% | 26% | 24% | 23% | 17% | 22% | 20% | 20% |
| | | 15% | 15% | 17% | 16% | 21% | 17% | 16% | 16% | 17% | 19% | 22% | 21% | 23% | 21% |
| 6. |  Alcoholic drinks | 57% | 54% | 53% | 54% | 51% | 52% | 58% | 50% | 55% | 54% | 57% | 57% | 60% | 58% (-2) |
| | | 12% | 10% | 11% | 12% | 11% | 12% | 13% | 10% | 10% | 9% | 8% | 10% | 10% | 8% |
| | | 37% | 38% | 37% | 37% | 35% | 35% | 37% | 34% | 38% | 36% | 41% | 37% | 37% | 36% |






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|------|---|---------|---------|--------|---------|--------|--------|-------|-------|--------|--------|--------|----------|----------|----------|
| 7. |  Books/ Magazines | 32% | 33% | 38% | 32% | 34% | 34% | 42% | 37% | 41% | 42% | 38% | 45% | 49% | 49% (=) |
| | | 14% | 14% | 16% | 15% | 15% | 16% | 20% | 17% | 18% | 14% | 14% | 14% | 14% | 15% |
| | | 14% | 14% | 17% | 13% | 16% | 13% | 15% | 14% | 15% | 20% | 16% | 19% | 20% | 19% |
| 8. |  Beauty/ Make-up | 31% | 33% | 34% | 32% | 34% | 35% | 40% | 35% | 39% | 39% | 36% | 47% | 44% | 49% (+5) |
| | | 11% | 14% | 12% | 15% | 15% | 15% | 20% | 14% | 12% | 12% | 12% | 12% | 11% | 13% |
| | | 15% | 14% | 15% | 14% | 15% | 14% | 15% | 15% | 16% | 18% | 16% | 22% | 20% | 20% |
| 9. |  Shoes | 29% | 30% | 34% | 31% | 32% | 31% | 38% | 35% | 34% | 38% | 36% | 41% | 45% | 45% (+4) |
| | | 15% | 16% | 16% | 14% | 14% | 15% | 18% | 17% | 14% | 15% | 14% | 14% | 14% | 14% |
| | | 10% | 10% | 13% | 11% | 14% | 10% | 14% | 13% | 12% | 13% | 14% | 15% | 16% | 16% |
| 10. |  Electrical devices | 24% | 26% | 28% | 24% | 25% | 30% | 34% | 29% | 31% | 37% | 33% | 39% | 42% | 45% (+3) |
| | | 13% | 15% | 15% | 12% | 13% | 15% | 18% | 14% | 14% | 15% | 16% | 15% | 14% | 14% |
| | | 8% | 7% | 8% | 8% | 8% | 9% | 9% | 9% | 9% | 14% | 8% | 13% | 14% | 14% |
| 11. |  Decoration | 24% | 29% | 25% | 25% | 27% | 30% | 39% | 31% | 34% | 36% | 32% | 40% | 40% | 43% (=) |
| | | 10% | 13% | 11% | 9% | 11% | 12% | 15% | 14% | 12% | 9% | 10% | 10% | 19% | 10% |
| | | 10% | 11% | 9% | 11% | 11% | 12% | 16% | 12% | 14% | 17% | 12% | 18% | 17% | 18% |
| 12. |  Toys | 25% | 27% | 29% | 28% | 29% | 35% | 42% | 31% | 34% | 34% | 29% | 39% | 38% | 44% (+6) |
| | | 11% | 14% | 13% | 13% | 13% | 19% | 22% | 15% | 13% | 11% | 12% | 14% | 11% | 13% |
| | | 9% | 8% | 11% | 10% | 12% | 10% | 13% | 10% | 12% | 13% | 9% | 15% | 14% | 16% |

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|------|---|---------|---------|--------|---------|--------|--------|-------|-------|--------|--------|--------|----------|----------|----------|
| 13. |  Household devices | 23% | 26% | 27% | 24% | 26% | 27% | 30% | 30% | 33% | 35% | 31% | 39% | 42% | 44% (=) |
| | | 10% | 12% | 12% | 11% | 10% | 11% | 12% | 14% | 13% | 11% | 11% | 11% | 12% | 17% |
| | | 9% | 9% | 9% | 9% | 10% | 11% | 13% | 12% | 12% | 15% | 11% | 16% | 16% | 10% |
| 14. |  Furniture | 17% | 18% | 19% | 16% | 18% | 19% | 23% | 23% | 26% | 29% | 24% | 33% | 34% | 37% (+3) |
| | | 7% | 10% | 8% | 8% | 7% | 6% | 10% | 10% | 9% | 9% | 10% | 10% | 7% | 8% |
| | | 6% | 5% | 8% | 5% | 7% | 7% | 9% | 9% | 9% | 13% | 9% | 12% | 16% | 15% |
| 15. |  Kitchen devices | 21% | 21% | 24% | 21% | 22% | 24% | 26% | 26% | 28% | 31% | 27% | 35% | 38% | 40% (+2) |
| | | 10% | 8% | 10% | 7% | 8% | 9% | 13% | 10% | 10% | 10% | 8% | 10% | 9% | 8% |
| | | 7% | 9% | 10% | 10% | 11% | 9% | 12% | 11% | 11% | 13% | 12% | 15% | 17% | 16% |
| 16. |  Jewelry | 18% | 19% | 22% | 18% | 19% | 23% | 27% | 24% | 26% | 29% | 23% | 33% | 32% | 38% (+6) |
| | | 10% | 10% | 10% | 8% | 9% | 12% | 13% | 11% | 9% | 9% | 8% | 10% | 12% | 13% |
| | | 6% | 7% | 7% | 6% | 7% | 7% | 9% | 8% | 10% | 12% | 8% | 12% | 16% | 10% |
| 17. |  Sport equipment | 20% | 21% | 21% | 19% | 19% | 21% | 26% | 24% | 27% | 30% | 27% | 33% | 33% | 39% (+6) |
| | | 9% | 11% | 11% | 8% | 10% | 9% | 12% | 11% | 11% | 11% | 11% | 10% | 10% | 10% |
| | | 6% | 5% | 7% | 6% | 7% | 8% | 8% | 8% | 8% | 9% | 10% | 11% | 11% | 14% |

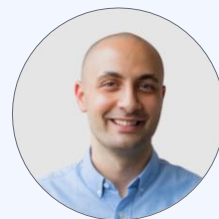
Sample & Method

| | |
|--------------------|----------------|
| Sample | 1.000 Brits |
| Country | United Kingdom |
| Age | 16-65 |
| Date of the survey | 3-5 May 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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