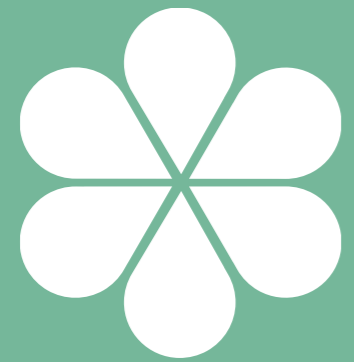


How are consumers feeling about shopping for food & drink?



Levercliff

Category Consultants to
the Food & Drink
Industry



Welcome - we are from Levercliff

Category consultants to the
food and drink industry

Methodology

Online quantitative research

Sample size of 1001

UK Representative

Conducted in March 2022



People's Priorities for the Next 12 Months

3 Key Themes

Money

Getting by financially
30%

Saving
26%

**Spending time
with friends &
family**

Spending time with
friends & family 34%

Wellness

Physical
wellness 33%

Mental
wellness
26%

Younger adults are feeling most under pressure financially

Top 3 Priorities for the Next 12 Months, 18-34s

Saving	39%
Getting by financially	30%
Mental wellness	30%



For older adults it is about physical wellness & things they couldn't do in lockdowns

Top 3 Priorities for the Next 12 Months, 55+

Spending time with friends or family	43%
Physical wellness	43%
Travelling	32%



Wellness, both physical & mental are key priorities for middle age groups

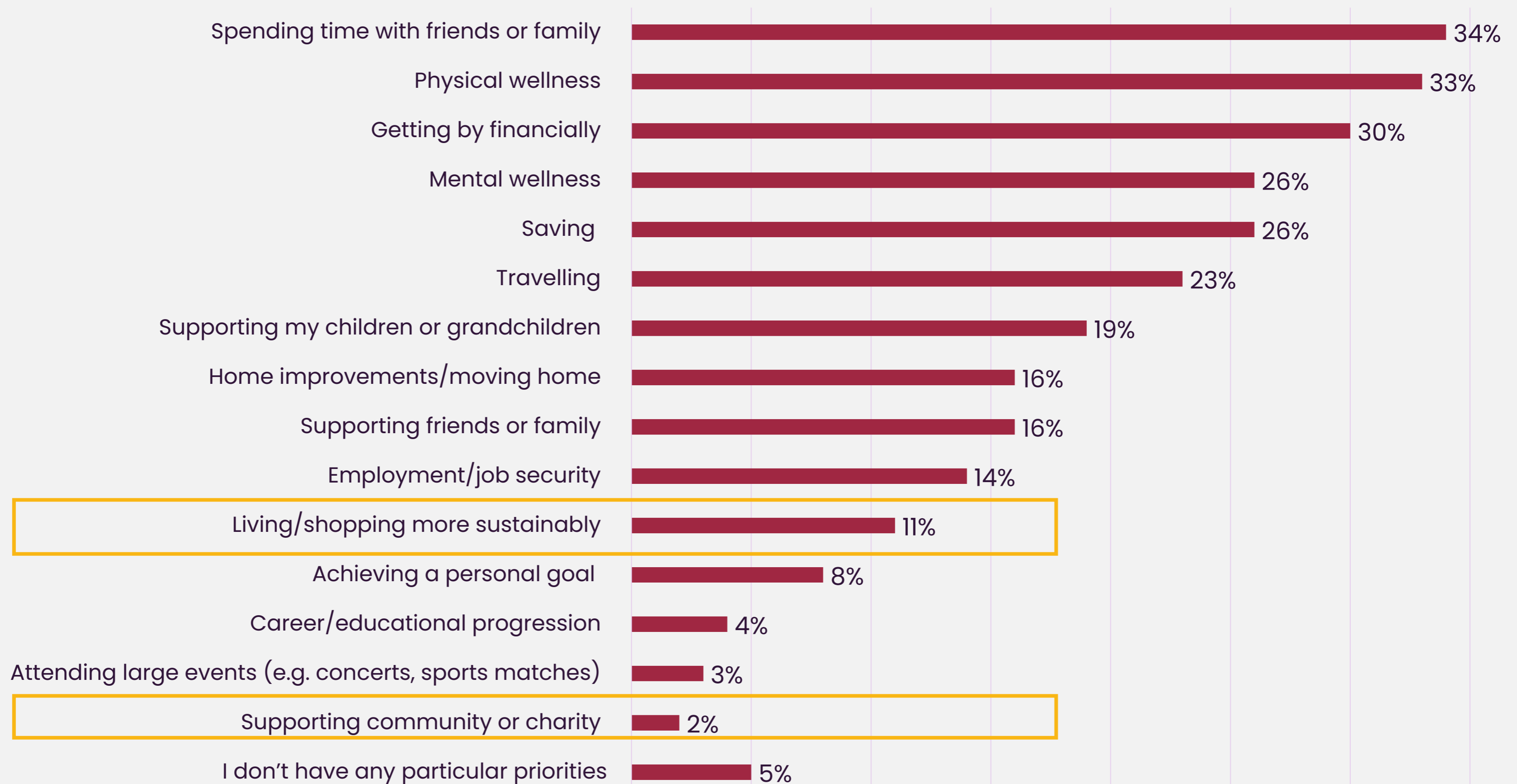
Top 3 Priorities for the Next 12 Months, 35-54

Mental wellness	34%
Getting by financially	33%
Physical wellness	32%



What else was on the list?

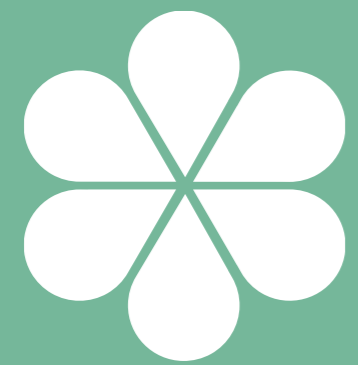
People's Priorities for the Next 12 Months



Climate emergency? Sustainability is on some consumers' agenda, but not many



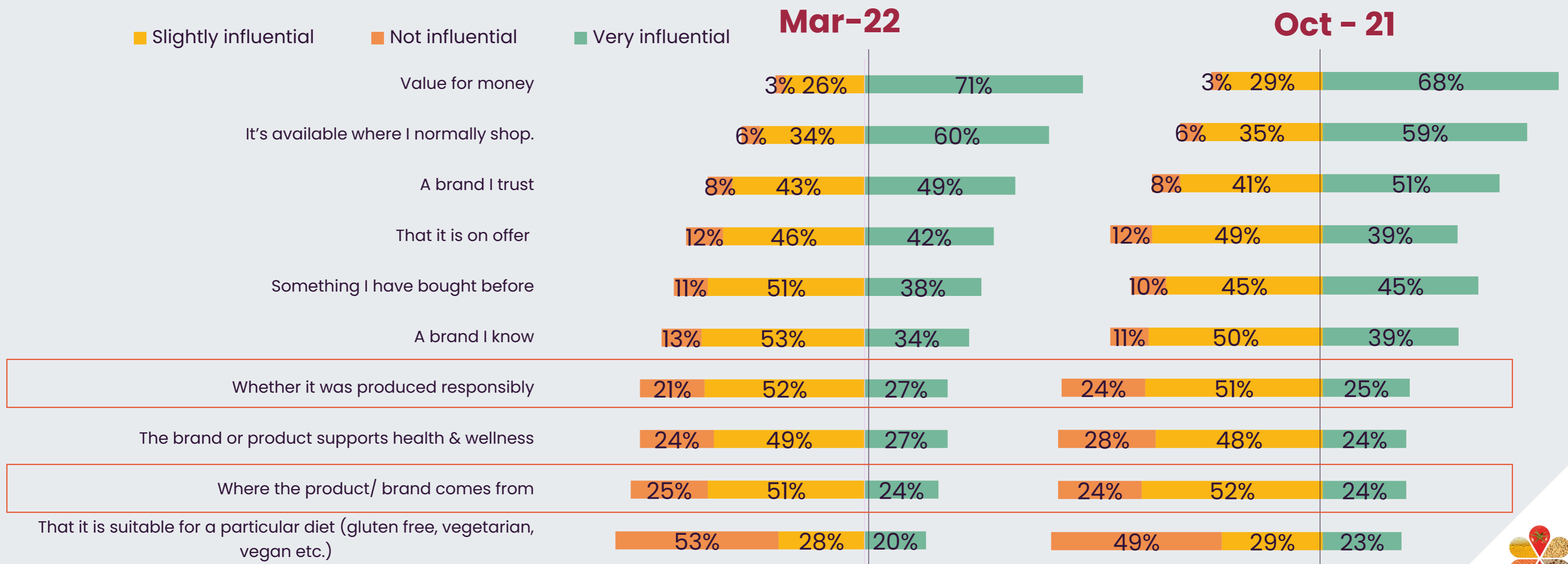
Living/
shopping
more
sustainably
11%



Sustainability

Sustainable factors continue to have only limited impact on product or brand choice

Product/Brand Choice Drivers



Many consumers are concerned about the environment but they have more immediate pressing concerns

Concerned about
some aspect of the
impact of food &
drink on the
environment
71%
(Any concern)

“Because these options are very often not within our budget”

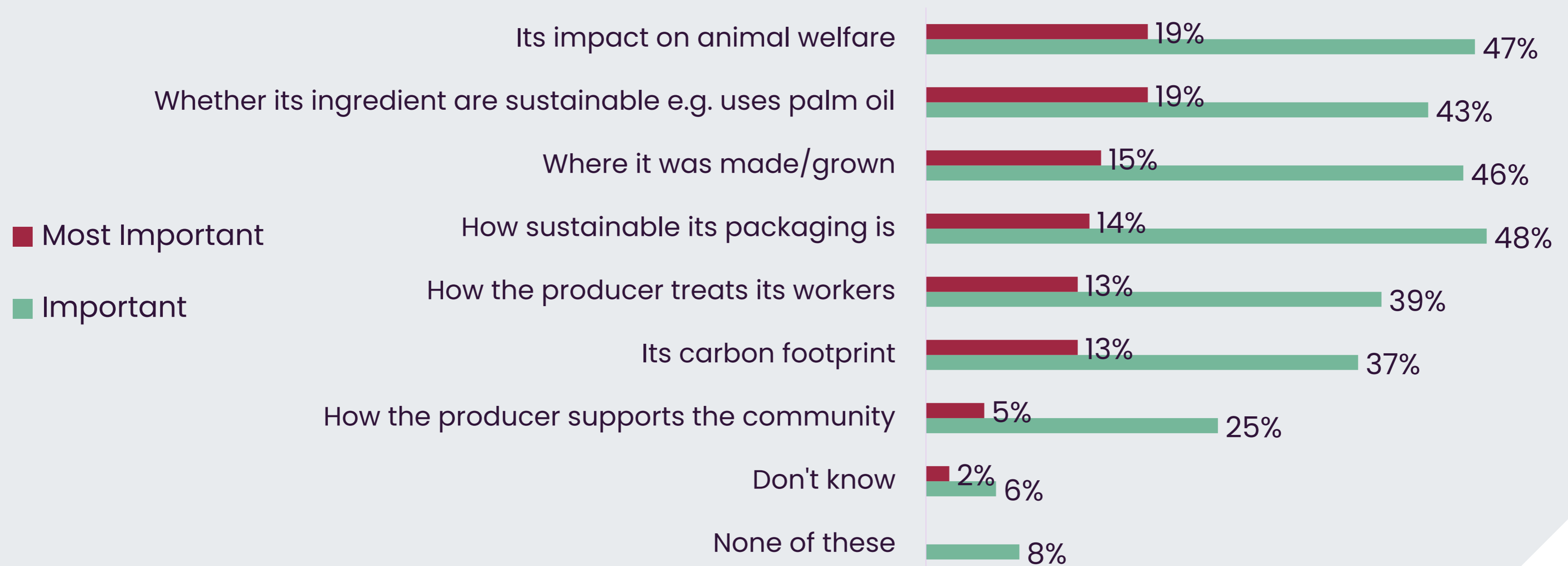
“If you are on a tight budget, you have no choice but to buy what you can afford”



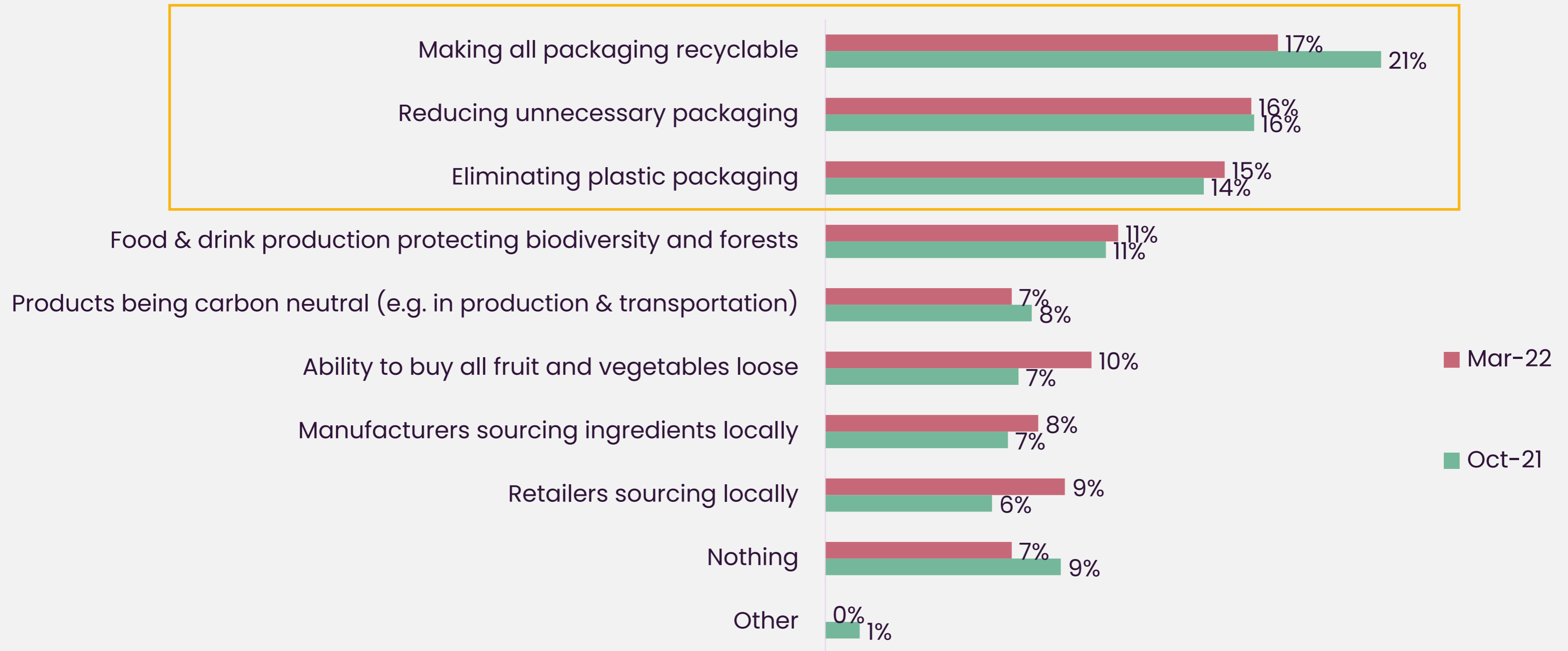
What is Most Important to Consumers When Deciding if a Product has Been Produced Responsibly?

Consumers are broadly divided on what is most important if judging whether a product was produced responsibly

What is Most Important to You When Judging Whether a Product was Produced Responsibly?



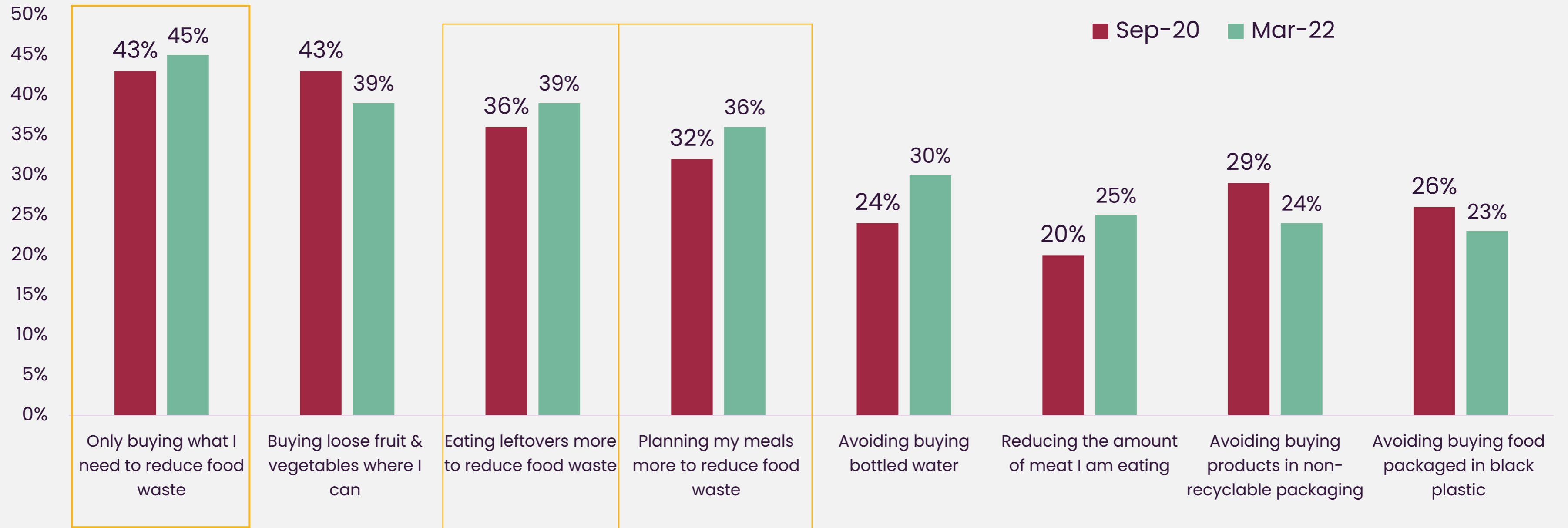
However, addressing packaging remains consumers' top priority in making food and drink more sustainable



Over half of consumers feel frustrated that things aren't changing quickly enough regarding their priority area



Reducing food waste remains the main activity consumers are doing to support the environment, with over 55s doing most



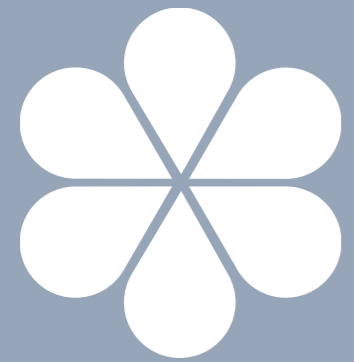
Base: 1006 Q And which, if any, of the following are you actively doing for environmental reasons?

Base 1001 Q And which, if any, of the following are you actively doing for environmental reasons?

Reducing food waste, environmentally or financially driven?



Around a third avoided food waste for cost reasons in the prior 3 weeks



Finances

They are a worry

Rising Prices

**Top concern
around food
& drink**

**41% up from
29% in
October 2021**

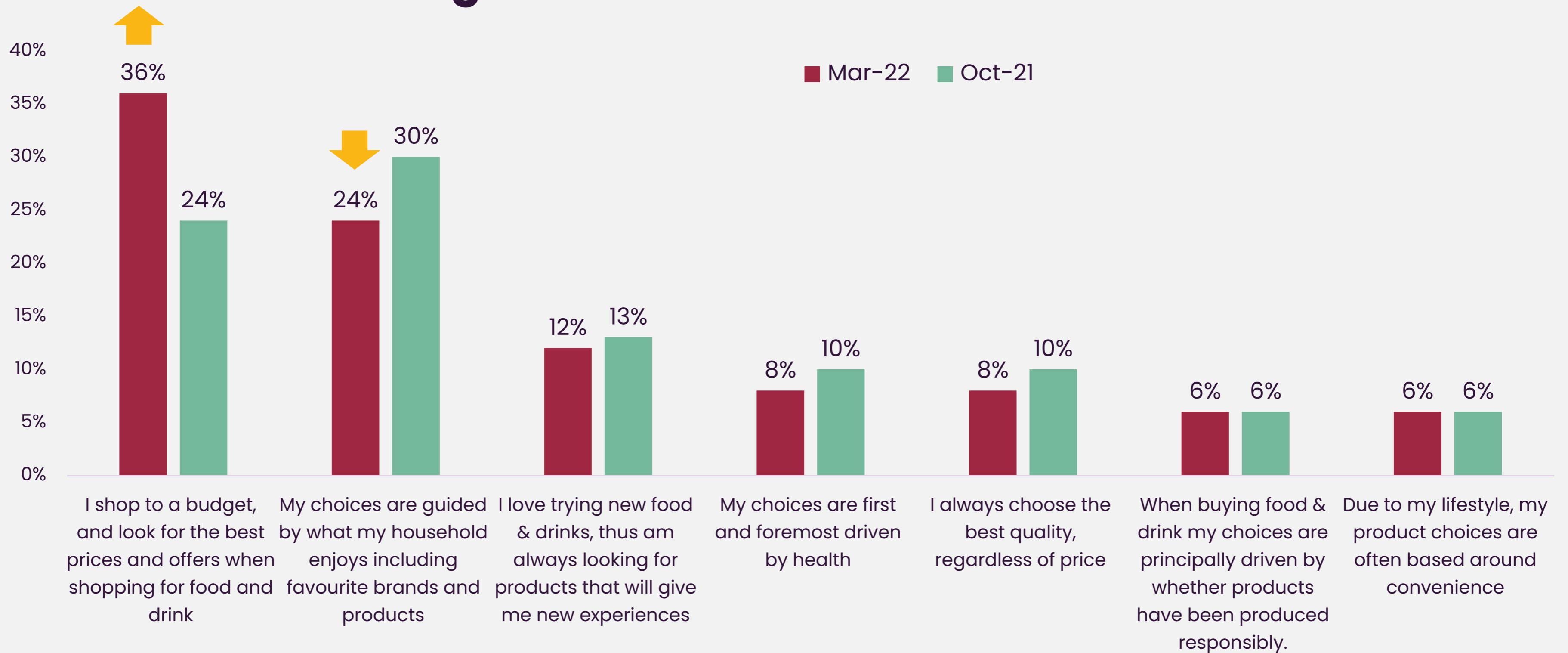




**The rising cost of
food and drink has
had an impact
financially on 72%
of UK adults
(25% a big
Impact)**

“We are on a tight budget so rising prices will have a significant impact. It's not really possible to reduce costs by buying cheaper products because we already buy cheaper brands as it is”

A growing number of shoppers are prioritising budgets over household favourites




A photograph of a person in a tan coat shopping in a grocery store. The person is holding a metal shopping basket with a purple handle. The basket contains a bunch of fresh green herbs and a green bottle. The background shows shelves of various grocery items.

Nearly half of UK adults have made a change to what they buy or where they shop as a result of the increase in food & drink prices

Consumers are using a broad range of strategies to help them combat rising prices

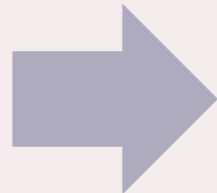
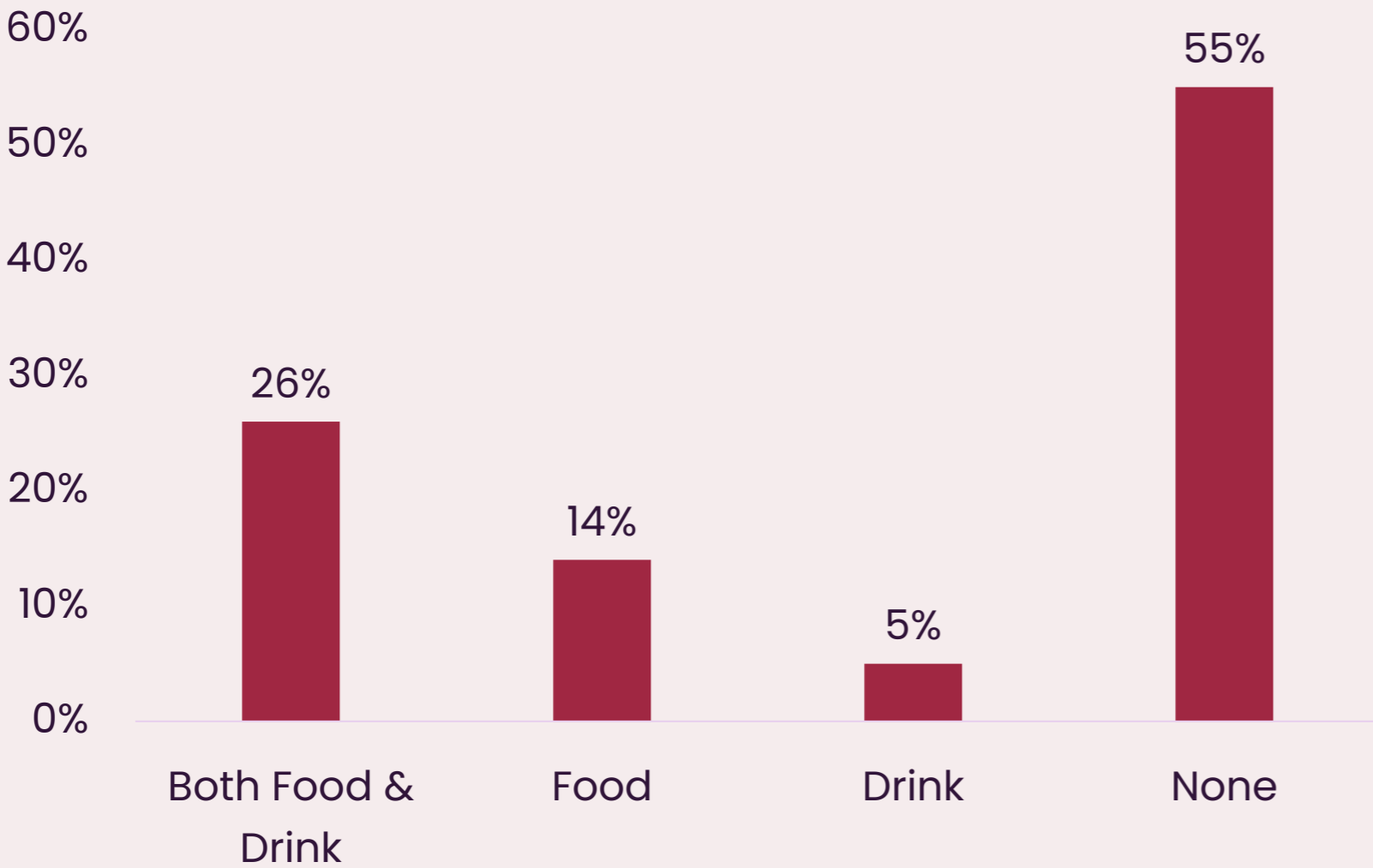




**Over 2 million
UK adults had
used a food
bank in the
previous 3
weeks**

Nearly half of UK adults have purchased food & drink directly from a UK manufacturer or producer, with value for money a key driver

Purchased any food or drink product directly from a UK manufacturer or producer in the last 3 months



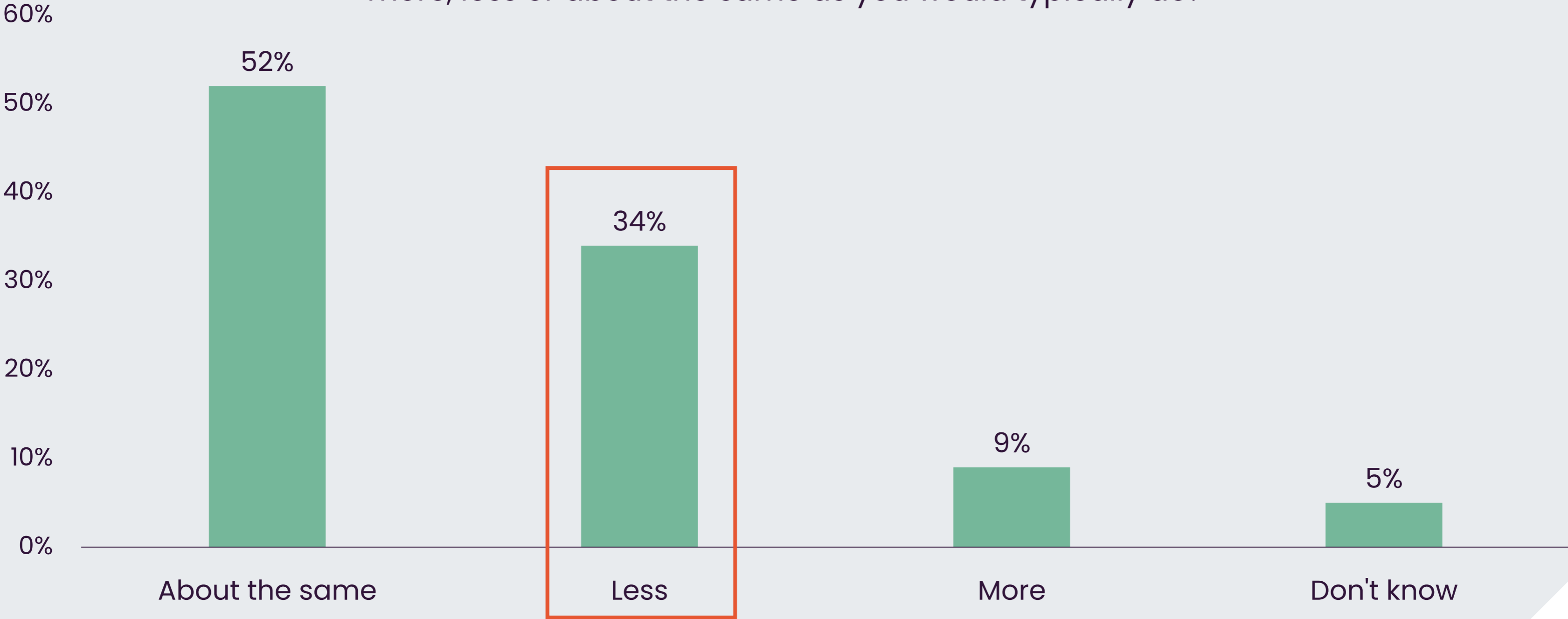
Top 6 Reasons

To support local producer/s	33%
Overall value for money	30%
Cheaper than buying from retailer	18%
It's a producer/brand I know & like	17%
Recommendation by friends/family	15%
To buy in bulk	14%

Base 1001 Q Have you purchased any food or drink products online directly from a UK manufacturer or producer in the last 3 months (rather than via a retailer, or marketplace like Amazon)?

And it's not just in shopping for food & drink where the cost of living is having an impact.

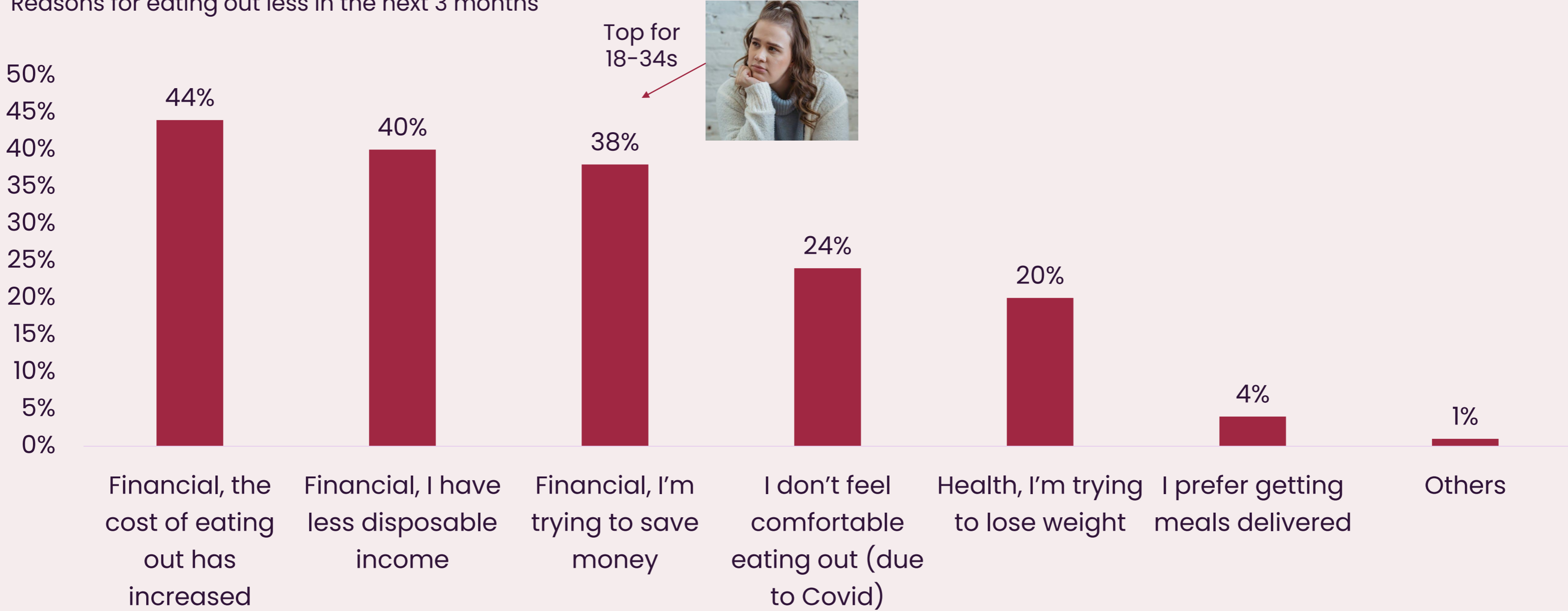
Over the next 3 months do you feel you will be eating out more, less or about the same as you would typically do?



Base 1001 Q How are you feeling about eating at out the moment? Over the next 3 months do you feel you will be eating out more, less or about the same as you would typically do?

Finances are the main reason why consumers expect to eat out less over the next 3 months

Reasons for eating out less in the next 3 months



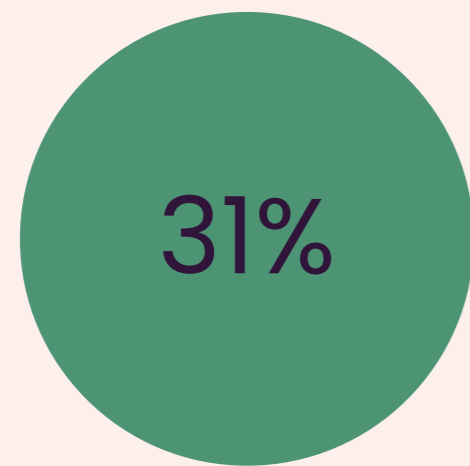


Health

Just under a third of UK adults (16m) have made some change over the last 3 months for health reasons...and a further third would like to

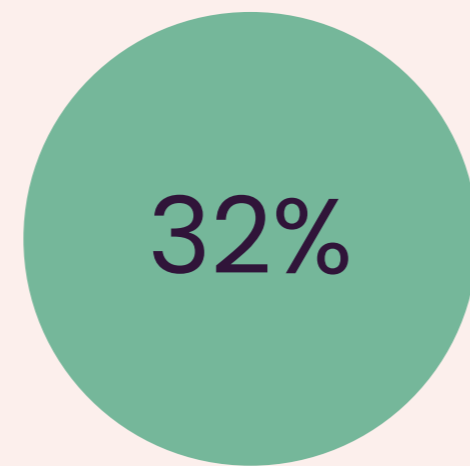
Made any changes to lifestyle in last 3 months for health reasons?

March 2022



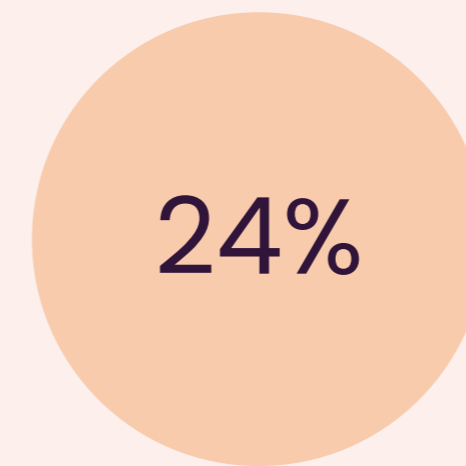
31%

Yes



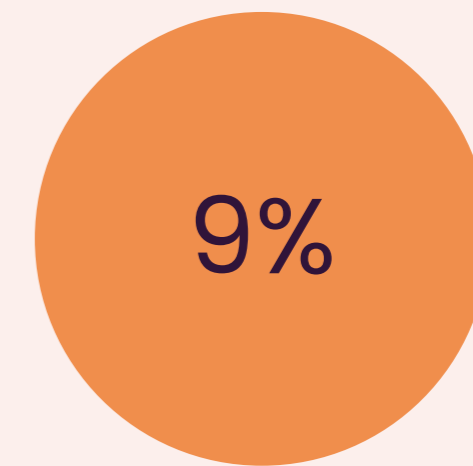
32%

No, but I'd like to make some changes



24%

No, I don't need to



9%

No, I don't want to

May '21

30%

25%

29%

13%

Who is most likely to be making changes?

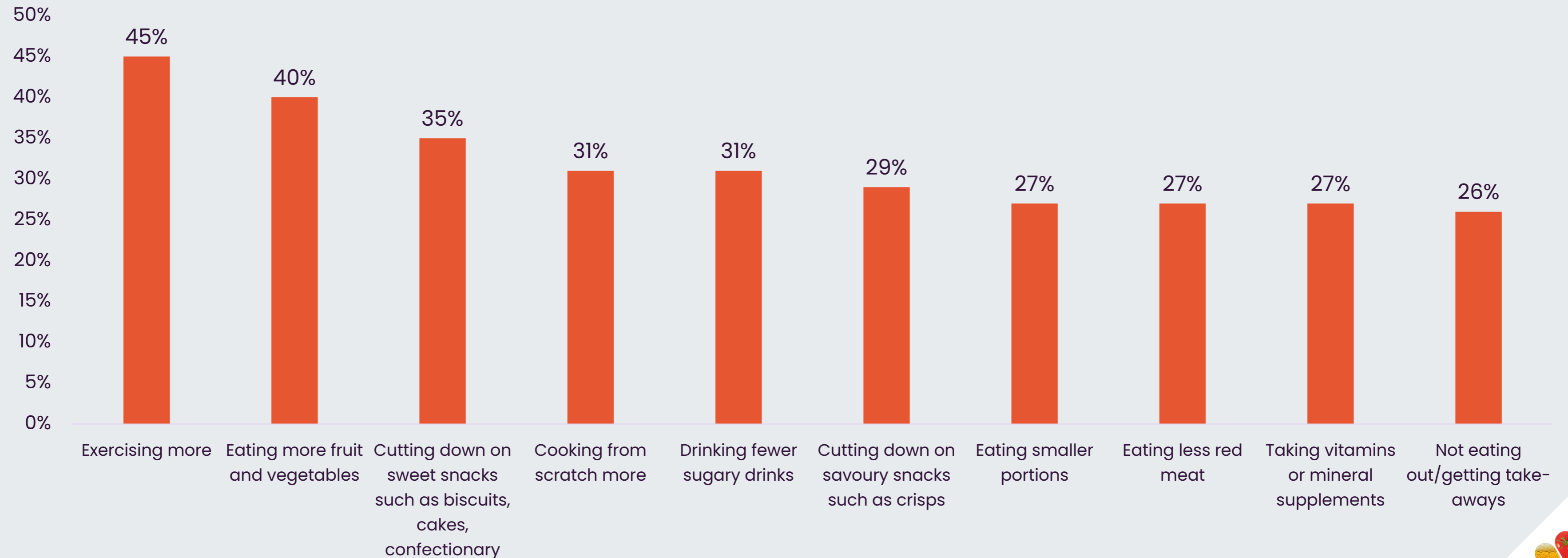


34-54 year olds
(37%) peaking at
44% of 34-54
year olds with
children under 18
in their
household

What Changes Have People Made?

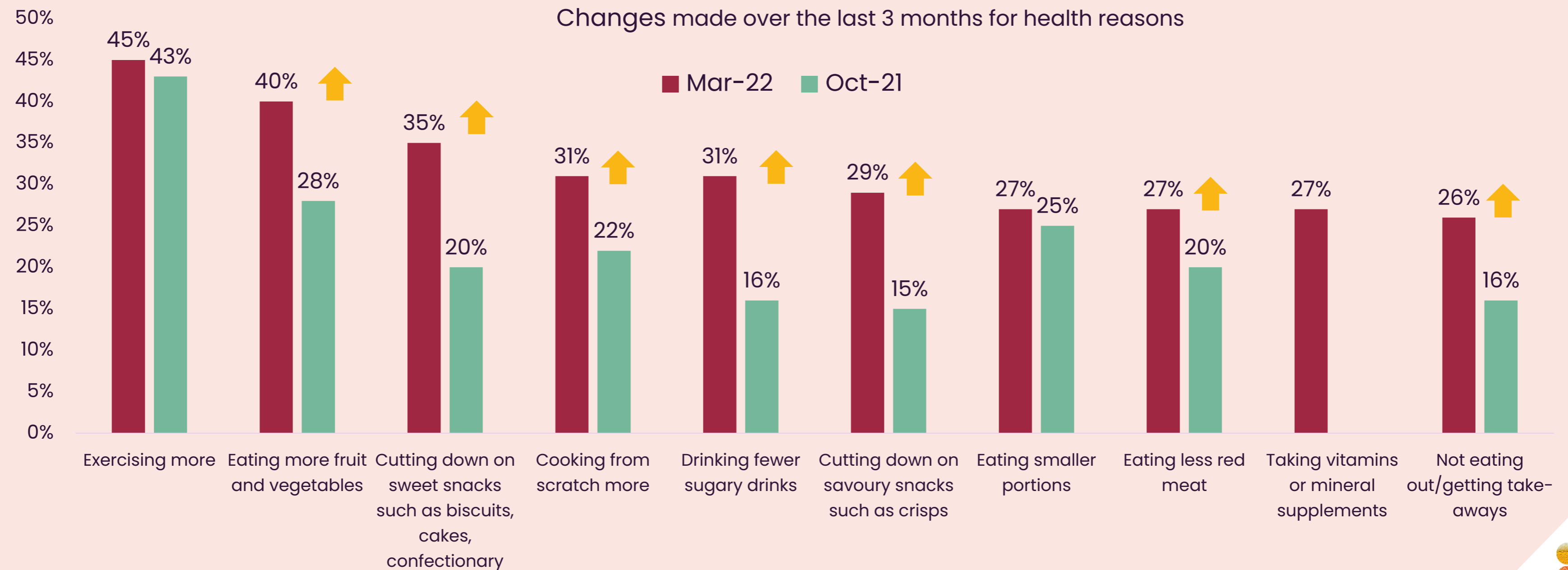
Top 10

Those making changes are taking a proactive approach to wellness through self-care such as exercising more and eating more fruit and vegetables

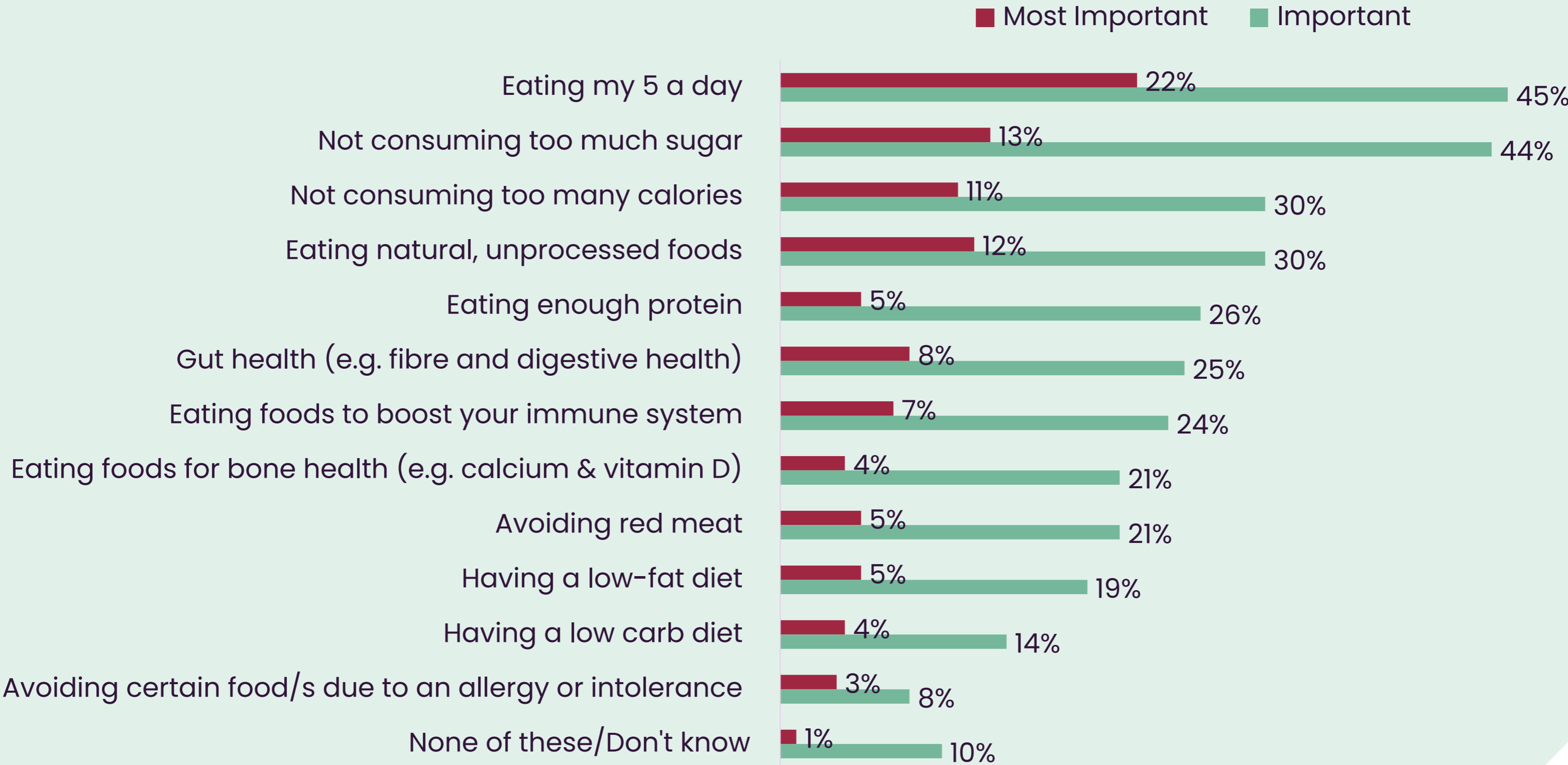


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Compared to October last year there has been a significant increase in changing to eat more healthily



What is most important nutritionally...



Base 1001 Q Again thinking about health and the food & drink you consume, which of the following is important to you?
 Base 713 Q And of these, which is most important to you regarding health and the food & drink you consume?

What's Most Important Nutritionally By Lifestage, Top 5



18-34

Not consuming too much sugar

Eating my 5 a day

Eating enough protein

Not consuming too many calories

Eating foods to boost your immune system



35-54

Eating my 5 a day

Not consuming too much sugar

Eating natural, unprocessed foods

Eating enough protein

Not consuming too many calories



55+

Not consuming too much sugar

Eating my 5 a day

Not consuming too many calories

Eating natural, unprocessed foods

Gut health



73% of UK meat eaters have made changes to their meat consumption over the last 12 months.

The emphasis is on switching & reduction



Switching to eating more chicken & fish

Eating more chicken or turkey 26%

Eating more fish 25%



Eating less processed meat

Reduced the amount of cooked processed meat I eat 20%

Reduced the amount of raw processed meat I eat 19%



Eating less red meat

Reduced the amount of red meat I eat 18%



Reducing meat consumption

Reduced the amount of meat I eat of all types 16%

Only eating meat occasionally 15%



Quality

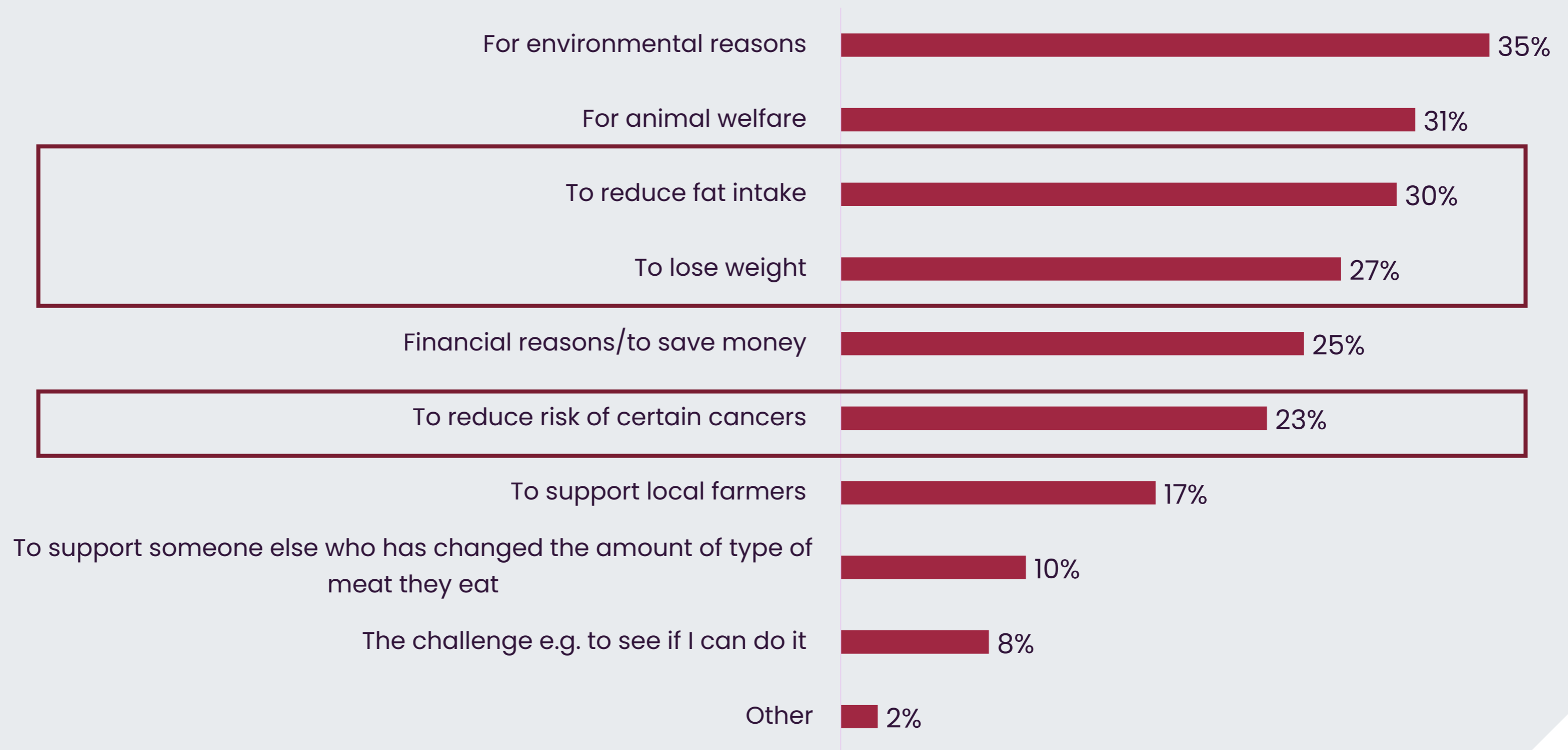
Buying higher quality meat 14%

Buying organic meat 8%

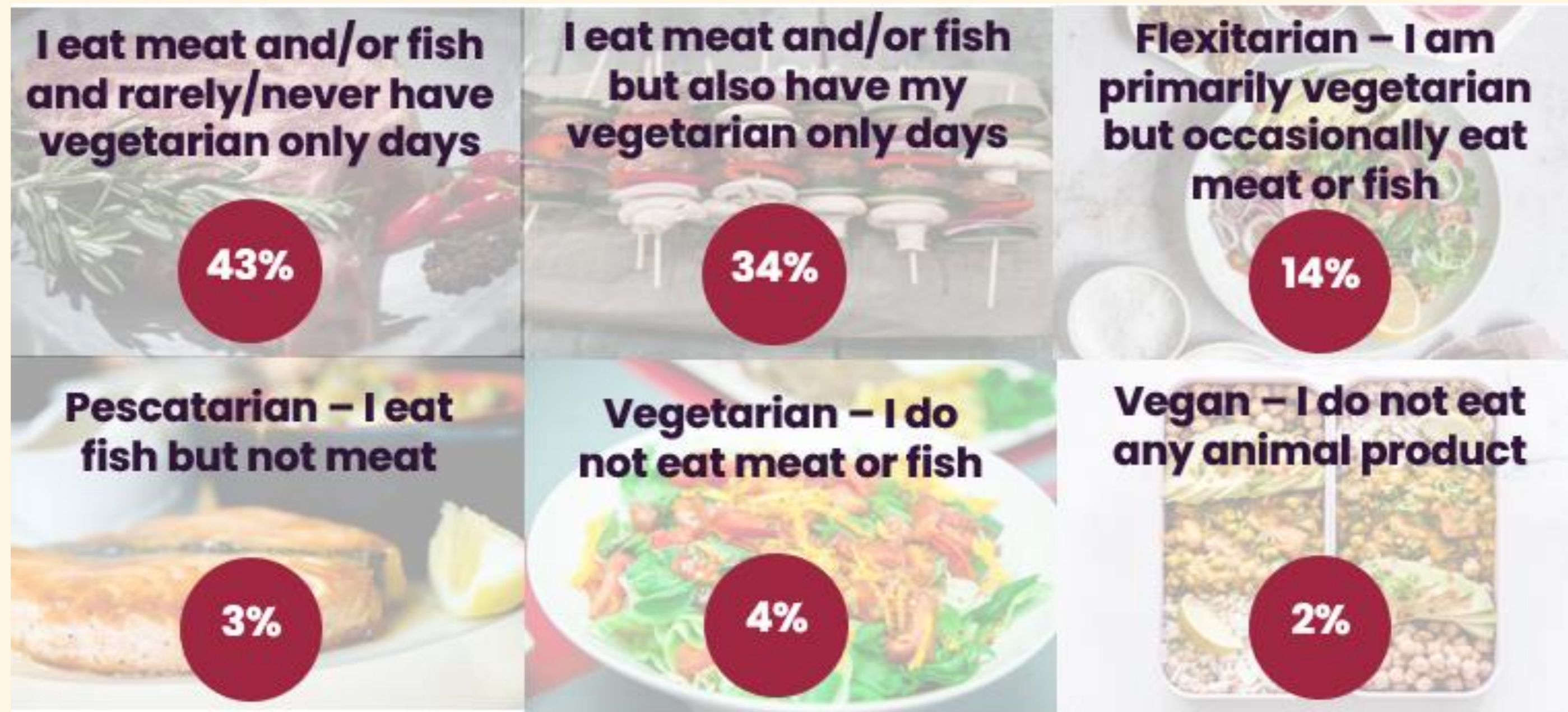


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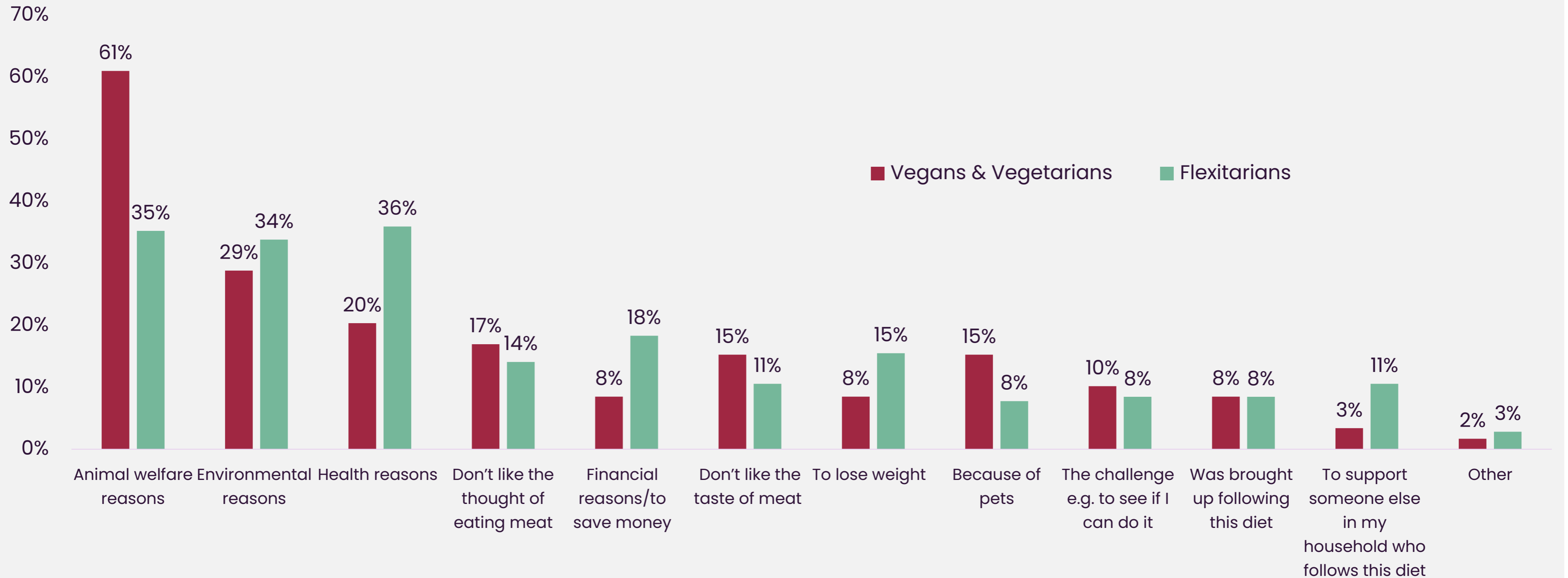
Although health is a key driver, the environment, animal welfare and financial pressures are also important reasons for changes



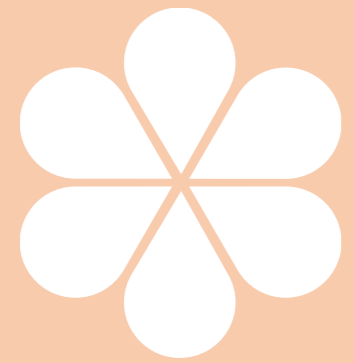
Over half of UK adults (29.7m) now have at least a partial vegetarian or plant based diet



There are subtle differences in drivers behind those adopting a vegan or vegetarian diet vs. flexitarian, potentially have implications for how we talk to each



Base 201 Q What are the main reasons why you follow this type of diet...?



Summary

Key Takeouts



MANAGING WEALTH AND
HEALTH ARE KEY
PRIORITIES FOR
CONSUMERS



BOTH ARE IMPACTING
CONSUMERS SHOPPING
DECISIONS



THINK ABOUT
COMMUNICATIONS YOU
NEED TO GIVE THEM A
REASON TO BUY/TRY, BE
LOYAL



SUSTAINABILITY MATTERS
BUT LESS SO

Thank You
To get in touch just email us;

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