

29.06.2022, United Kingdom

appinio hype train

Your fast track to consumer insights

01

Weekly Insights

This week —

[Dating shows: Love Island](#)

How many UK respondents watch dating shows? Why do they watch them? Are they currently watching British sensation “Love Island”? And what brands do they associate to the show?

[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

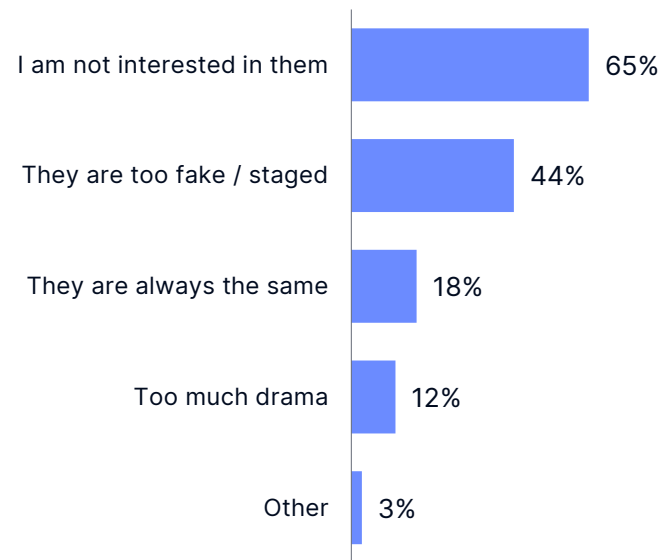
This week —

Dating shows: Love Island

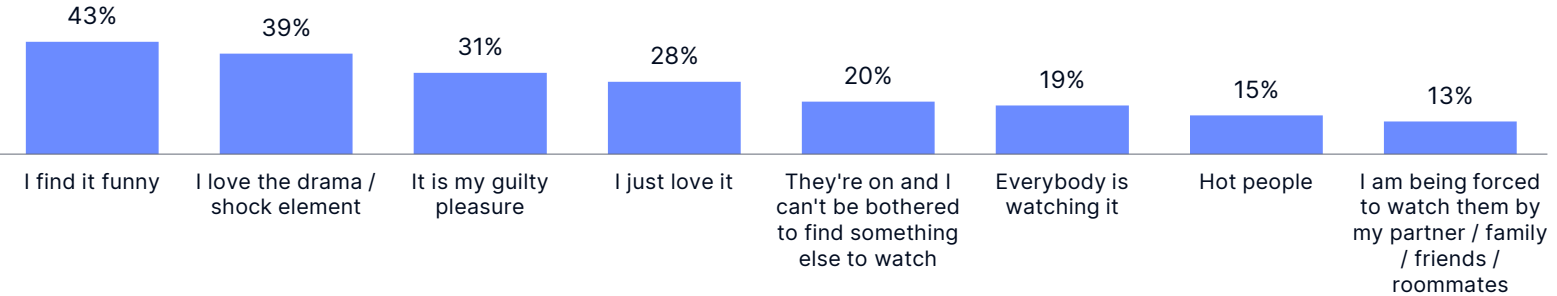


One in two (47%)
UK respondents watch
dating shows.

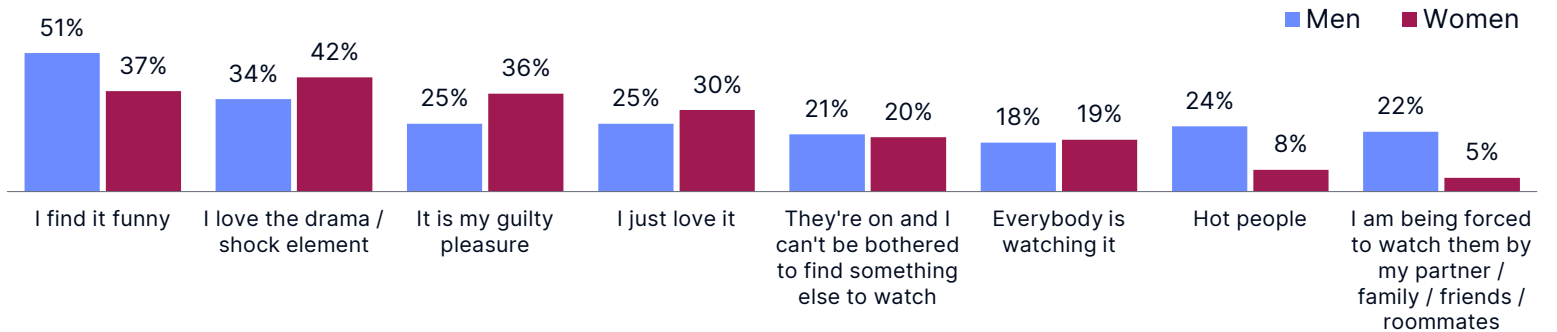
Reasons to avoid dating shows
*Respondents that do not watch dating shows (anymore).
Multiple answers possible*



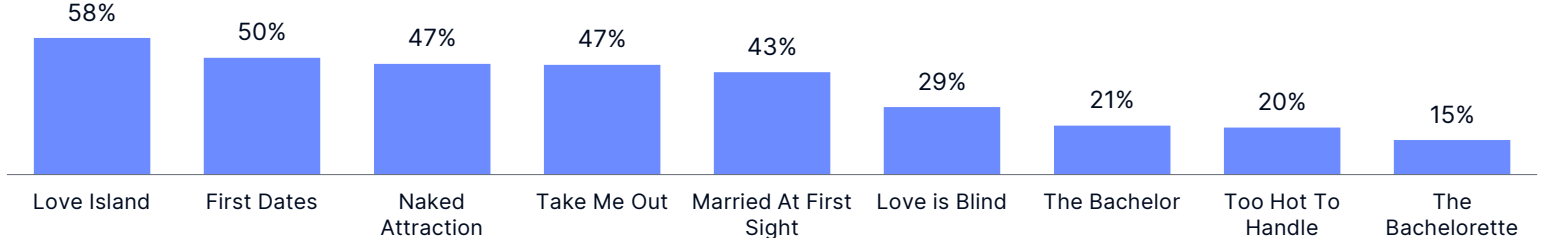
Reasons to watch dating shows
Respondents that watch dating shows. Multiple answers possible



Respondents that watch dating shows split by gender



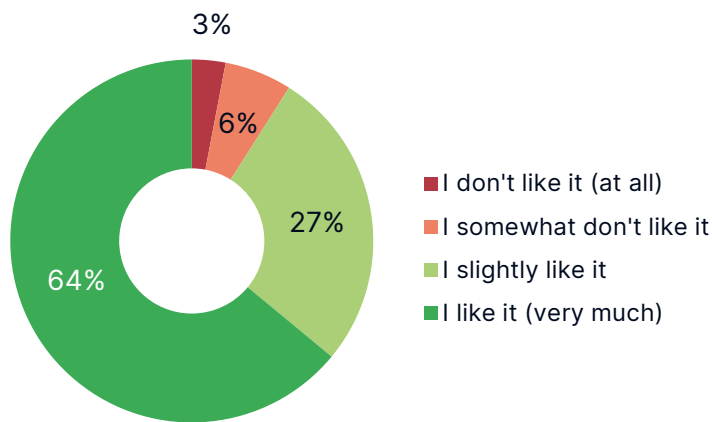
Most watched dating shows
Respondents that watch dating shows. Multiple answers possible.



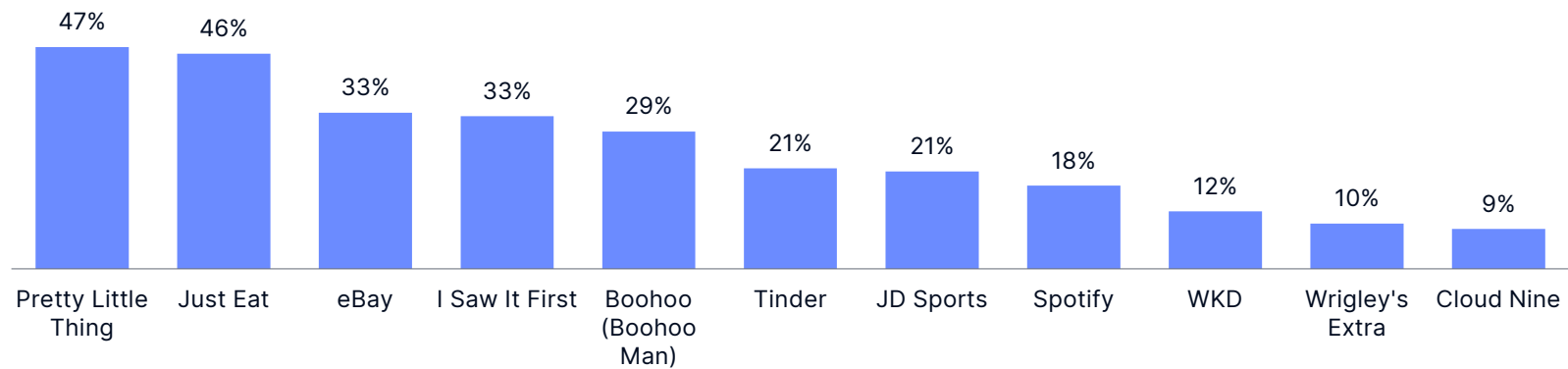
Do you usually watch dating shows (e.g. Love Island, Naked Attraction, Married At First Sight, First Dates etc.)? (N=1001) // You stated that you don't watch dating shows (anymore). Why is that? (N=533) // You stated that you usually watch dating shows. Why is that? (N=468) // You stated that you usually watch dating shows. Which of the following have you ever watched? (N=468)

“Even if Love Island has ditched fast fashion, Pretty Little thing is still very much associated with the dating show.”

Love Island have been making waves in the news because they swapped their main clothing sponsor for eBay, ditching fast fashion. What do you think of this decision? *Respondents that watch/ed Love Island*

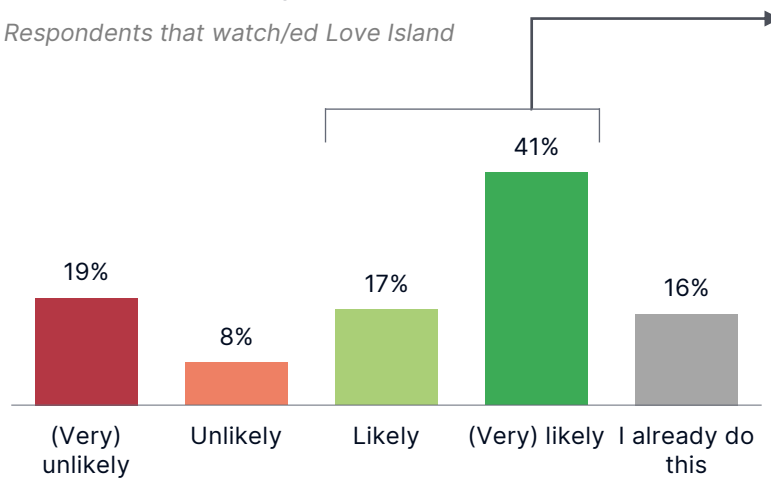


Sometimes you need some extra help. Which of the following brands do you associate with Love Island? *Respondents that watch/ed Love Island. Multiple answers possible*



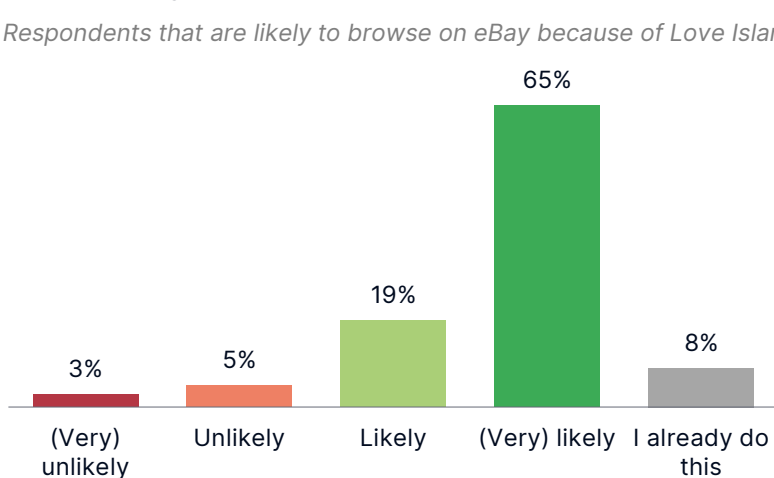
Now that you've seen Islanders wearing second-hand clothing, how likely or unlikely would you be to **browse** for second-hand clothing on eBay?

Respondents that watch/ed Love Island



Now that you've seen Islanders wearing second-hand clothing, how likely or unlikely will you be to **buy** second-hand clothing on eBay?

Respondents that are likely to browse on eBay because of Love Island



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.



Air Fryers

An air fryer is a popular kitchen appliance used to make fried foods such as meat, pastries, and potato chips. It works by circulating hot air around the food to produce a crunchy, crispy exterior.

Amazon Prime Day

Amazon Prime Day is an annual two-day shopping event that offers some of the lowest prices of the year, exclusively for Amazon Prime members.

Cold Brew Coffee

Cold-brewed coffee, or cold brew, is coffee made by steeping ground coffee in room-temperature water for several hours, usually 12 to 18 hours or even longer, then straining out the grounds and chilling it before serving it either as-is, over ice, or diluted with water.

Digital Nomad Visa

A digital nomad visa is a document or program that gives someone the legal right to work remotely while residing away from their country of permanent residence.

iFixit

iFixit is an American e-commerce and how-to website that sells repair parts and publishes free wiki-like online repair guides for consumer electronics and gadgets. The company also performs product tear-downs of consumer devices.

Metaverse

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

Sunglasses straps

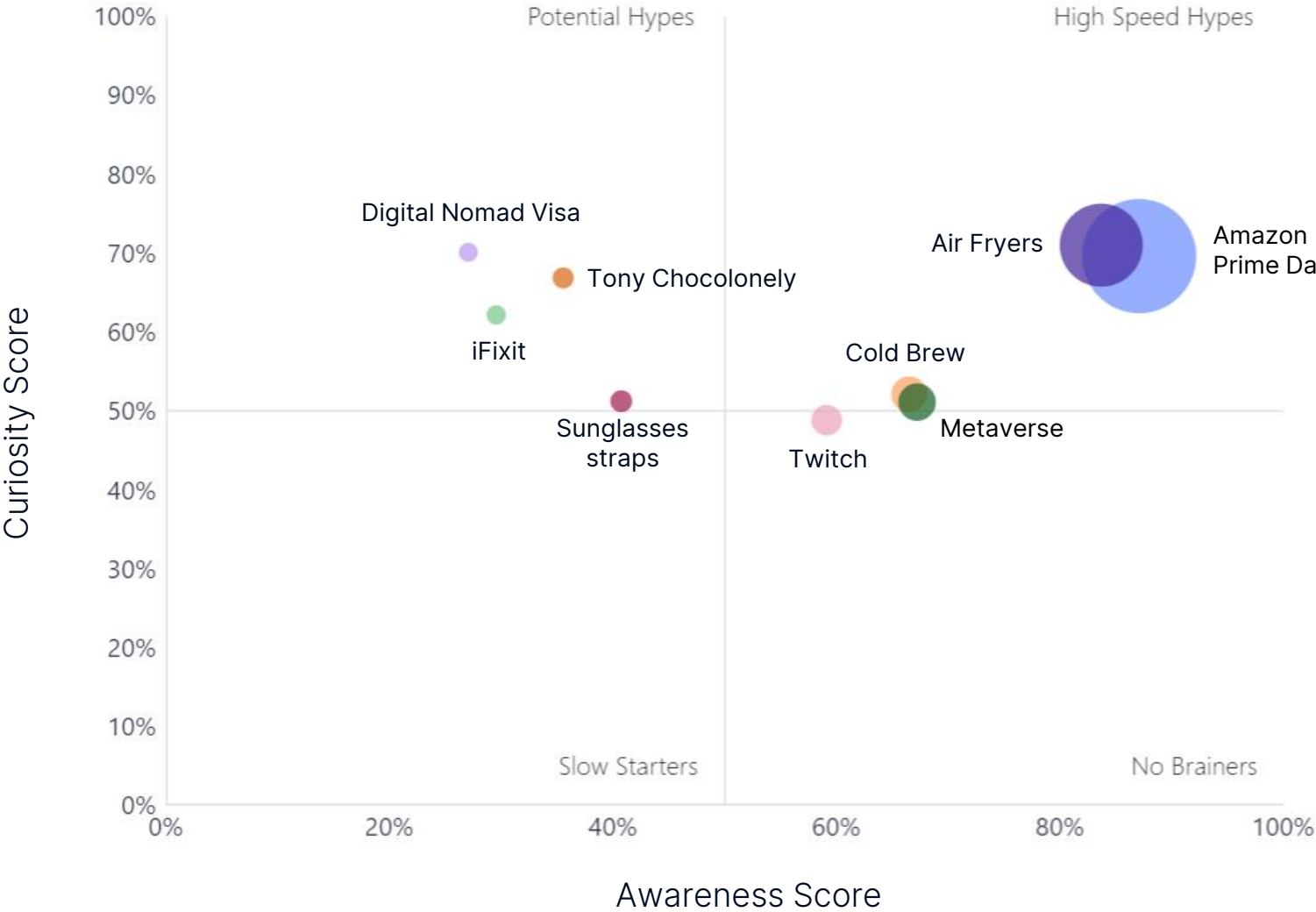
Sometimes called eyewear retainers, the simple strip of fabric connects to the arms of your glasses behind your head. This lets you hang your shades around your neck when not in use and provides a safety net in case your sunnies fall off while on your face.

Tony Chocolonely

Tony's Chocolonely is a Dutch confectionery company founded in 2005 which produces and sells chocolate. In 2018, the company's market share in the Netherlands was 18 percent, making it one of the country's largest chocolate manufacturers.

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 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

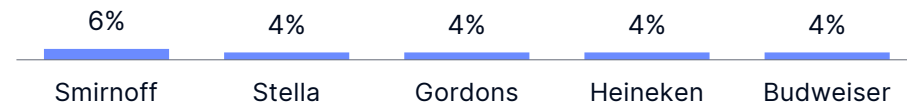


Top of Mind Brands

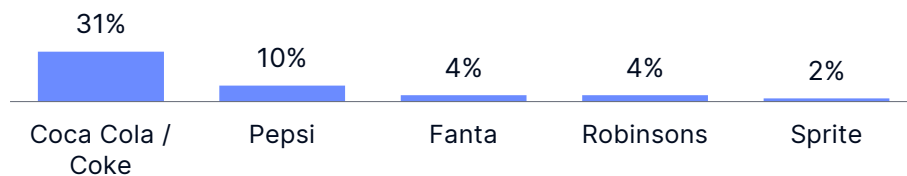
What brands do consumers spontaneously recall when prompted?



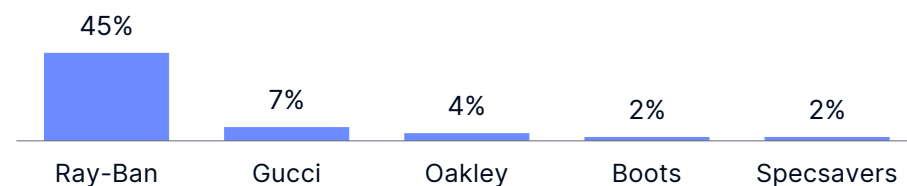
Alcoholic beverages



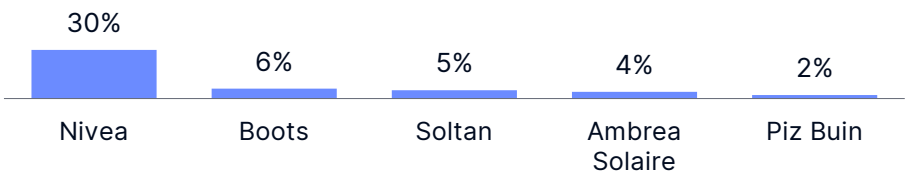
Non-alcoholic beverages



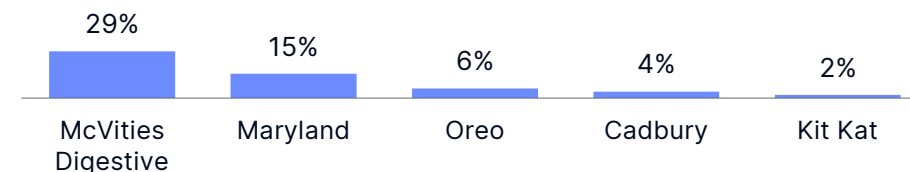
Sunglasses



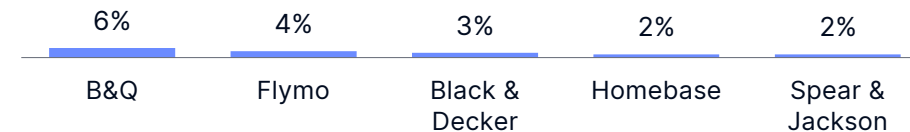
Sunscreen



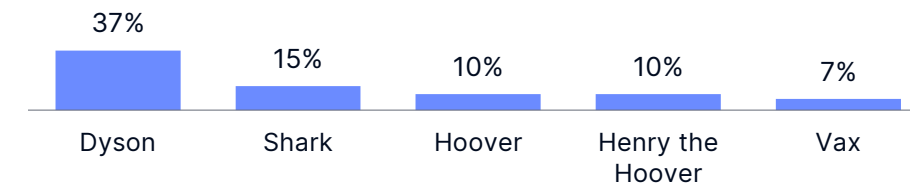
Biscuits / Cookies



Gardening products









Vacuum cleaners









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	15 June	29 June
1.	 Groceries	92%	93%	92%	93%	93%	92%	90%	90%	93%	95%	95%	96%	96%	95% (-1)
		19%	20%	19%	21%	19%	18%	21%	21%	16%	15%	16%	14%	16%	15%
		60%	61%	60%	58%	61%	60%	53%	53%	59%	60%	59%	56%	60%	61%
2.	 Non-alcoholic drinks	67%	68%	67%	66%	64%	63%	67%	66%	69%	71%	72%	78%	77%	75% (-2)
		13%	13%	14%	13%	14%	13%	16%	14%	13%	13%	11%	13%	10%	10%
		46%	48%	46%	45%	44%	42%	44%	44%	47%	46%	49%	48%	53%	51%
3.	 Personal care/ Hygiene	66%	68%	67%	69%	68%	69%	72%	69%	70%	75%	74%	75%	75%	73% (-2)
		18%	19%	17%	19%	16%	19%	22%	21%	17%	18%	16%	15%	16%	15%
		41%	41%	43%	41%	45%	41%	40%	40%	43%	42%	45%	44%	45%	45%
4.	 Medicine	43%	41%	43%	43%	47%	47%	49%	47%	48%	51%	55%	57%	53%	54% (+1)
		12%	11%	10%	10%	11%	10%	13%	12%	12%	12%	12%	9%	10%	9%
		26%	26%	28%	28%	31%	30%	30%	29%	29%	30%	32%	33%	33%	35%
5.	 Clothes	48%	49%	52%	49%	52%	50%	58%	52%	55%	55%	59%	64%	58%	57% (-1)
		24%	26%	27%	24%	23%	24%	32%	26%	24%	23%	22%	20%	21%	20%
		15%	15%	17%	16%	21%	17%	16%	16%	17%	19%	21%	21%	21%	21%
6.	 Alcoholic drinks	57%	54%	53%	54%	51%	52%	58%	50%	55%	54%	57%	58%	61%	57% (-4)
		12%	10%	11%	12%	11%	12%	13%	10%	10%	9%	10%	8%	8%	7%
		37%	38%	37%	37%	35%	35%	37%	34%	38%	36%	37%	36%	42%	39%






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	15 June	29 June
7.	 Books/ Magazines	32%	33%	38%	32%	34%	34%	42%	37%	41%	42%	45%	49%	44%	43% (-1)
		14%	14%	16%	15%	15%	16%	20%	17%	18%	14%	14%	15%	12%	15%
		14%	14%	17%	13%	16%	13%	15%	14%	15%	20%	19%	19%	20%	28%
8.	 Beauty/ Make-up	31%	33%	34%	32%	34%	35%	40%	35%	39%	39%	47%	49%	44%	41% (-3)
		11%	14%	12%	15%	15%	15%	20%	14%	12%	12%	12%	13%	12%	12%
		15%	14%	15%	14%	15%	14%	15%	15%	16%	18%	22%	20%	18%	17%
9.	 Shoes	29%	30%	34%	31%	32%	31%	38%	35%	34%	38%	41%	45%	43%	41% (-2)
		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%	15%	16%
10.	 Electrical devices	24%	26%	28%	24%	25%	30%	34%	29%	31%	37%	39%	45%	39%	36% (-3)
		13%	15%	15%	12%	13%	15%	18%	14%	14%	15%	15%	14%	14%	14%
		8%	7%	8%	8%	8%	9%	9%	9%	9%	14%	13%	14%	13%	11%
11.	 Decoration	24%	29%	25%	25%	27%	30%	39%	31%	34%	36%	40%	43%	38%	35% (-3)
		10%	13%	11%	9%	11%	12%	15%	14%	12%	9%	10%	10%	10%	11%
		10%	11%	9%	11%	11%	12%	16%	12%	14%	17%	18%	18%	16%	13%
12.	 Toys	25%	27%	29%	28%	29%	35%	42%	31%	34%	34%	39%	44%	35%	34% (-1)
		11%	14%	13%	13%	13%	19%	22%	15%	13%	11%	14%	13%	11%	11%
		9%	8%	11%	10%	12%	10%	13%	10%	12%	13%	15%	16%	13%	13%

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	15 June	29 June
13.	 Household devices	23%	26%	27%	24%	26%	27%	30%	30%	33%	35%	39%	44%	38%	36% (-2)
		10%	12%	12%	11%	10%	11%	12%	14%	13%	11%	11%	17%	11%	10%
		9%	9%	9%	9%	10%	11%	13%	12%	12%	15%	16%	10%	15%	13%
14.	 Furniture	17%	18%	19%	16%	18%	19%	23%	23%	26%	29%	33%	37%	31%	30% (-1)
		7%	10%	8%	8%	7%	6%	10%	10%	9%	9%	10%	8%	10%	9%
		6%	5%	8%	5%	7%	7%	9%	9%	9%	13%	12%	15%	11%	11%
15.	 Kitchen devices	21%	21%	24%	21%	22%	24%	26%	26%	28%	31%	35%	40%	33%	33% (=)
		10%	8%	10%	7%	8%	9%	13%	10%	10%	10%	10%	8%	8%	9%
		7%	9%	10%	10%	11%	9%	12%	11%	11%	13%	15%	16%	15%	14%
16.	 Jewelry	18%	19%	22%	18%	19%	23%	27%	24%	26%	29%	33%	38%	30%	29% (-1)
		10%	10%	10%	8%	9%	12%	13%	11%	9%	9%	10%	13%	9%	10%
		6%	7%	7%	6%	7%	7%	9%	8%	10%	12%	12%	10%	11%	9%
17.	 Sport equipment	20%	21%	21%	19%	19%	21%	26%	24%	27%	30%	33%	39%	30%	30% (=)
		9%	11%	11%	8%	10%	9%	12%	11%	11%	11%	10%	10%	10%	8%
		6%	5%	7%	6%	7%	8%	8%	8%	8%	9%	11%	14%	11%	12%

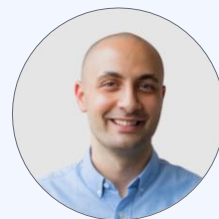
Sample & Method

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

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

View and analyse the data
on research.appinio.com

Contacts



Andrea Villani
Managing Director UK

Office +44 77 3368 86 09
E-Mail andrea.villani@appinio.com