

# 5 Key Food Trends Arising From COVID

Insights and stats from parents about how their food shopping,  
eating and cooking habits have changed since COVID

February 2021

Presented by Innovate Solutions and ParentsandBrands

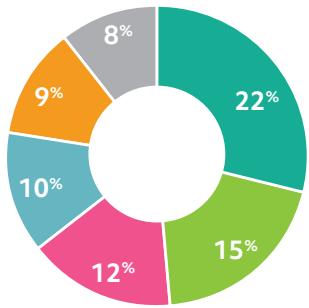


# Key Stats

AN ONLINE QUANTITATIVE SURVEY OF 19 QUESTIONS WAS DISTRIBUTED VIA EMAIL TO 393 IRISH CONSUMERS ACROSS THE COUNTRY. The survey was active for 10 days and the total number of complete responses was 153.

## 1. TRYING NEW INGREDIENTS

What new ingredients did you buy and try?

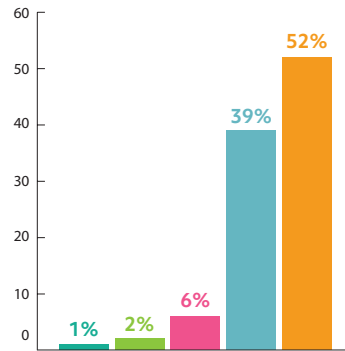


- Baking ingredients
- Different herbs & spices/things to make sauces from scratch
- More fresh fruit & veg
- New cuts of meats/fish
- Asian condiments e.g coconut milk, rice vinegar, rayu, miso
- Plant-based/vegan foods e.g. tofu/sea-weed

**73%** of respondents have tried new ingredients out since COVID. 84% say they will continue to try and buy new ingredients.

## 2. COOKING FROM SCRATCH AT HOME

What new ingredients did you buy and try?

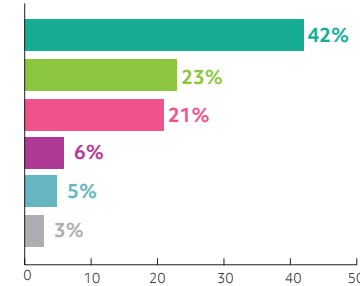


1 (not likely) | 2 | 3 | 4 | 5 (very likely)

**91%** of respondents say they are likely or very likely to keep cooking at home as much.

## 3. NOT COOKING AT HOME

How do you prefer to eat when you are not cooking from scratch?

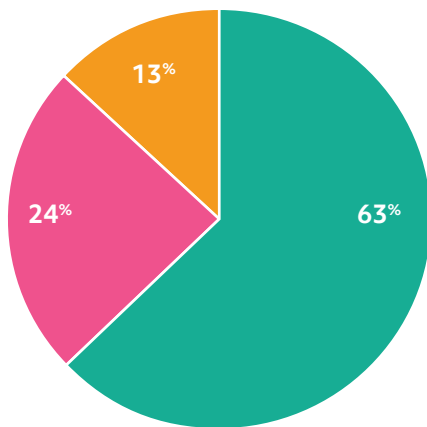


- Order a takeaway and have it delivered
- Order a takeaway and collect it
- Go out and eat (when we can)
- Buy a ready meal that I heat up
- Get ingredients delivered that I finish cooking
- NONE of the above

**65%** of respondents like to order takeaway when not cooking themselves.

## 4. ORDERING FOOD AND DRINK PRODUCTS ONLINE

Will you continue to buy food/drink products online after lockdown?

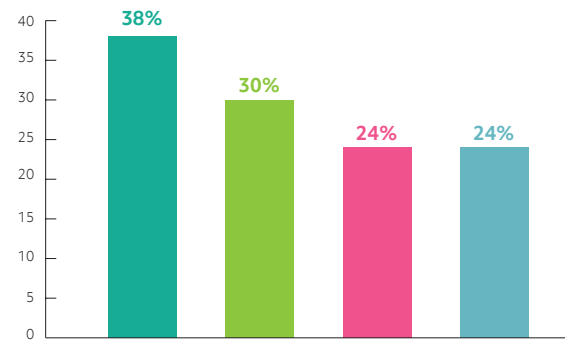


● Yes | ● Maybe | ● No - I'll just look for them during my weekly shop

**63%** say they will continue to order food/drink products online after lockdown.

## 5. CHANGES TO EATING HABITS

Has your household made any major changes to eating habits in the last 12 months, that you expect to continue with?



- Eat more fish (at least once per week)
- Eat more plant-based options (at least once per week)
- Have at least one meat free day a week
- Eat more fruit & veg for health benefits

**59%** of respondents are eating less meat or are eating more plant based or have gone veggie/vegan since lockdown and they expect that to continue.

## Key Insights

Online Focus Group carried out on **ParentsandBrands** private platform in February 2021 with 21 parent panel participants from across Ireland.

### TRYING NEW INGREDIENTS



"I have actually ordered more fish through places now delivering (and the same with meat and new vegetables I wouldn't have bought before). I have tried cooking with some fish that I never would have so that's been interesting to try."

### COOKING AT HOME



"I have started a few new dishes during the lockdown, e.g. a pasta dish, soup and homemade bread. I will keep making those. I started making these mainly because there was so much posting on social media of recipes. I cook all the time at home anyway and this didn't change that much with lockdown but as with everyone I sometimes get bored of the same things all the time."

### NOT COOKING AT HOME



"I won't be cooking at home as much once the vaccines are rolled out and the virus is under control as I intend going out on a Sunday evening for dinner and going out for lunch once a week as I did before. We don't get takeaways. But even when lockdown is lifted, I won't feel safe eating out until I get vaccinated, so I will be cooking at home as much for the immediate future."

### ORDERING FOOD AND DRINK PRODUCTS ONLINE



"I ordered some spices to make a few different curry dishes. They were fab and made all the difference so I will continue to order them after lockdown. Also as a present I ordered a food hamper for Christmas and I would order one of these again once out of lockdown."

### CHANGES TO EATING HABITS



"I'll definitely be cooking more from scratch. Pasta sauces, soups, curries - I would sometimes buy in a jar for convenience but now I'll be making the time to make my own. So much nicer and tastier. I'll also be using my local butcher and fruit & veg shop more."

# Key Recommendations For Brands

## Recommendation 1



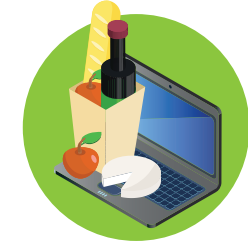
There is a thirst for new products, especially when it comes to baking, making your own sauces, and different dinners from scratch. So spices, herbs, Asian condiments, etc. have all been highly popular. Can you team up with other producers to bring meal bundles of your and their products to consumers to try?

## Recommendation 2



People plan to keep cooking at home, so they will be looking for new recipes – websites & social media are the most important recipe channels that people use so maximise these opportunities to reach people and showcase your product or brand within recipe content.

## Recommendation 3



Online shopping has become much more popular, particularly for niche and specialty food products, is it clear across all your channels that people can buy from you online? Are you rewarding loyalty for repeat purchase? Retailers - look at how you can showcase those specialty products on weekly online specials to meet that demand.

## Recommendation 4



The 'weekly main shop' trend looks like it is here to stay, so rewards for the big basket spend are going to be welcomed by consumers. For food producers, communications around "Pick it up wherever you do your weekly shop" are going to put you in mind when consumers meal plan for their next grocery shop.

## Recommendation 5



Retailers should cultivate a nice browsing/sampling shop environment since these are two things consumers are really looking forward to, when restrictions are lifted. Brands should look for opportunities to get product samples out to consumers where possible to let them try.

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