

PERIscope2013

Irish

Consumers & Their Food



PERIscope 2013

Consumer behaviours and attitudes towards food, shopping and cooking

Eating at home, Health & Wellness, Local Food, Speciality Food, Organics, Grocery Shopping, Eating Out, the Environment

ROI & GB

France, Spain , Sweden, Belgium, NL, Germany

NZ & US

10,000 respondents

Research carried out by

A Foodie World

Back to Basics

Food & Sustainability

Shopping Around

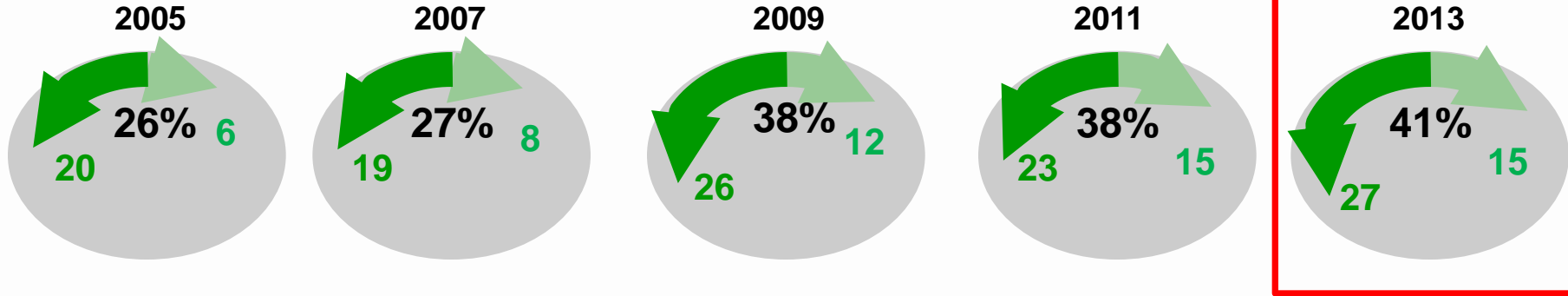
Health & Wellbeing

A FOODIE WORLD



We are increasingly enjoying cooking

Attitude towards cooking




 % Good Fun  % A Passion

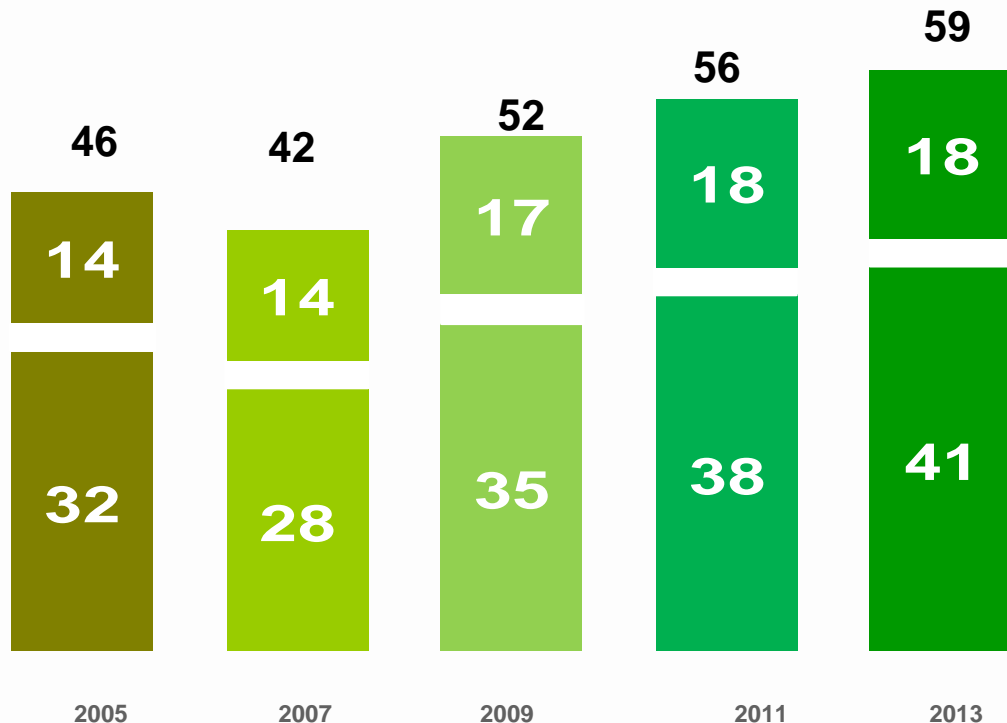

Confidence in cooking expertise

Level of cooking expertise

Would enjoy
having a dinner
party where I do
all the cooking

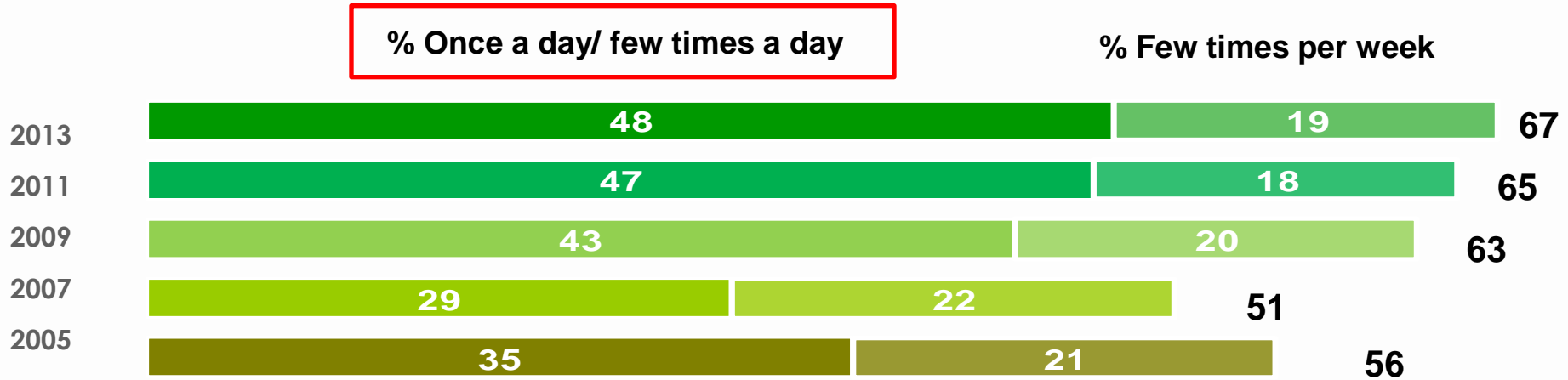


Would be
confident that I
could produce a
good Sunday
roast with all the
trimmings



Scratch cooking on the increase

Cooking from scratch



The Great Bake Off?

Baking from scratch

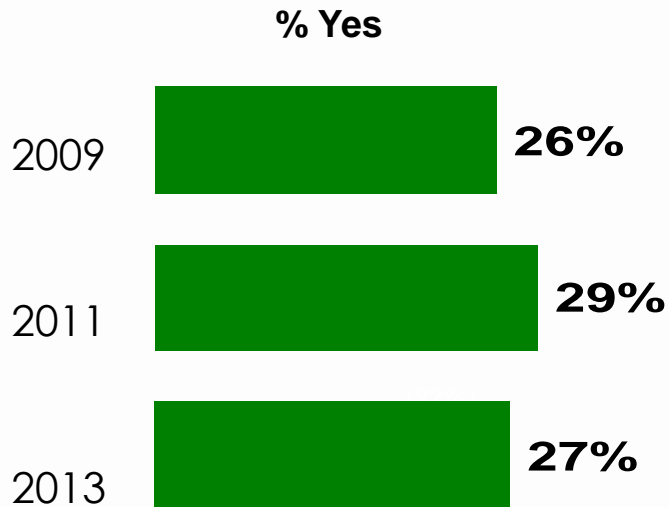


Interest in cookery classes

% who have attended/taken cooking classes in the past three years



Entertaining at home more often

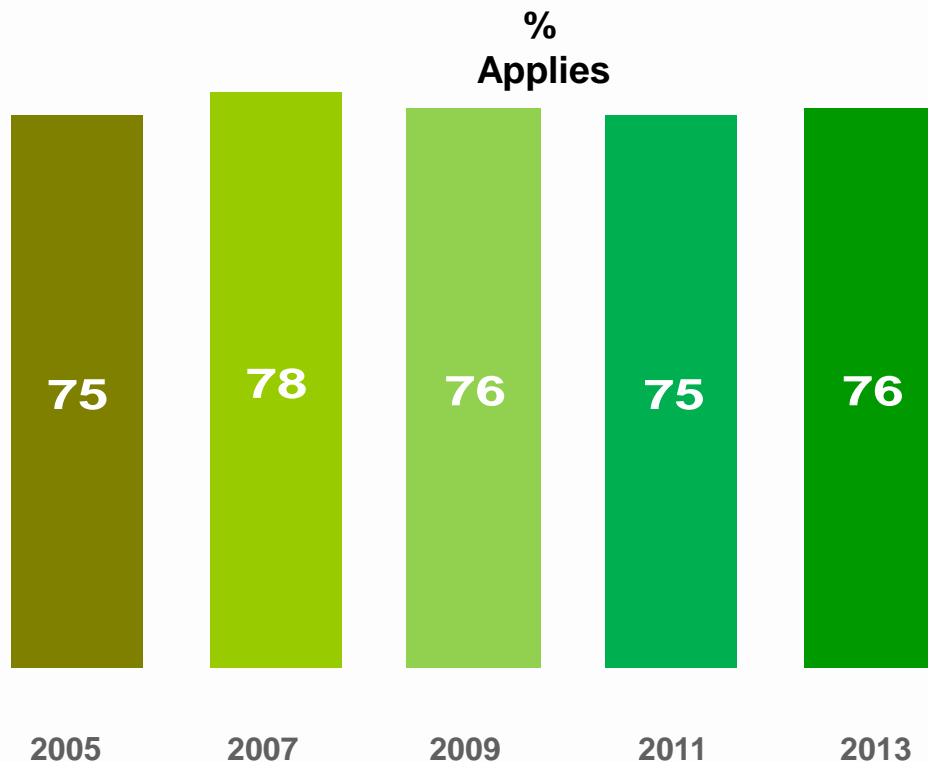


Higher Amongst:

**Females
35-44 yrs
ABC1's
Can cook
Have children**

Busy Lives

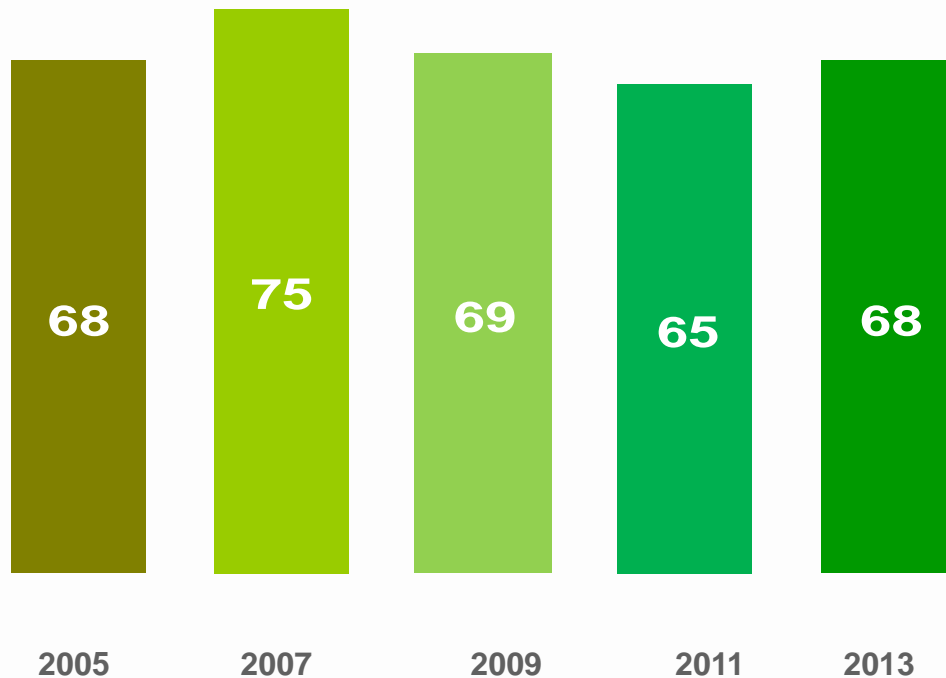
I tend to pick foods that are easy to prepare



Busy Lives

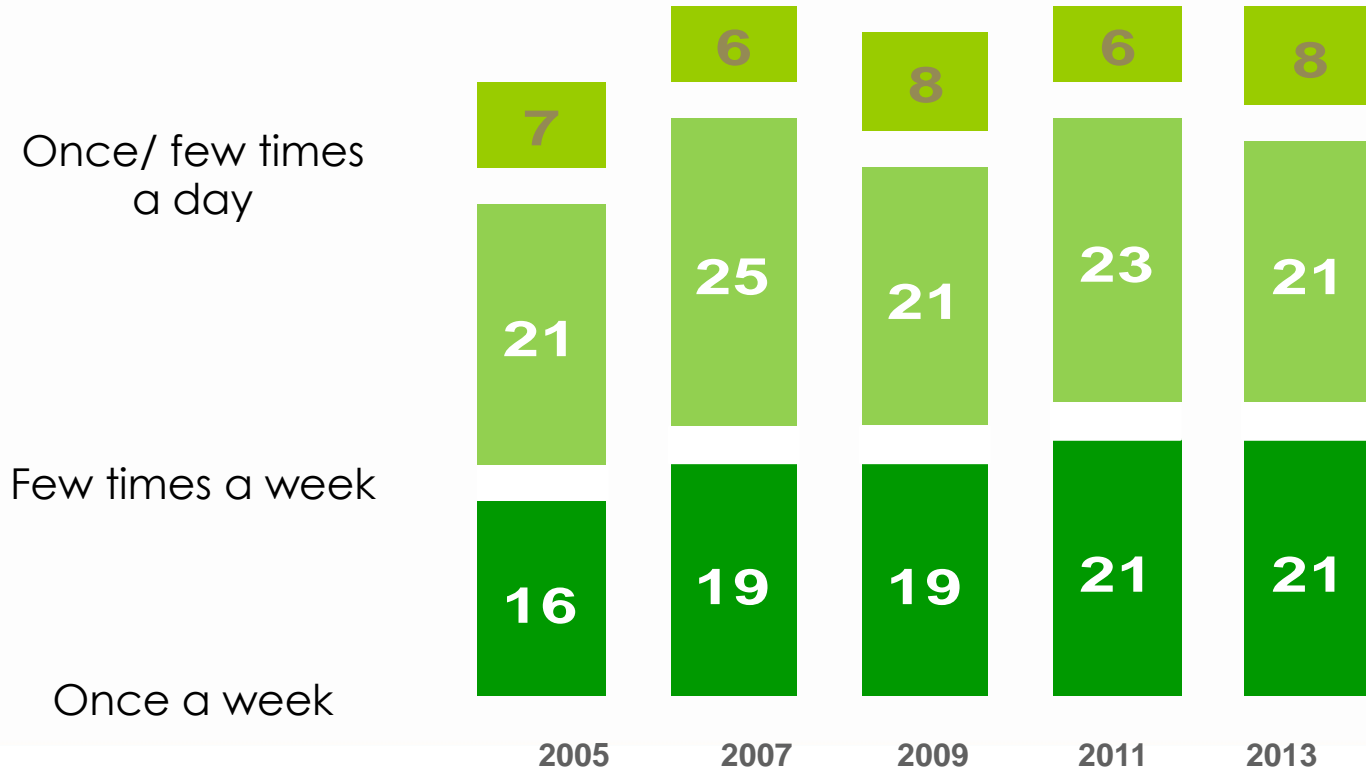
I tend to pick foods that are quick to cook

%
Applies



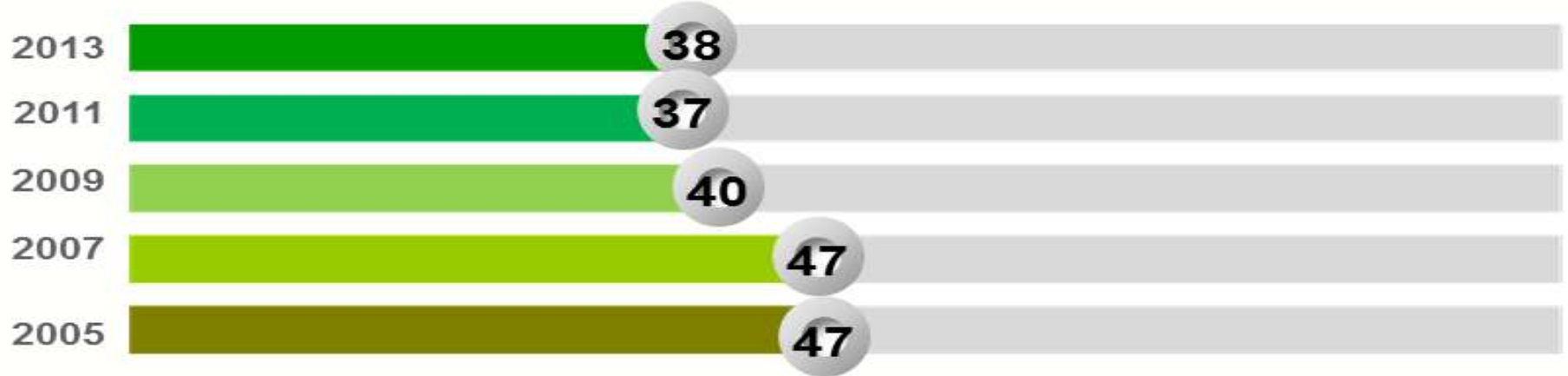
Usage of ready prepared ingredients

Usage of ready prepared ingredients



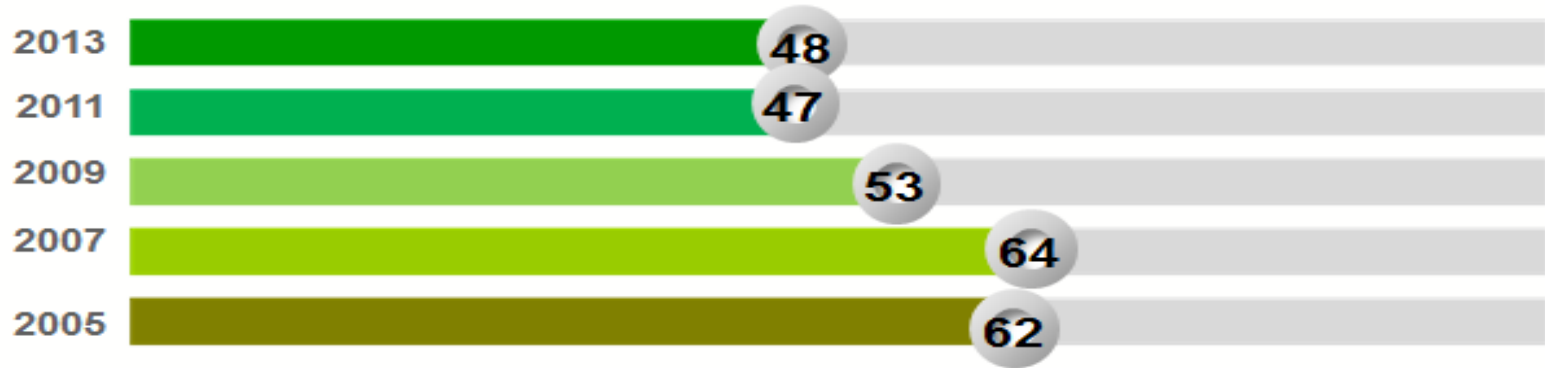
Decline of ready to eat foods

% agree 'we use a lot of ready to eat foods in our household'



Moving away from ready prepared meals

**% agree that they 'would often eat ready prepared/
convenience meals'**

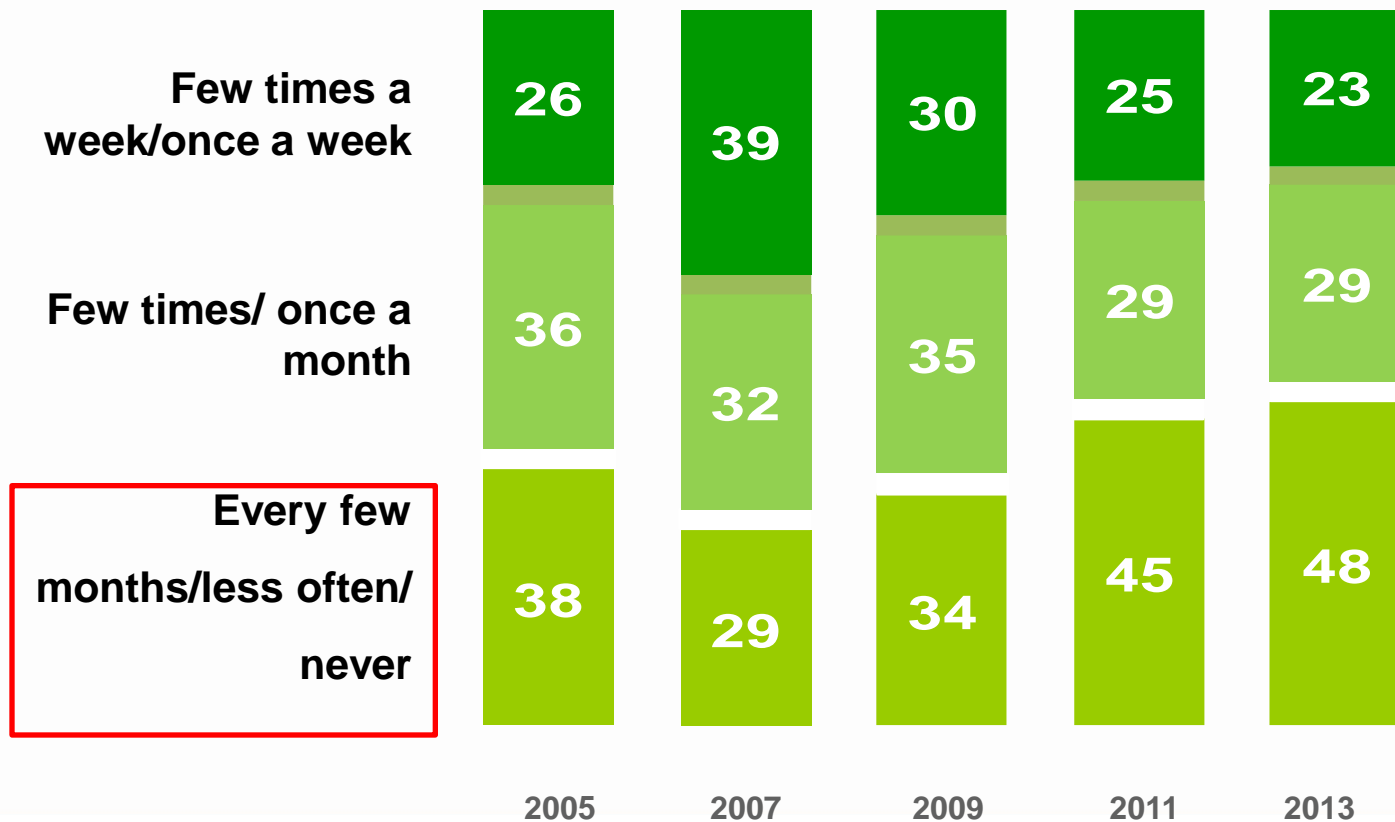


BACK TO BASICS

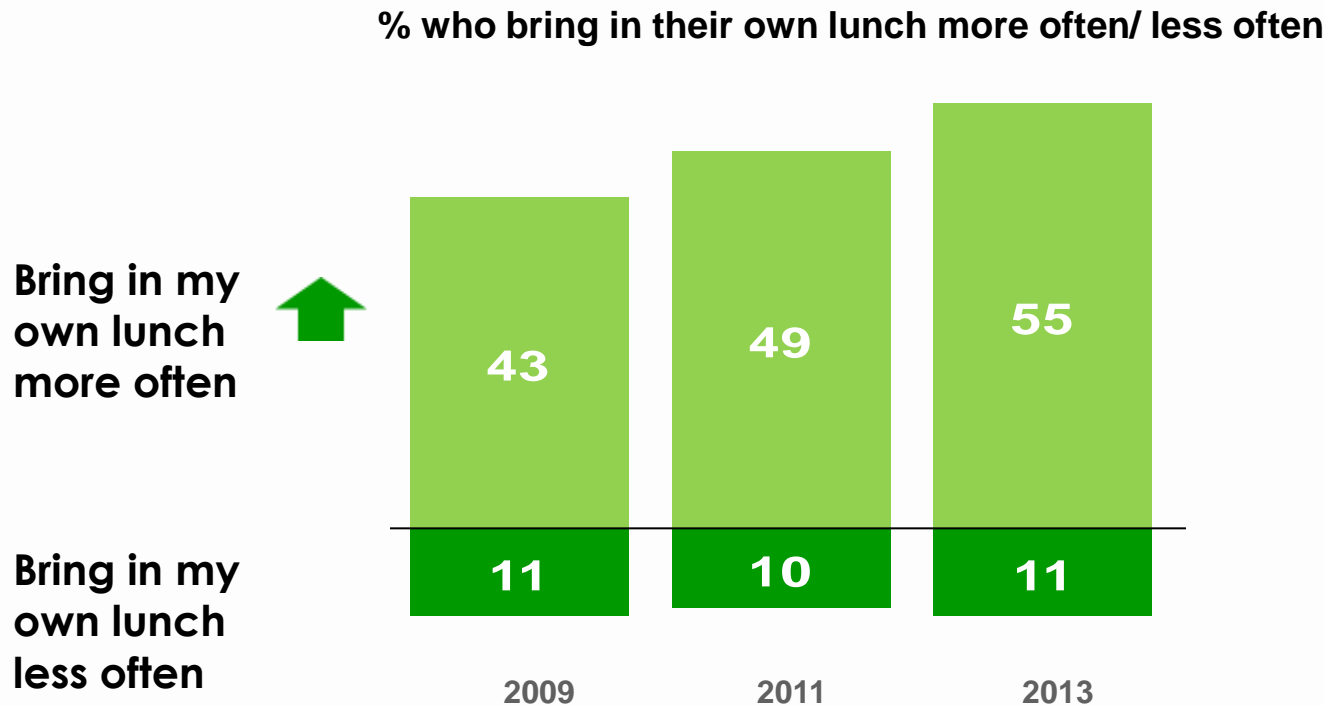


Eating out of home

Frequency of eating out of home



Bringing lunch to work more often

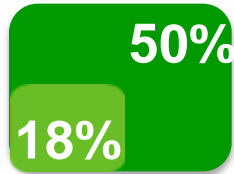


Increase in local foods

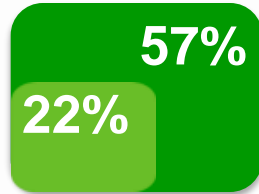
Buying local food is very important

Total importance of buying local food

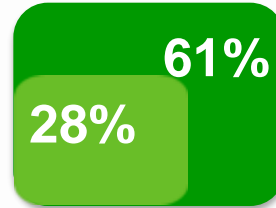
ROI



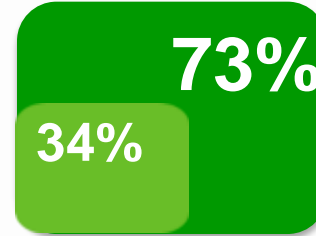
2005



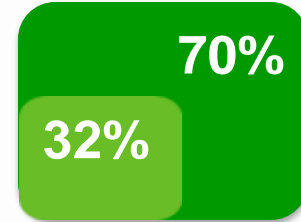
2007



2009

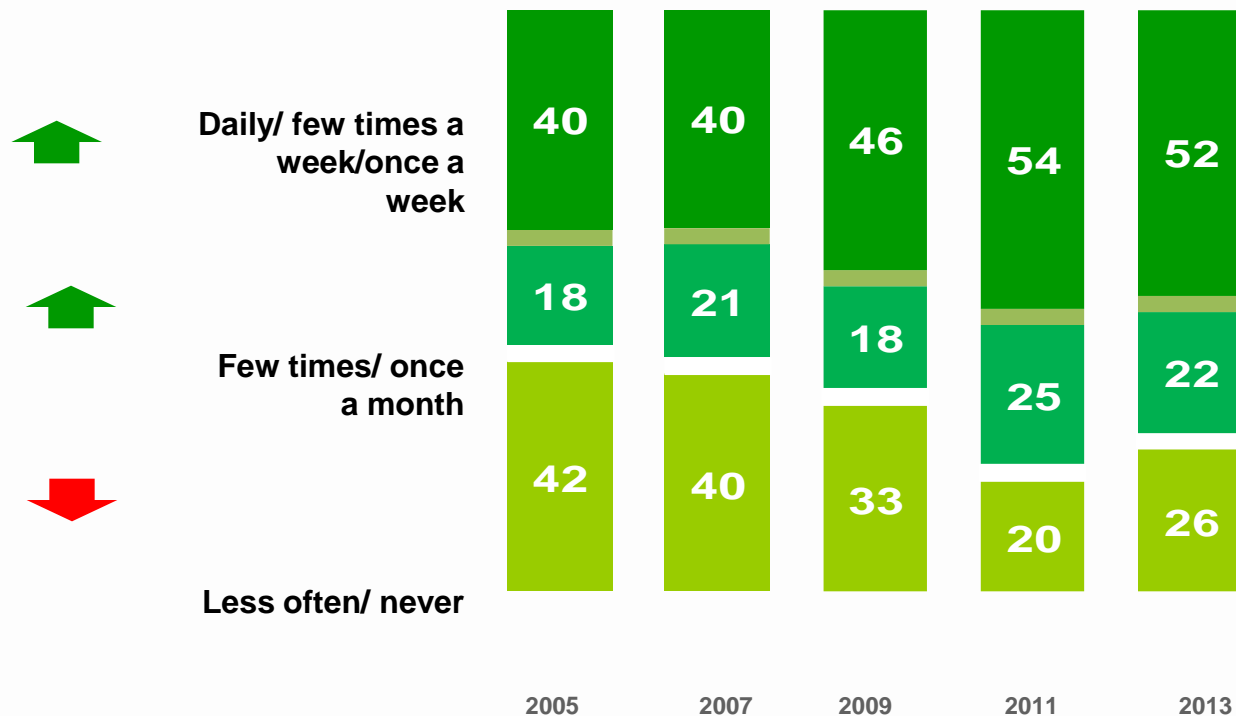


2011



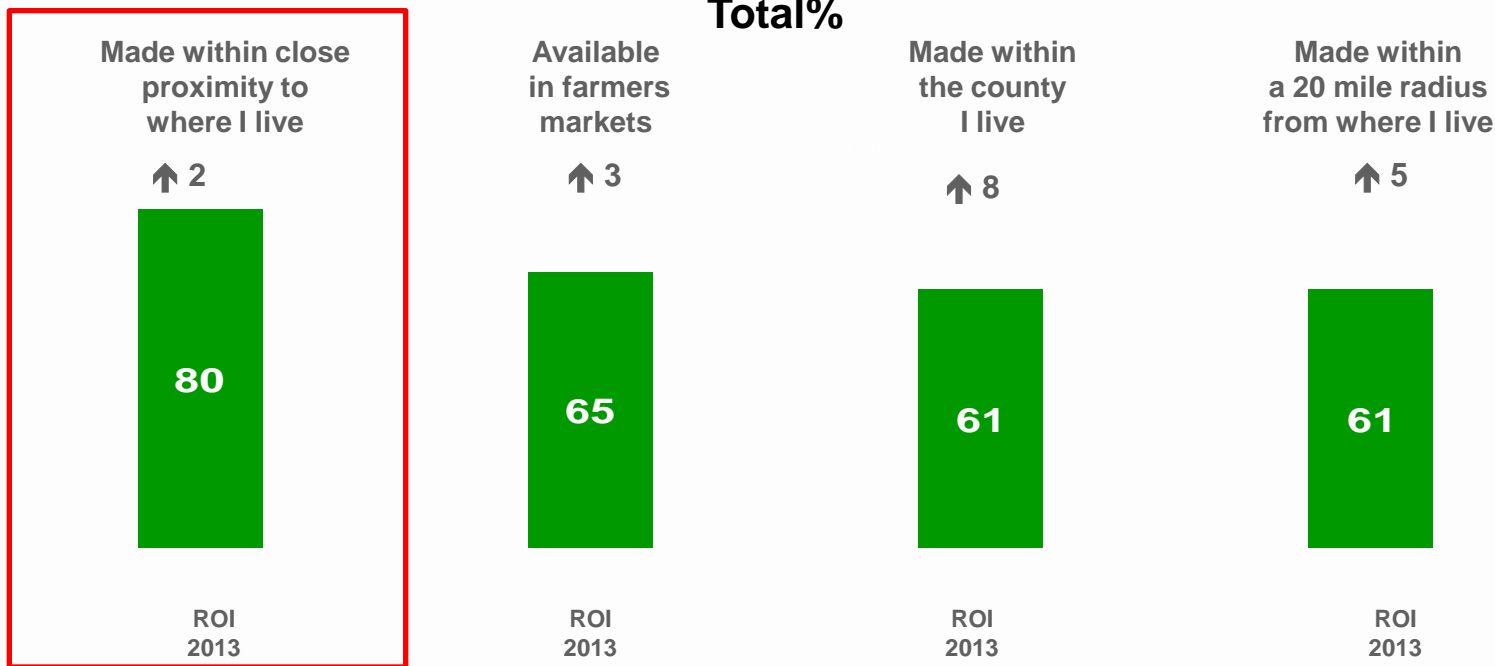
2013

Frequency of buying local increasing

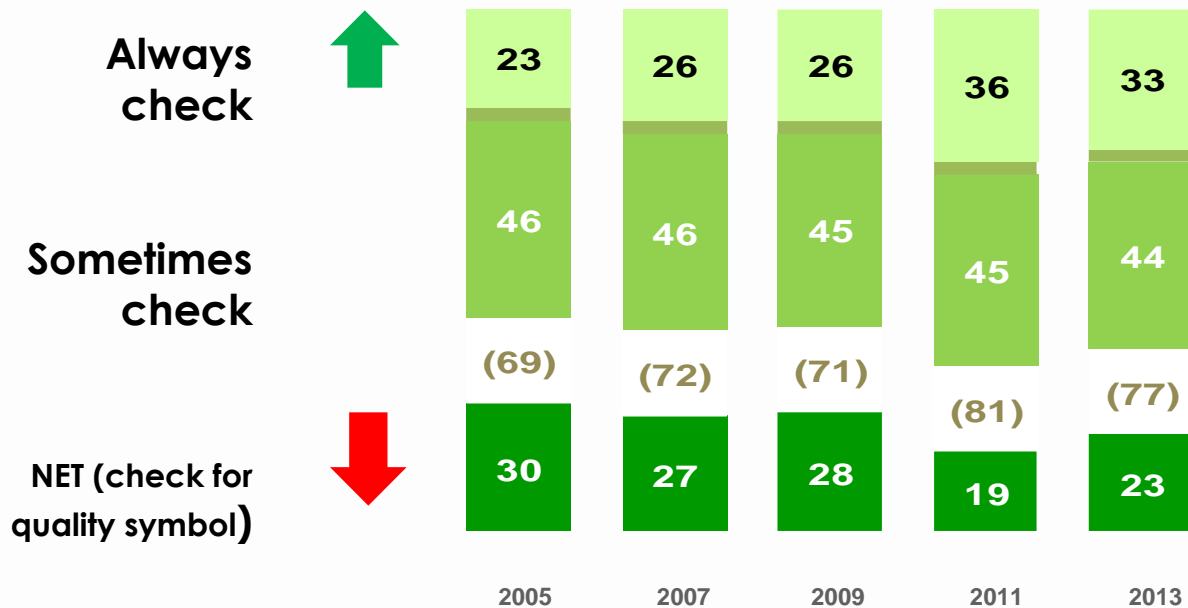


Definition of local food

Defining what 'local food' actually means

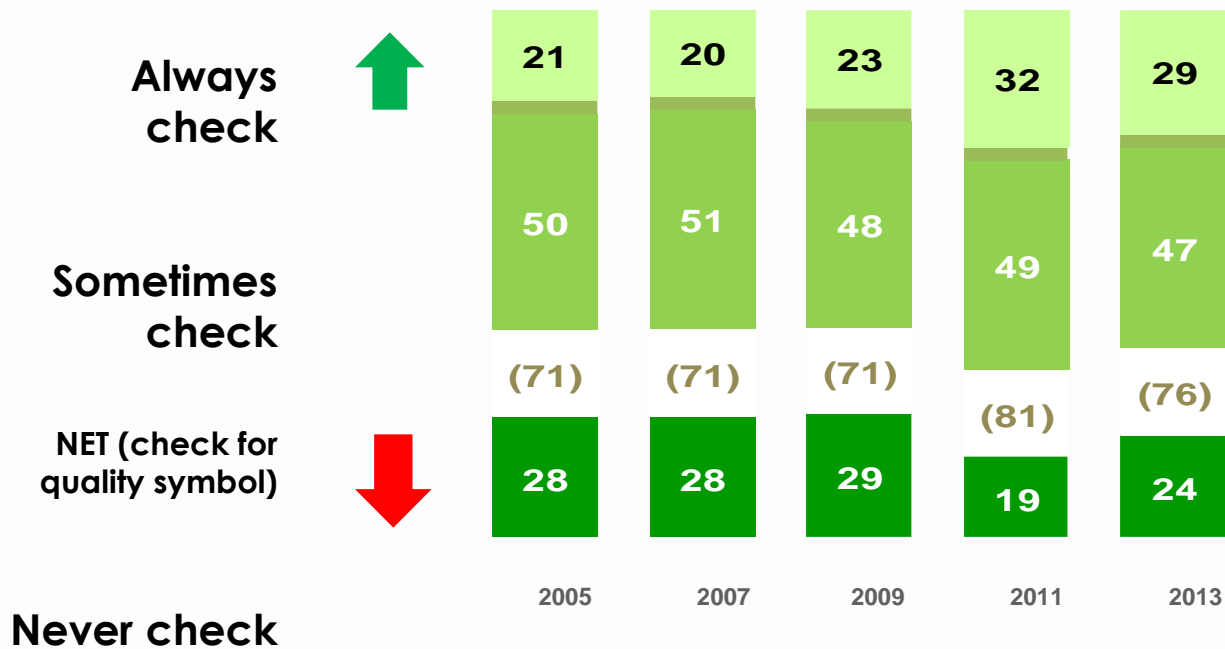


Checking for Country of Origin



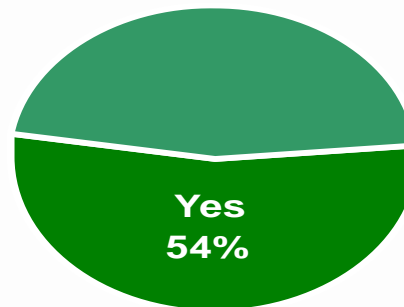
Never check

Checking for Symbol of Quality label



Organic Purchasing

EVER BOUGHT
All Adults 15+



EVER BOUGHT
Grocery Shoppers

62%

**MOST FREQUENT
PURCHASES**

- Vegetables
- Fruit
- Poultry
- Dairy produce

Q.58 When was the last time, if ever, you bought any organic food?
Q.58a Considering the broad categories of food that I will read out to you, about how often, if at all, do you buy any in organic form?

Eating together as a family

% applies – It is important to spend time over dinner as a family

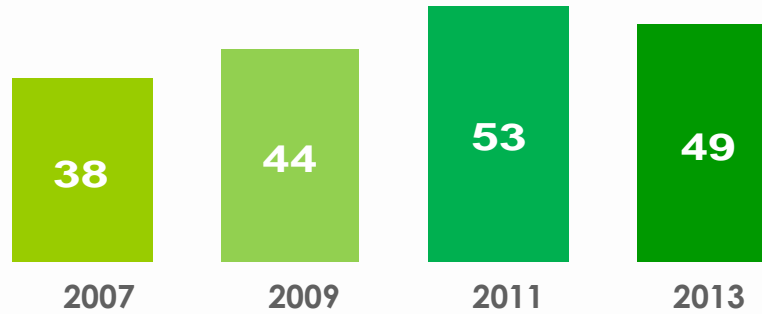


FOOD & SUSTAINABILITY

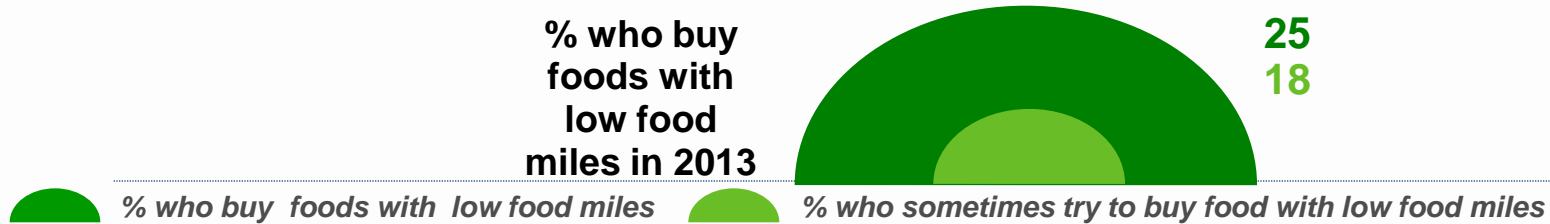


Awareness of food miles

% aware of Food Miles*



% who buy foods with low food miles in 2013



Awareness of sustainability increasing

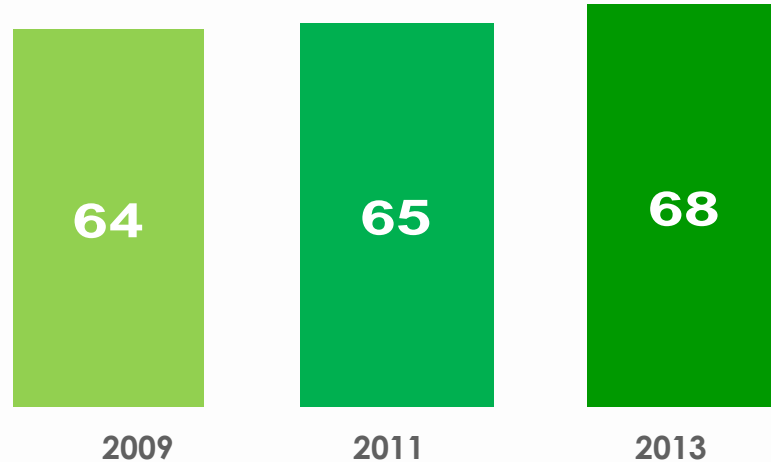
% aware of sustainability



* New question wording for ROI & GB in 2013

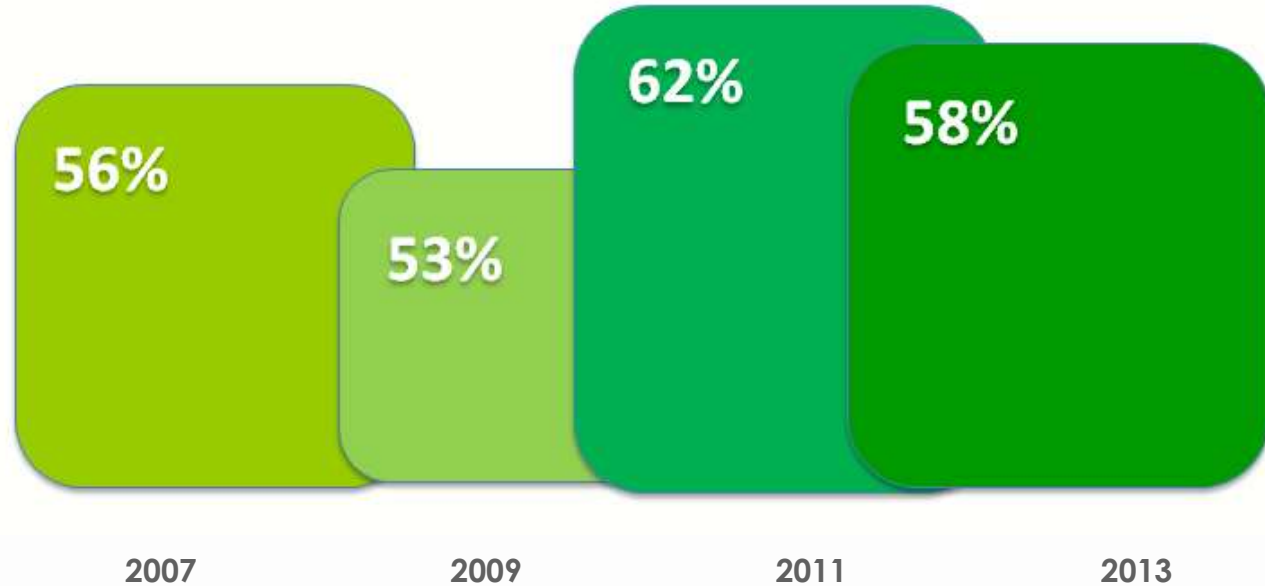
Increasing awareness of carbon footprint

% aware of carbon footprint



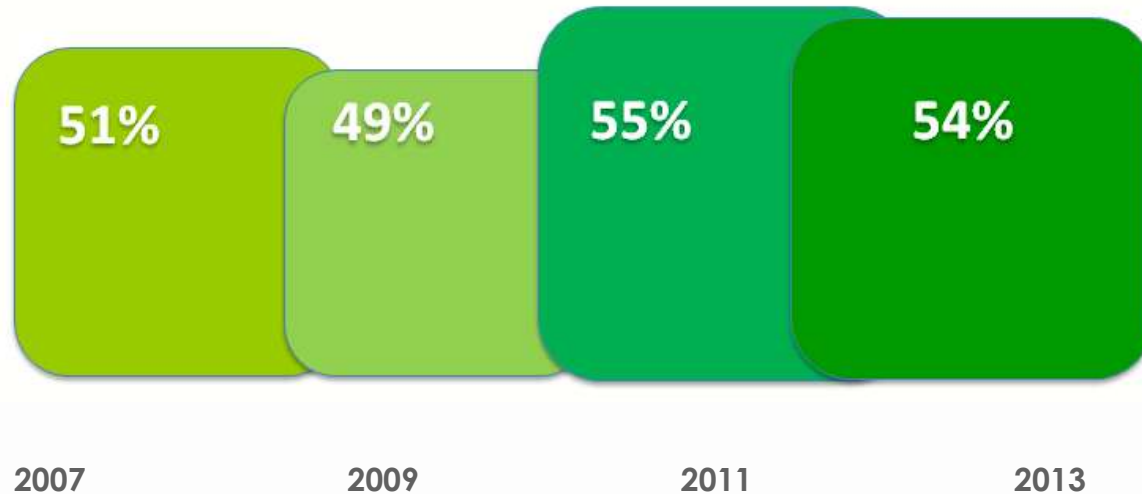
Environment not a key purchase driver

% who agree that they are more conscious of environmental issues in their choice of products



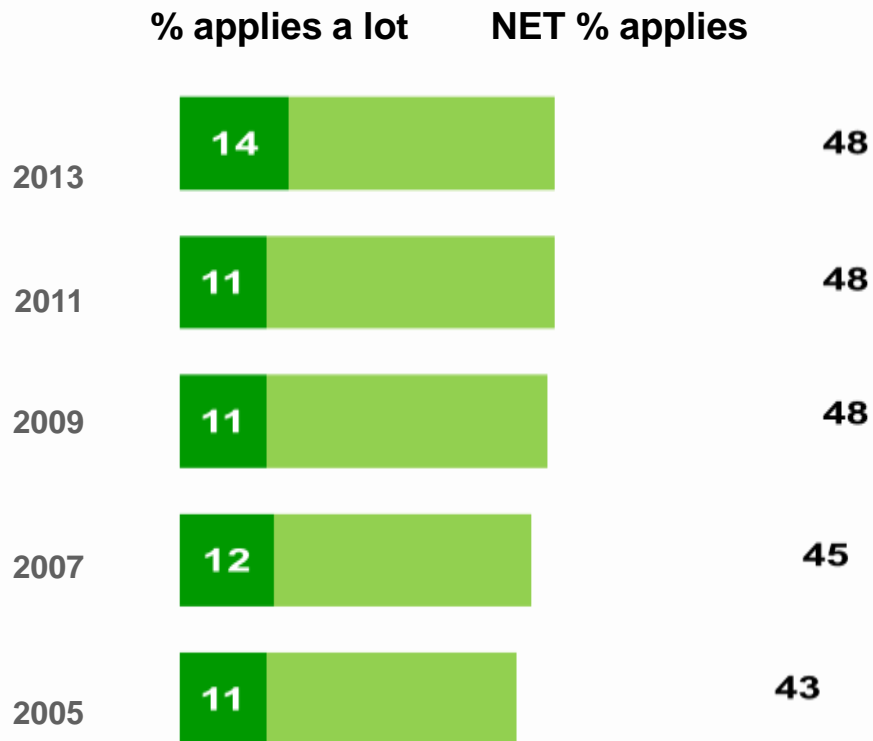
Environment not a key purchase driver

% who agree that they prefer to buy from companies that are aware of the impact of environmental issues



Fair Trade

I try to buy Fair Trade products/brands whenever they are available



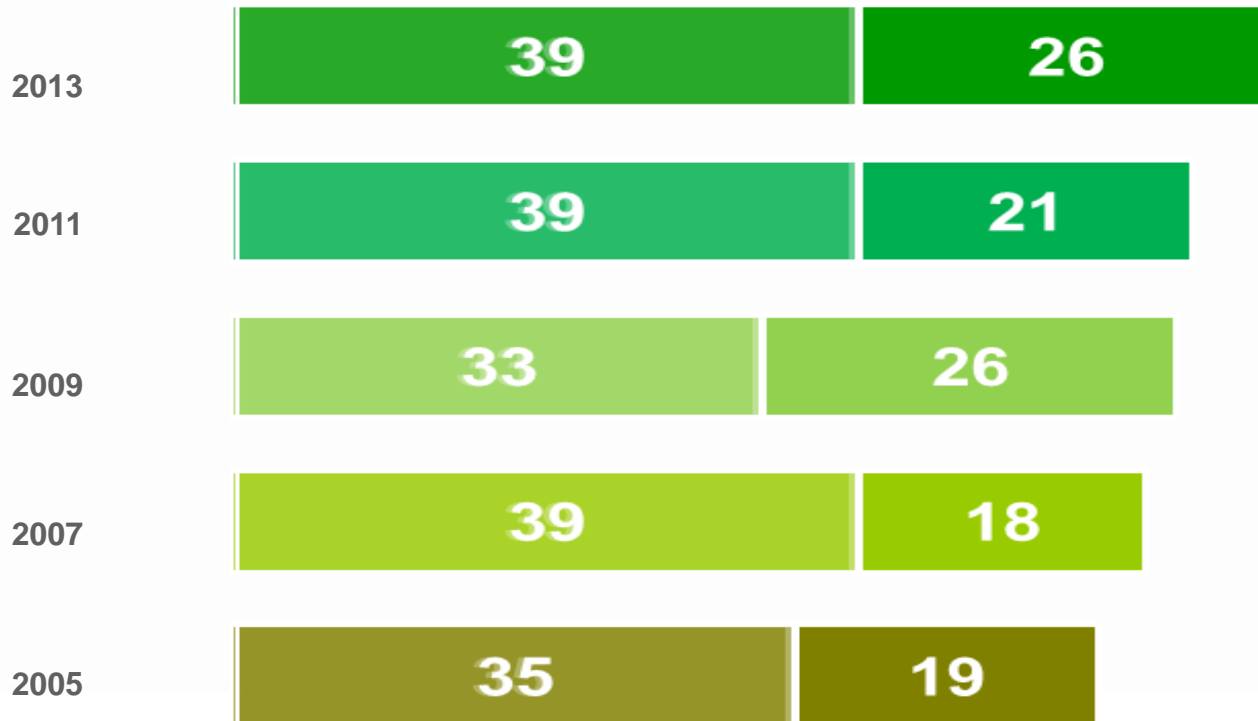
Shopping Around



Increasingly concerned about price

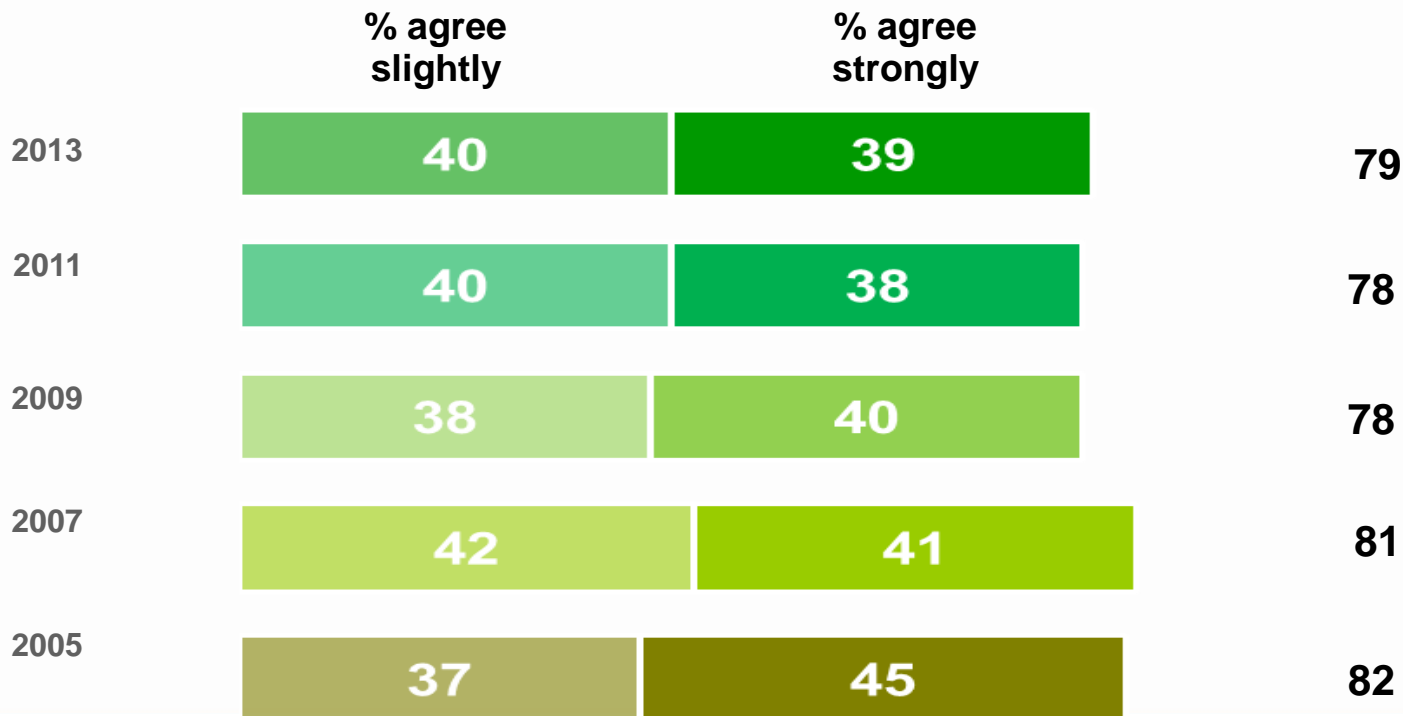
When I shop the first thing I look for is price

% agree
slightly



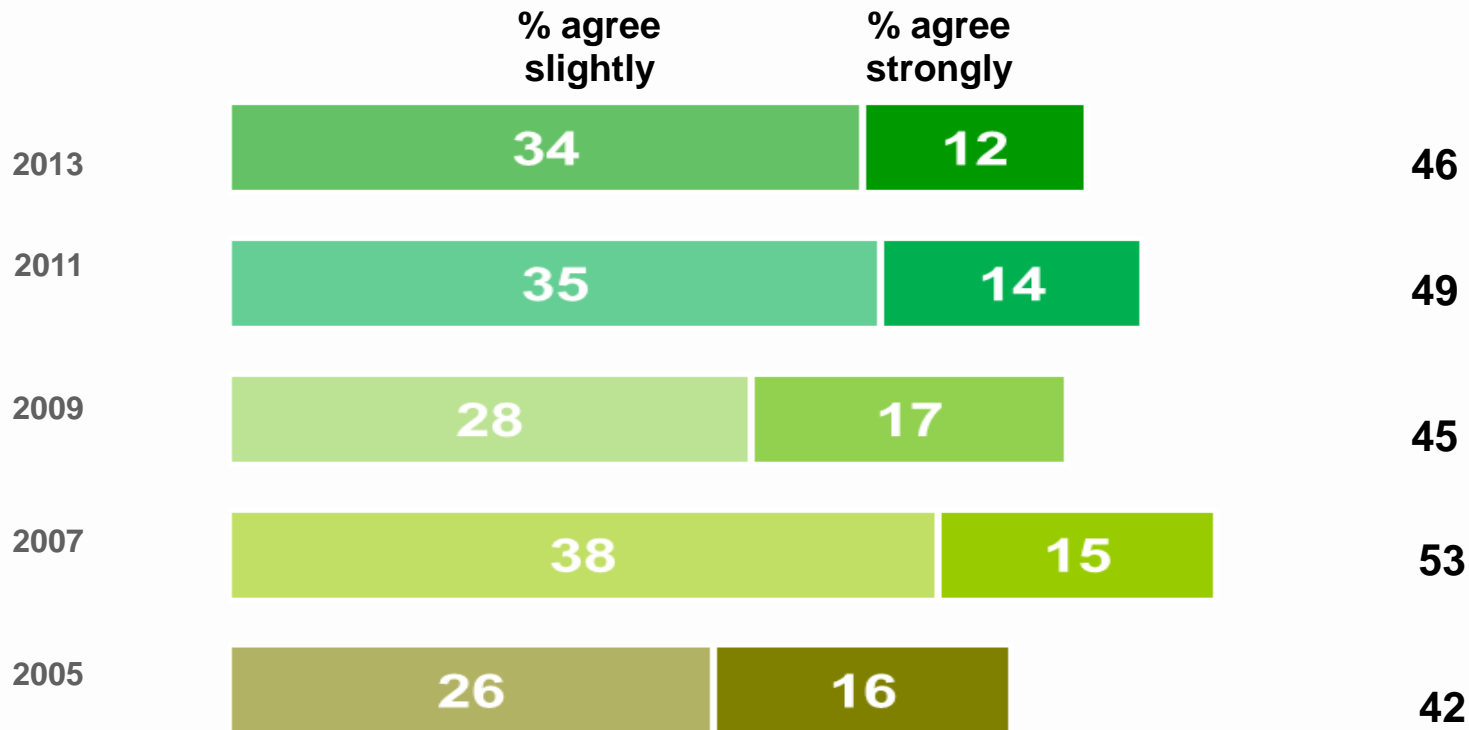
We rank quality over price for fresh

Quality of fresh food is more important than price

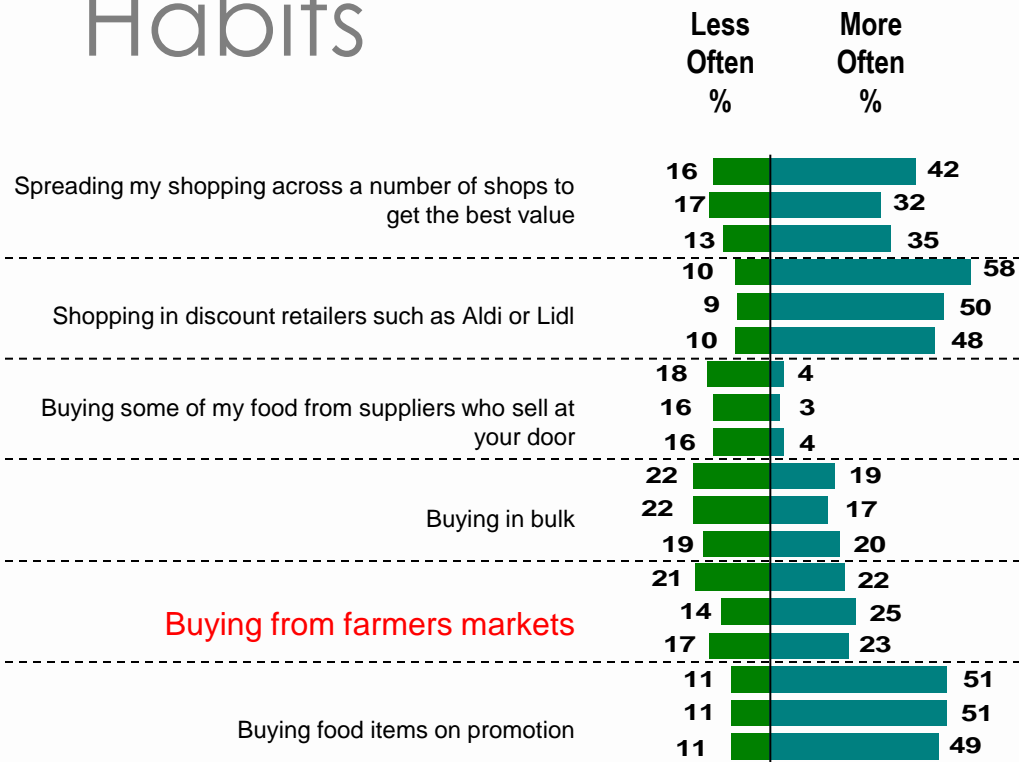


Buying on Impulse

I tend to buy on impulse if I think products are cheap



Recent Change In Food Shopping Habits



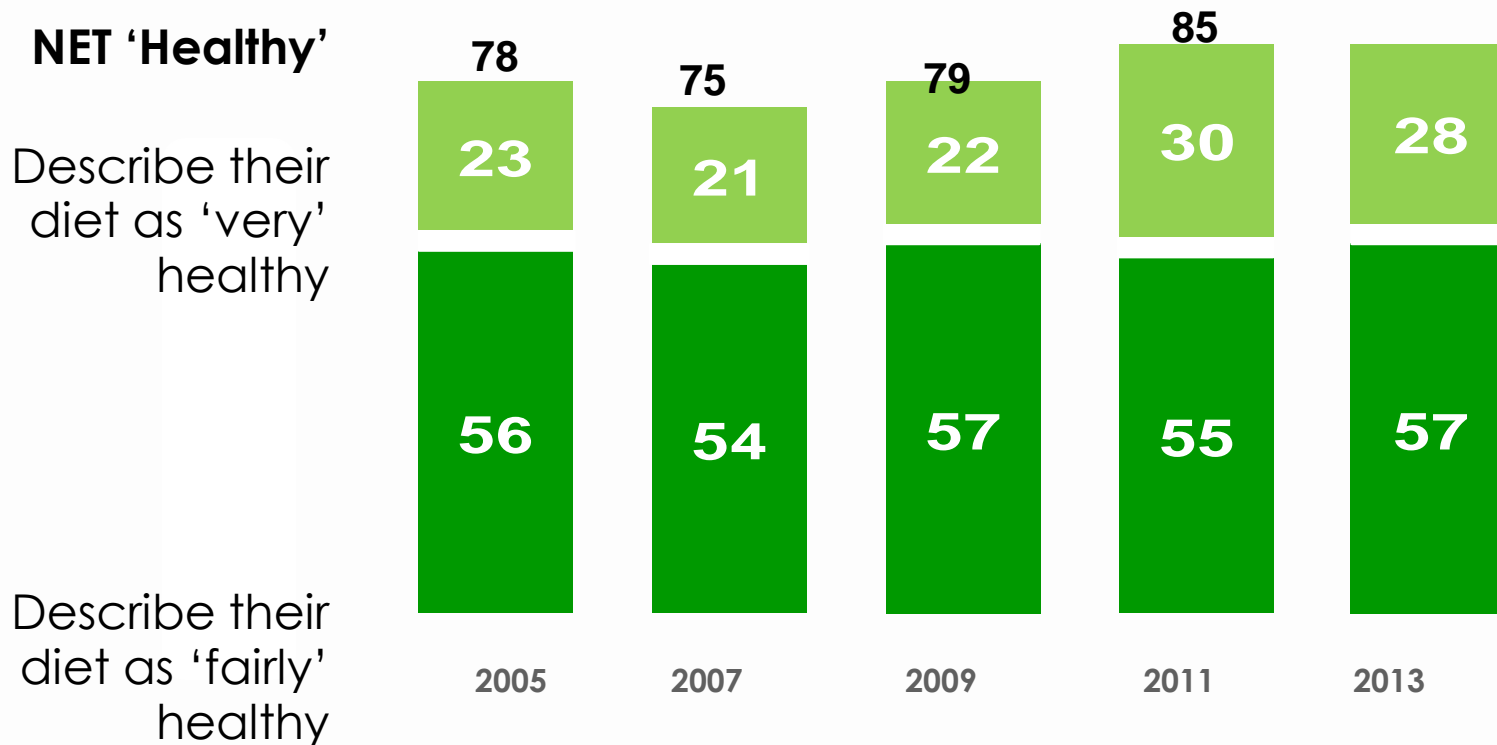
Thinking about your food shopping lately, have you been doing any of the following more often or less often, or have you made no change?

HEALTH & WELLBEING



Perception of health

Diet Perceptions in each country

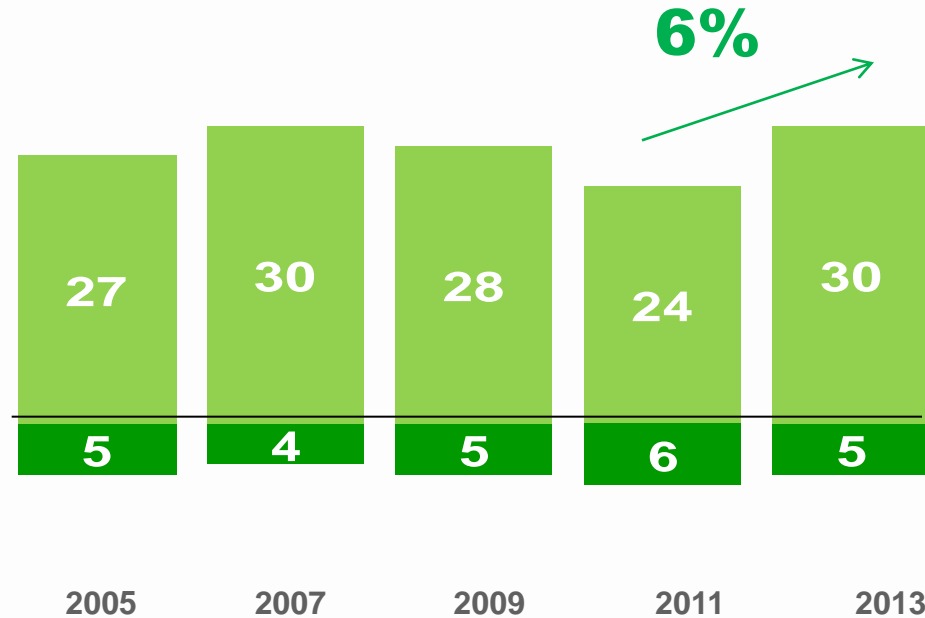


Eating healthier

Changes in eating habits in last 12 months

**My eating
habits are
more
healthy**

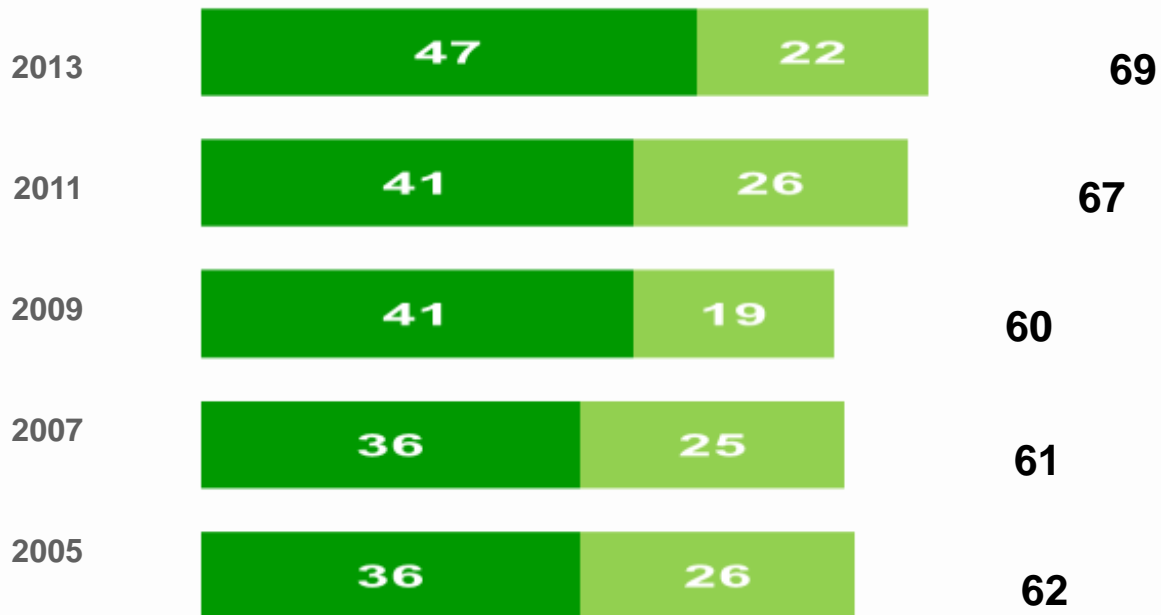
**My eating
habits are
less healthy**



Being healthy

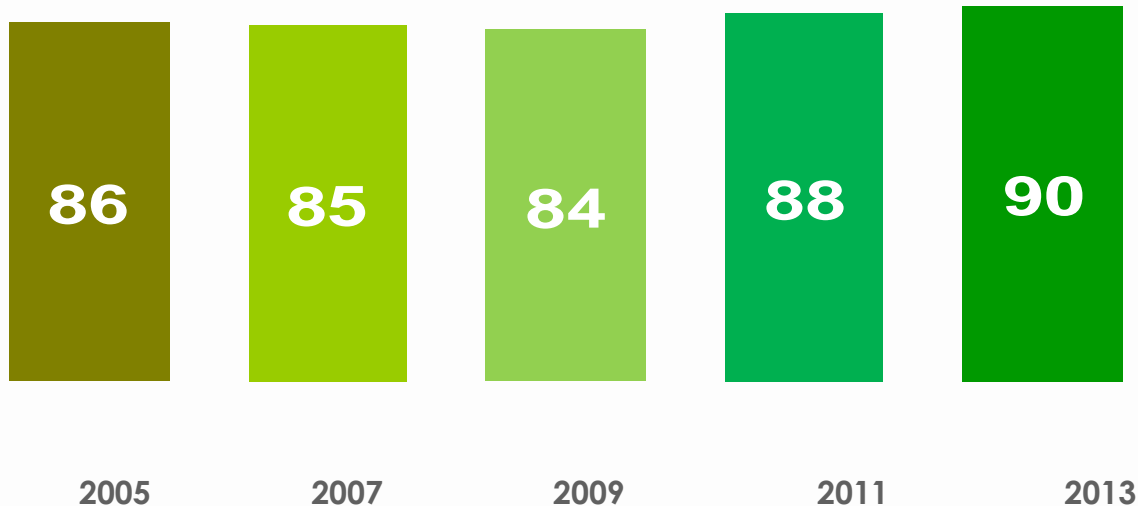
I eat healthy to take control of my life

% agree slightly % agree strongly



Healthy diet, healthy mind

% Agree - A good diet can help mental health



A Foodie World
Back to Basics
Food & Sustainability
Shopping Around
Health & Wellbeing



1 Food underpins positive shifts in lifestyle

Confidence & enjoyment
are high

More people embracing
scratch cooking

Entertaining more



#2 People are still busy

Convenience still highly valued

Look to resolve need for speed / ease of preparation with making good choices



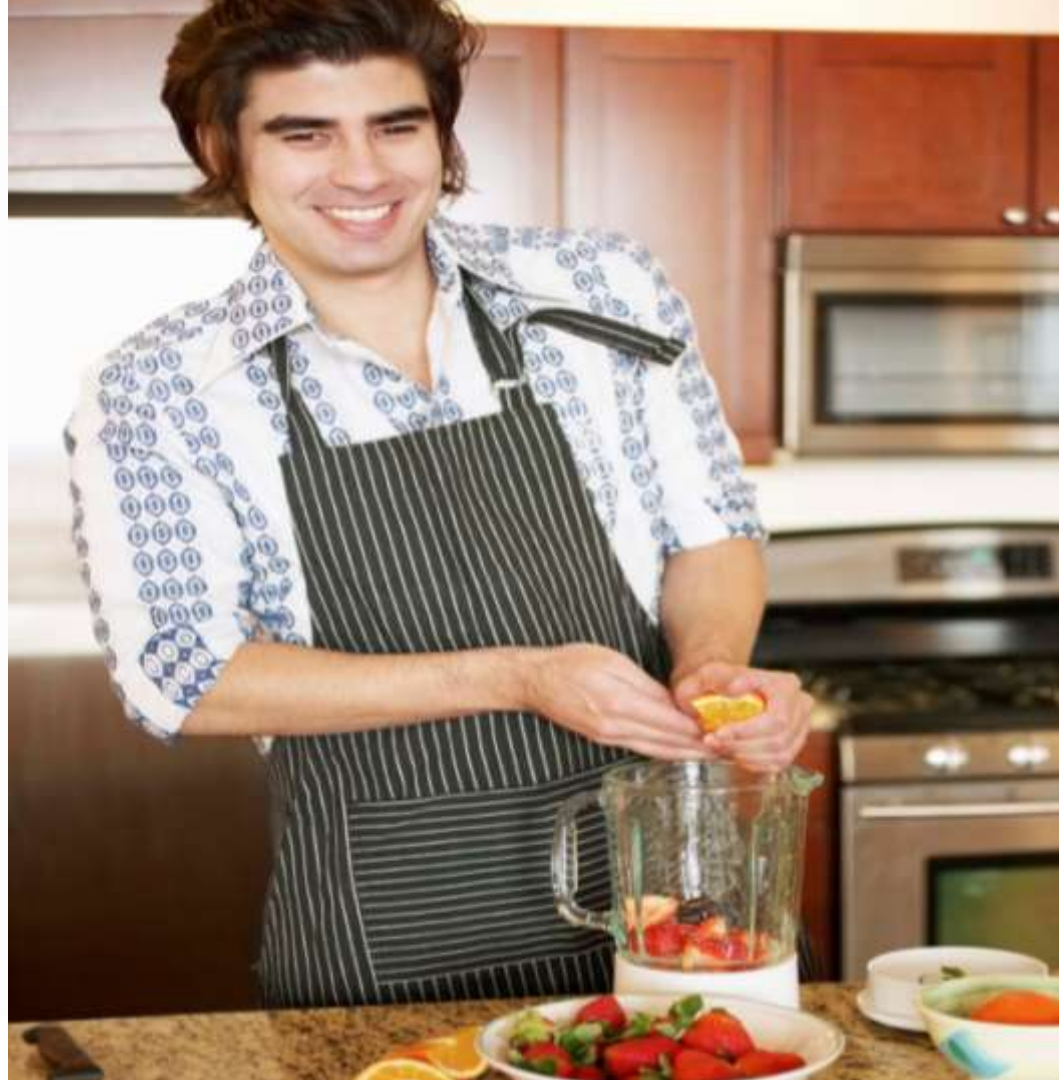
#3 Health remains top priority

Strong desire /aspiration to eat
healthy

Seek out healthy options

Seek help from manufacturers

Physical & mental wellbeing



#4 Shopping has changed

Price remains priority

A more discerning and savvy approach and understanding of what constitutes good value



#5 Back to basics

People want to know the source of their food

Want greater transparency

Local has become a byword for quality and trustworthiness



#6 Sustainability

Awareness of food terminology growing

Environment important but less of a driver in current climate



PERIscope Resources

Full Deck of slides for 10 markets

Individual Market Summaries

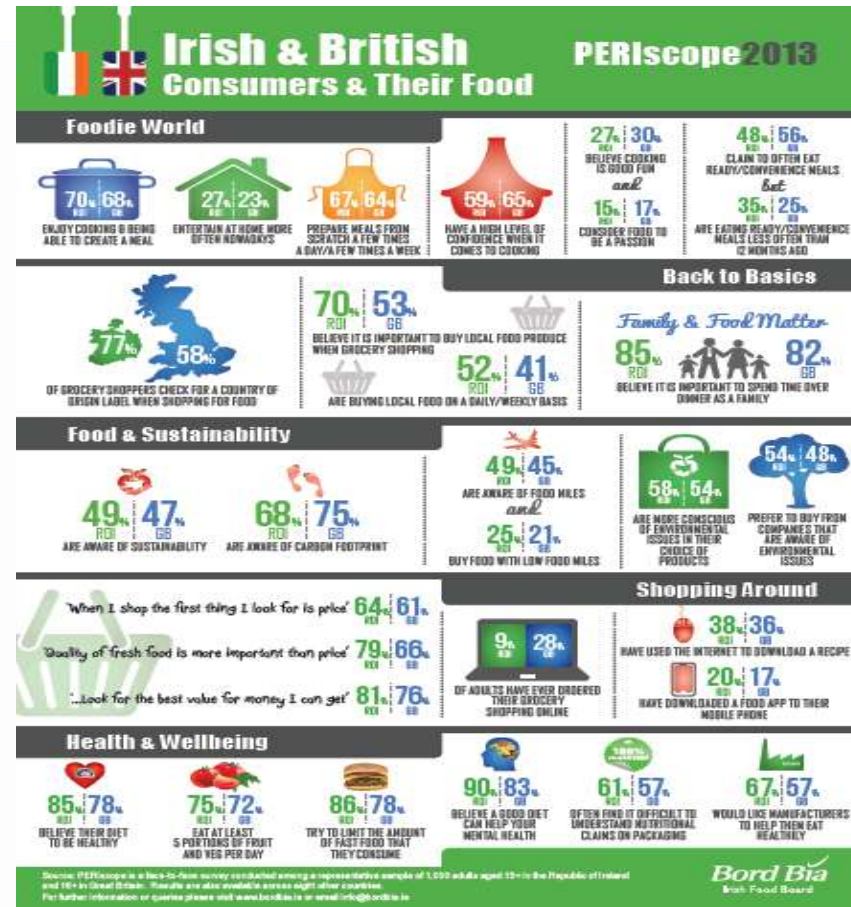
Multi Country Report & Summary

One page country infographic

IRL & GB Summary Booklet

All available online

www.bordbia.ie/PERIscope2013





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Mairead.cassidy@bordbia.ie

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Irish

Consumers & Their Food

