

# 5 Key Insights From Women About Food Brands and Quality

Insights and stats from women about their perception of food brands and quality

July 2020

Presented by Innovate Solutions and MyInsightsOnTime

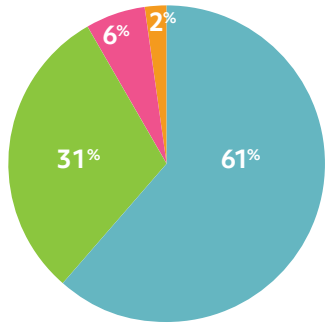


# Key Stats

AN ONLINE QUANTITATIVE SURVEY OF 20 QUESTIONS WAS DISTRIBUTED VIA EMAIL TO 100 IRISH FEMALE CONSUMERS ACROSS THE COUNTRY. The survey was active for 5 days and the total number of complete responses was 82.

## 1. PRICE AND BRAND CHOICE

How does price influence your choice of grocery brand?

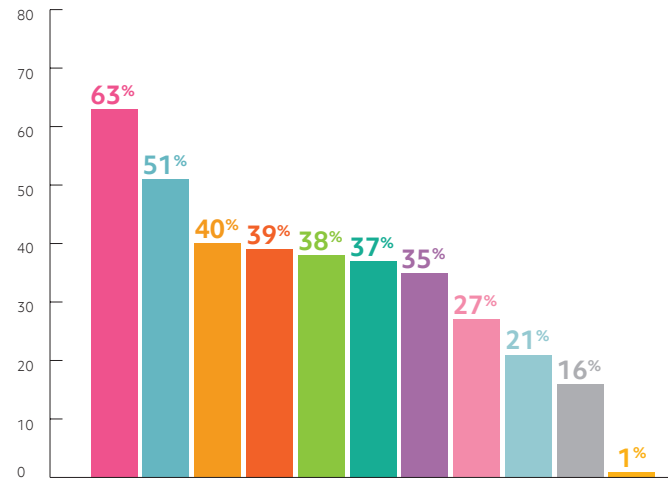


**63%** are willing to pay more for certain brands

I am willing to buy expensive brands for certain products only	61%
I always try to buy the cheapest brand	30%
I don't generally look at the price	6%
I mostly buy the more expensive brand because I feel that a higher price reflects better quality	2%

## 2. BRAND PERCEPTION

Which of these influences your perception of the quality of a brand?



- Taste
- Price
- The ingredients list or health benefit
- Where I buy it (eg. supermarket, farmers market, local delicatessen, premium shop)
- I always go with what I have traditionally bought because I know that I can trust the quality
- A labelling of Irish provenance
- The brand's reputation
- I like to buy Fairtrade/organic products because I feel that they are more likely to be high quality
- Packaging
- The product's method of processing e.g. hand-cut/organic
- Other

**63%** say that Taste is the biggest influence on their perception of brand quality

## 3. TOP QUALITIES

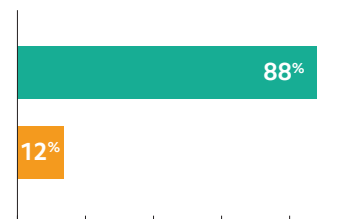
Top 4 most important qualities of a food brand are



**35%** of people rank 'Great taste' as the top most important quality of a food brand

## 4. FAMILY BRAND HABITS

Do you buy different brands for your children than for the rest of your family?

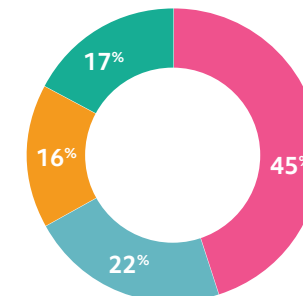


- My children eat mostly the same food brands to the rest of the family
- My children eat very different food brands to the rest of the family

**88%** of parents say the family all eat the same food brands

## 5. FEEDBACK ON PRODUCTS

Have you ever or would you consider going to a brand's website or social media to leave a comment about a grocery product that you have tried?



- I might consider doing so if I really loved or hated the grocery product
- I would never review a grocery product
- I would only review a grocery product if I was incentivized to do so
- Yes I have done so

**62%** have or would consider going to a brand's website/social to leave a comment about a product

## Key Insights

Online Focus Group carried out on **MyInsightsOnTime** private platform in July 2020 with 30 women panel participants from across Ireland.

### Top Qualities



"Taste is definitely top of the list, then I would go for Irish if possible but otherwise it's down to the ingredients and then value for money. My top 3 qualities would be taste, wholesome ingredients and Irish/local."

### Price and Brand Choice



"I'd pay more for certain name brands, i.e. mayonnaise has to be Hellmans and beans has to be Batchelors. For most other things I buy the store's own brand."

### Family Brand Habits



"I buy Glenisk kids yoghurts for the children, it's an Irish brand and the portion size is just right. I also buy Tesco mini breadstick packets and TUC snack packs for them."

### Brand Perception



"I love trying new brands and products (especially food!). I would consider buying without tasting/trying at the moment and I don't think that I would take a sample from a supermarket in the current situation."

### Feedback on Products



"I would probably review a product if there was an incentive like a competition or free coupon to review the product."

# Key Recommendations For Brands

## Recommendation 1



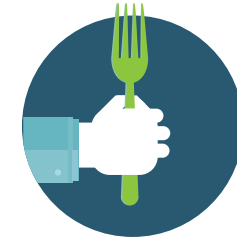
People will pay more for and remain loyal to key brands once they know and love them, so what opportunities can you create for people to try your product and incentivise repeat purchase.

## Recommendation 2



While tastings in store may not be possible at the moment, look at how you could partner to add samples of your product for sale with other complementary products. Or coupon distribution through your online/ social channels to encourage people to try.

## Recommendation 3



Taste tops the list of people's perceptions of brand quality so ensure you have done your consumer taste tests before launching a product. If a product is underperforming then taste testing for reformulation may be required.

## Recommendation 4



With 88% of shoppers saying their children eat the same brands, there is an opportunity still with the healthy snacks category, e.g. a smaller pack size of your product for families or for lunchboxes.

## Recommendation 5



We know recommendations from other people are important in marketing, so offering an incentive to review, e.g. free coupon or competition entry can encourage people to review. Responding to reviews is also an opportunity for the brand to continue a conversation and build loyalty.

If you need market research and independent consumer insights then **Innovate Solutions** and **MyInsightsOnTime** can help. Contact Aidan at 087 2494747 [aidan@innovatesolutions.ie](mailto:aidan@innovatesolutions.ie) or Jill at 087 2299128, [info@myinsightsontime.com](mailto:info@myinsightsontime.com)