

15.06.2022, United Kingdom

appinio hype train

Your fast track to consumer insights

01

Weekly Insights

This week —

[The automotive industry: e-Mobility](#)

How many UK respondents drive an EV or a PHEV? What are common advantages and disadvantages of electric cars? Do UK respondents think EV will take over?

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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.

[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.

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01

Weekly Insights

This week —

The automotive industry:
e-Mobility



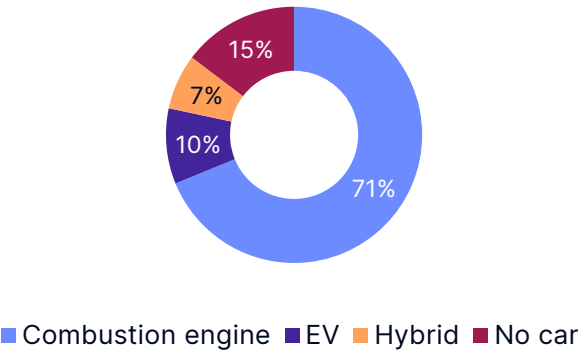
Weekly Insights —
The automotive industry: e-Mobility

8 out of 10 UK respondents think EVs are the future of mobility

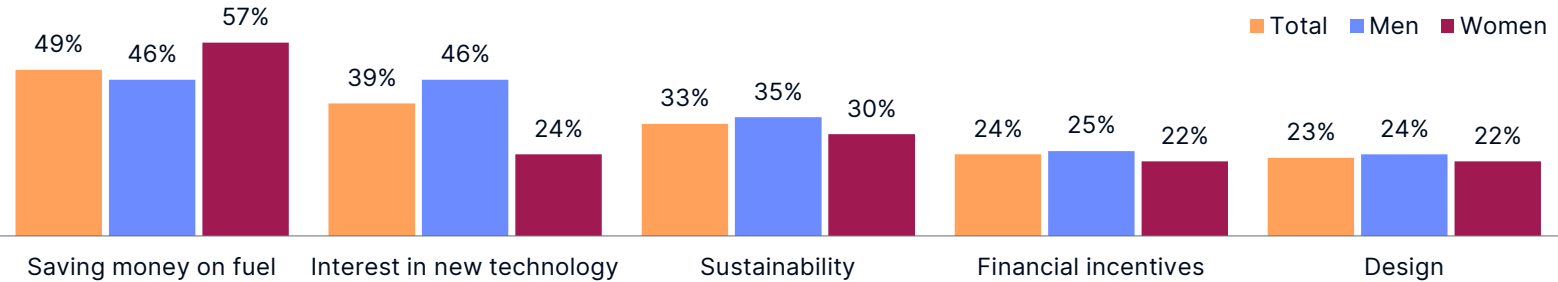


Despite the striking majority believing in the disruptive potential of EVs, only 17% own / lease an electric or hybrid car.

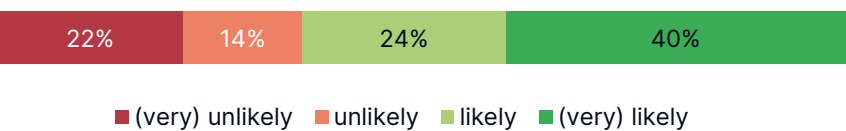
Respondents who have a driving license



Top 5 reasons to buy an EV
Respondents that own / lease an EV or hybrid car



Thinking about your next car, how likely or unlikely is it that it'll be an EV?
Respondents who currently own or lease a car



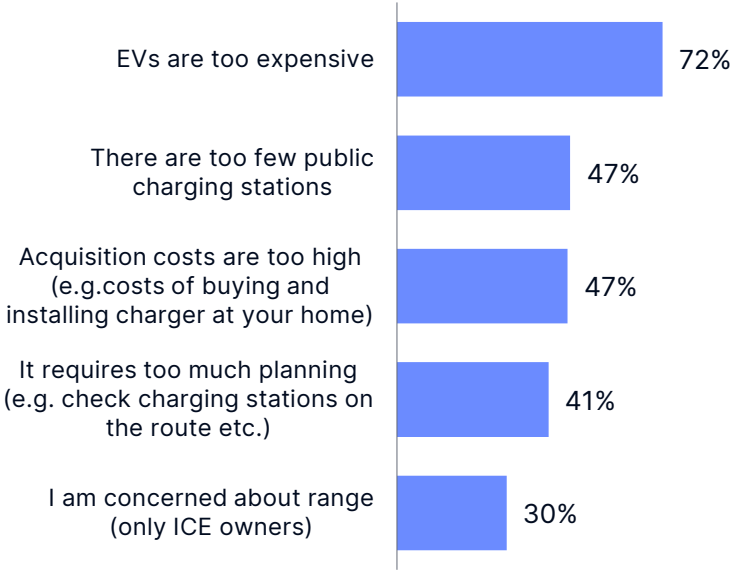
59% of UK respondents find the charging infrastructure unsuitable to encourage everyday use of EVs.



77% of UK respondents find that EVs are secure / safe enough.

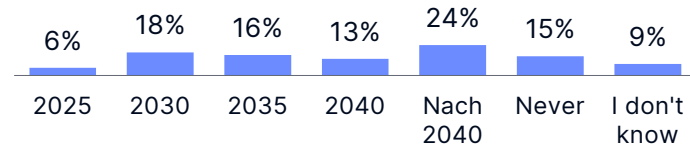


Reasons not to buy an EV.
Respondents who stated that they are unlikely to buy an EV



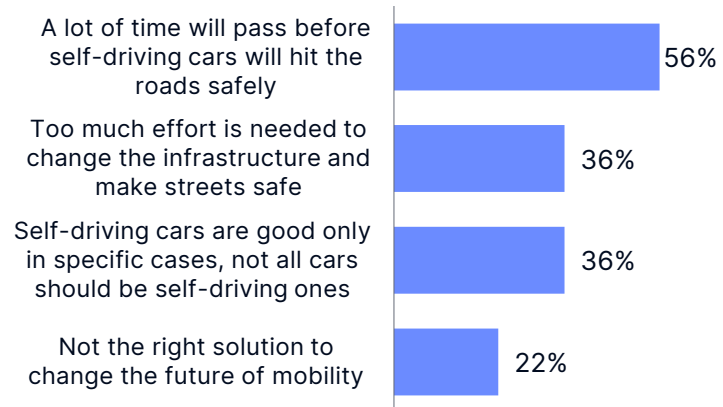
“Self-driving cars are the future of mobility” say the majority of Britons (55%), especially men between 18 and 24 (77%).

When do you think the self-driving car will be the most widely used mobility system?

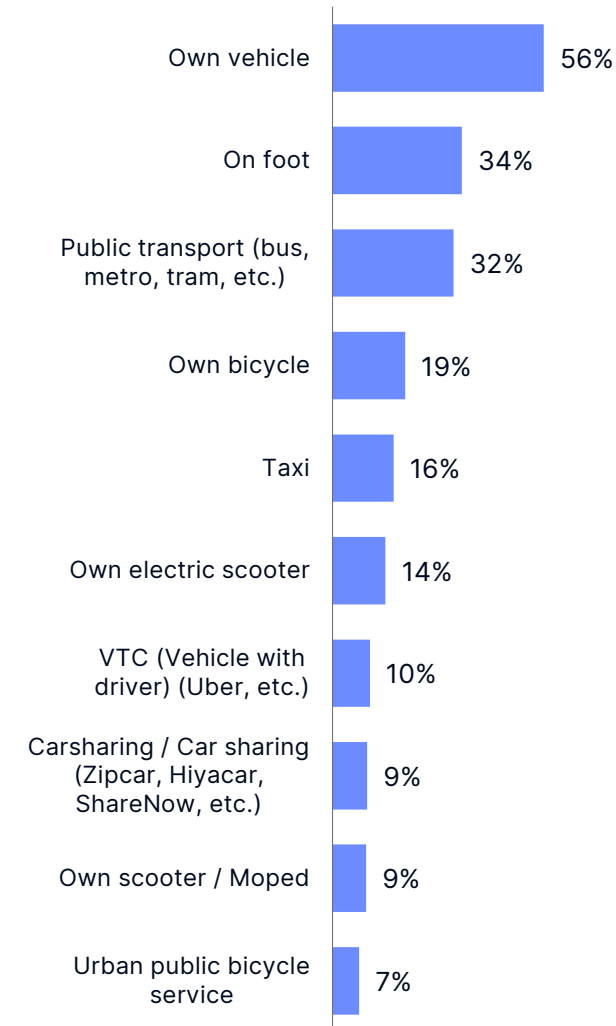


You stated that you don't think self-driving cars are the future of mobility. Why is that?

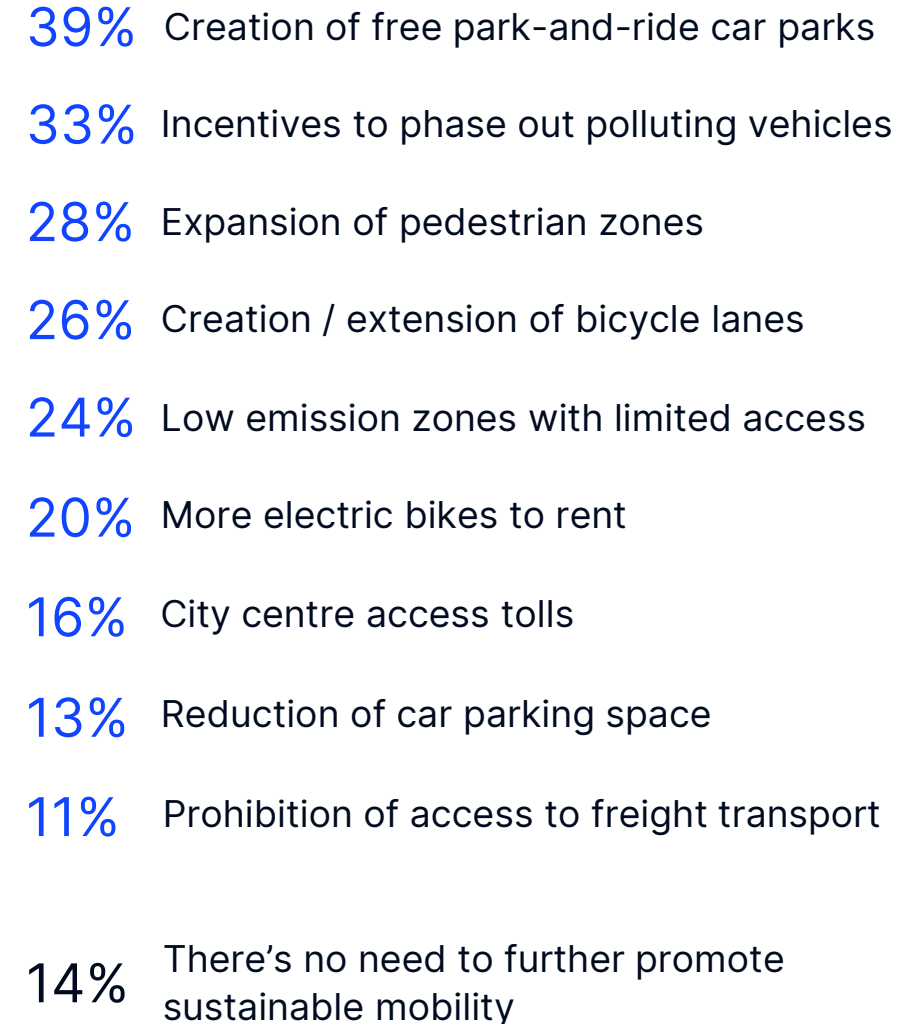
Respondents who (tend to) not believe in the future viability of self-driving cars



Which of the following service offerings do you think would meet your short-term mobility needs today?



Measures to promote more sustainable mobility that UK citizens would support.



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.



Bubble Tea

Bubble tea (also known as pearl milk tea, bubble milk tea, tapioca milk tea, or boba tea or boba) is a tea-based drink that originated in Taiwan in the early 1980s and that gained incredible popularity in the last years. It most commonly consists of tea accompanied by chewy tapioca balls ("boba" or "pearls").

Bubble waffle cone

They're an egg waffle, almost custard-tasting, cooked in a special waffle iron that gives them the bubble look. They are also referred to as Hong Kong cakes, as they are originally from Hong Kong. They can be eaten for breakfast or made into a fun ice cream sundae cones.

Doctor Who

Doctor Who is a British science-fiction television programme broadcast by the BBC since 1963. The programme depicts the adventures of a Time Lord called the Doctor, an extraterrestrial being who appears to be human. The Doctor explores the universe in a time-travelling space ship called the TARDIS. With various companions, the Doctor combats foes, works to save civilisations, and helps people in need.

eBay

eBay Inc. is an American multinational e-commerce company based in San Jose, California, that facilitates consumer-to-consumer and business-to-consumer sales through its website. eBay was founded by Pierre Omidyar in 1995 and became a notable success story of the dot-com bubble.

Elf Bars

An Elf Bar is a new brand of Disposable Vape kit which has been recently gaining a lot of popularity among vapers and ex-smokers.

Japanese cloud pancake

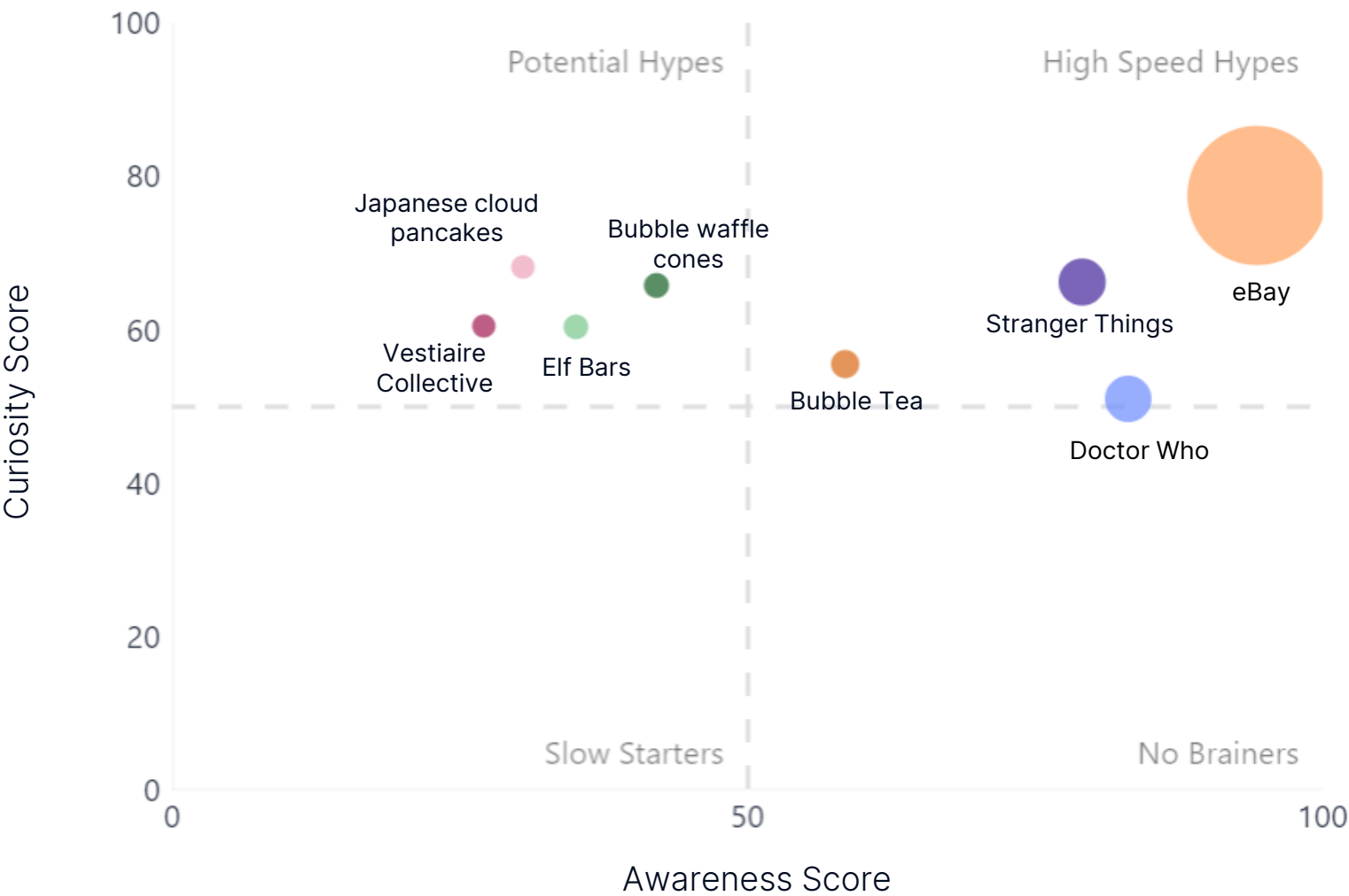
As the name suggests, these pancakes are originally from Japan and they rose to the spotlight for being very thick but almost soufflé like pancakes. They are usually eaten as they are or topped with butter & maple syrup, whipped cream & red fruits and more.

Stranger Things

Stranger Things is an American science fiction horror drama television series created by the Duffer Brothers and streaming on Netflix. The fifth and last season is currently streaming on the uber famous platform.

Vestiaire Collective

It is an e-commerce fashion platform that focuses on offering secondhand high fashion products.



Awareness Score
How well known is the hype topic among consumers? What percentage of respondents have heard of it at least once?

Curiosity Score
How curious are consumers who have heard about hype topics? The Curiosity Score shows what percentage of respondents say “I find (rather) interesting”.

Appinio Buzz (Size of the bubble)
The larger the bubble, the more often the participants have recently talked about it or heard about the topic in their private or professional environment. The score is calculated based on the ratio of people who have heard about a particular topic regularly or often lately to those who have never heard about it.

03

Consumer Behaviour Tracker

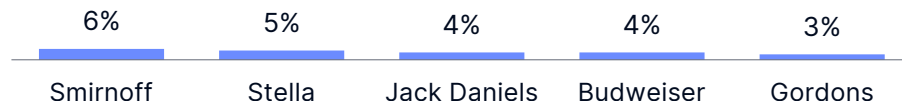


Top of Mind Brands

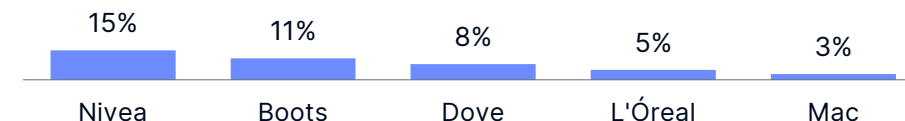
What brands do consumers spontaneously recall when prompted?



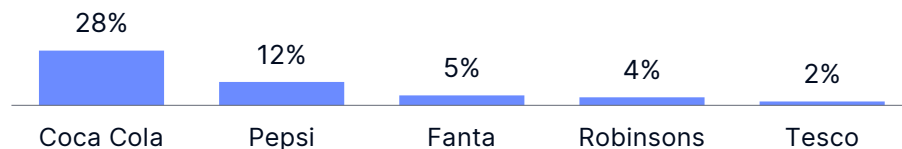
Alcoholic beverages



Beauty & Personal Care



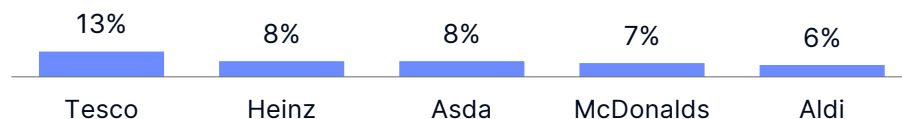
Non-alcoholic beverages



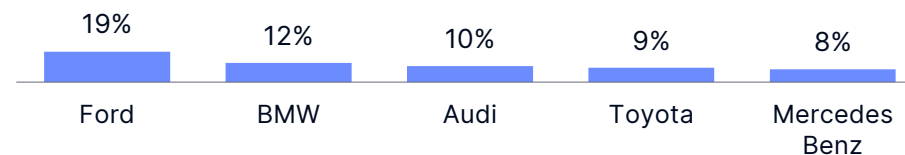
Clothing & Fashion



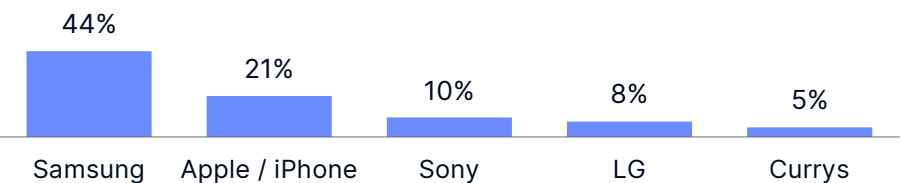
Food



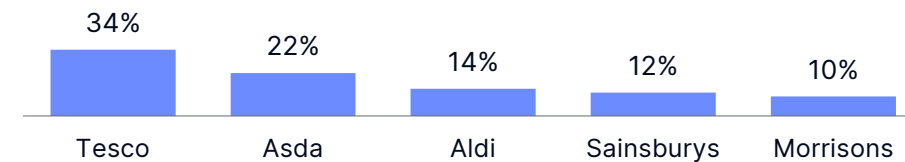
Cars



Consumer Electronics









Supermarkets









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	13 April	11 May	1 June	15 June
1.	 Groceries	92%	93%	92%	93%	93%	92%	90%	90%	93%	95%	95%	96%	96%	96% (=)
		19%	20%	19%	21%	19%	18%	21%	21%	16%	15%	16%	14%	15%	16%
		60%	61%	60%	58%	61%	60%	53%	53%	59%	60%	59%	56%	59%	60%
2.	 Non-alcoholic drinks	67%	68%	67%	66%	64%	63%	67%	66%	69%	71%	72%	78%	74%	77% (+3)
		13%	13%	14%	13%	14%	13%	16%	14%	13%	13%	11%	13%	11%	10%
		46%	48%	46%	45%	44%	42%	44%	44%	47%	46%	49%	48%	51%	53%
3.	 Personal care/ Hygiene	66%	68%	67%	69%	68%	69%	72%	69%	70%	75%	74%	75%	75%	75% (=)
		18%	19%	17%	19%	16%	19%	22%	21%	17%	18%	16%	15%	18%	16%
		41%	41%	43%	41%	45%	41%	40%	40%	43%	42%	45%	44%	44%	45%
4.	 Medicine	43%	41%	43%	43%	47%	47%	49%	47%	48%	51%	55%	57%	55%	53% (-2)
		12%	11%	10%	10%	11%	10%	13%	12%	12%	12%	12%	9%	9%	10%
		26%	26%	28%	28%	31%	30%	30%	29%	29%	30%	32%	33%	34%	33%
5.	 Clothes	48%	49%	52%	49%	52%	50%	58%	52%	55%	55%	59%	64%	61%	58% (-3)
		24%	26%	27%	24%	23%	24%	32%	26%	24%	23%	22%	20%	23%	21%
		15%	15%	17%	16%	21%	17%	16%	16%	17%	19%	21%	21%	22%	21%
6.	 Alcoholic drinks	57%	54%	53%	54%	51%	52%	58%	50%	55%	54%	57%	58%	58%	61% (+3)
		12%	10%	11%	12%	11%	12%	13%	10%	10%	9%	10%	8%	9%	8%
		37%	38%	37%	37%	35%	35%	37%	34%	38%	36%	37%	36%	39%	42%






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	13 April	11 May	1 June	15 June
7.	 Books/ Magazines	32%	33%	38%	32%	34%	34%	42%	37%	41%	42%	45%	49%	45%	44% (-1)
		14%	14%	16%	15%	15%	16%	20%	17%	18%	14%	14%	15%	14%	12%
		14%	14%	17%	13%	16%	13%	15%	14%	15%	20%	19%	19%	19%	20%
8.	 Beauty/ Make-up	31%	33%	34%	32%	34%	35%	40%	35%	39%	39%	47%	49%	45%	44% (-1)
		11%	14%	12%	15%	15%	15%	20%	14%	12%	12%	12%	13%	14%	12%
		15%	14%	15%	14%	15%	14%	15%	15%	16%	18%	22%	20%	17%	18%
9.	 Shoes	29%	30%	34%	31%	32%	31%	38%	35%	34%	38%	41%	45%	44%	43% (-1)
		15%	16%	16%	14%	14%	15%	18%	17%	14%	15%	14%	14%	14%	14%
		10%	10%	13%	11%	14%	10%	14%	13%	12%	13%	15%	16%	17%	15%
10.	 Electrical devices	24%	26%	28%	24%	25%	30%	34%	29%	31%	37%	39%	45%	40%	39% (-1)
		13%	15%	15%	12%	13%	15%	18%	14%	14%	15%	15%	14%	13%	14%
		8%	7%	8%	8%	8%	9%	9%	9%	9%	14%	13%	14%	14%	13%
11.	 Decoration	24%	29%	25%	25%	27%	30%	39%	31%	34%	36%	40%	43%	38%	38% (=)
		10%	13%	11%	9%	11%	12%	15%	14%	12%	9%	10%	10%	12%	10%
		10%	11%	9%	11%	11%	12%	16%	12%	14%	17%	18%	18%	14%	16%
12.	 Toys	25%	27%	29%	28%	29%	35%	42%	31%	34%	34%	39%	44%	37%	35% (-2)
		11%	14%	13%	13%	13%	19%	22%	15%	13%	11%	14%	13%	12%	11%
		9%	8%	11%	10%	12%	10%	13%	10%	12%	13%	15%	16%	14%	13%

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● 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	13 April	11 May	1 June	15 June
13.	 Household devices	23%	26%	27%	24%	26%	27%	30%	30%	33%	35%	39%	44%	40%	38% (-2)
		10%	12%	12%	11%	10%	11%	12%	14%	13%	11%	11%	17%	12%	11%
		9%	9%	9%	9%	10%	11%	13%	12%	12%	15%	16%	10%	15%	15%
14.	 Furniture	17%	18%	19%	16%	18%	19%	23%	23%	26%	29%	33%	37%	31%	31% (=)
		7%	10%	8%	8%	7%	6%	10%	10%	9%	9%	10%	8%	7%	10%
		6%	5%	8%	5%	7%	7%	9%	9%	9%	13%	12%	15%	14%	11%
15.	 Kitchen devices	21%	21%	24%	21%	22%	24%	26%	26%	28%	31%	35%	40%	38%	33% (-5)
		10%	8%	10%	7%	8%	9%	13%	10%	10%	10%	10%	8%	10%	8%
		7%	9%	10%	10%	11%	9%	12%	11%	11%	13%	15%	16%	15%	15%
16.	 Jewelry	18%	19%	22%	18%	19%	23%	27%	24%	26%	29%	33%	38%	32%	30% (-2)
		10%	10%	10%	8%	9%	12%	13%	11%	9%	9%	10%	13%	9%	9%
		6%	7%	7%	6%	7%	7%	9%	8%	10%	12%	12%	10%	13%	11%
17.	 Sport equipment	20%	21%	21%	19%	19%	21%	26%	24%	27%	30%	33%	39%	33%	30% (-3)
		9%	11%	11%	8%	10%	9%	12%	11%	11%	11%	10%	10%	9%	10%
		6%	5%	7%	6%	7%	8%	8%	8%	8%	9%	11%	14%	12%	11%

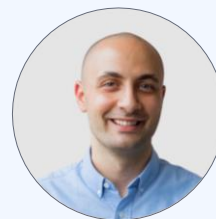
Sample & Method

Sample	1.000 Brits
Country	United Kingdom
Age	18-65
Date of the survey	8-10 June 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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