Bord Bia

Feeling the Pinch 2021

November 2021

BORD BIA Thinking House

CANVAS8

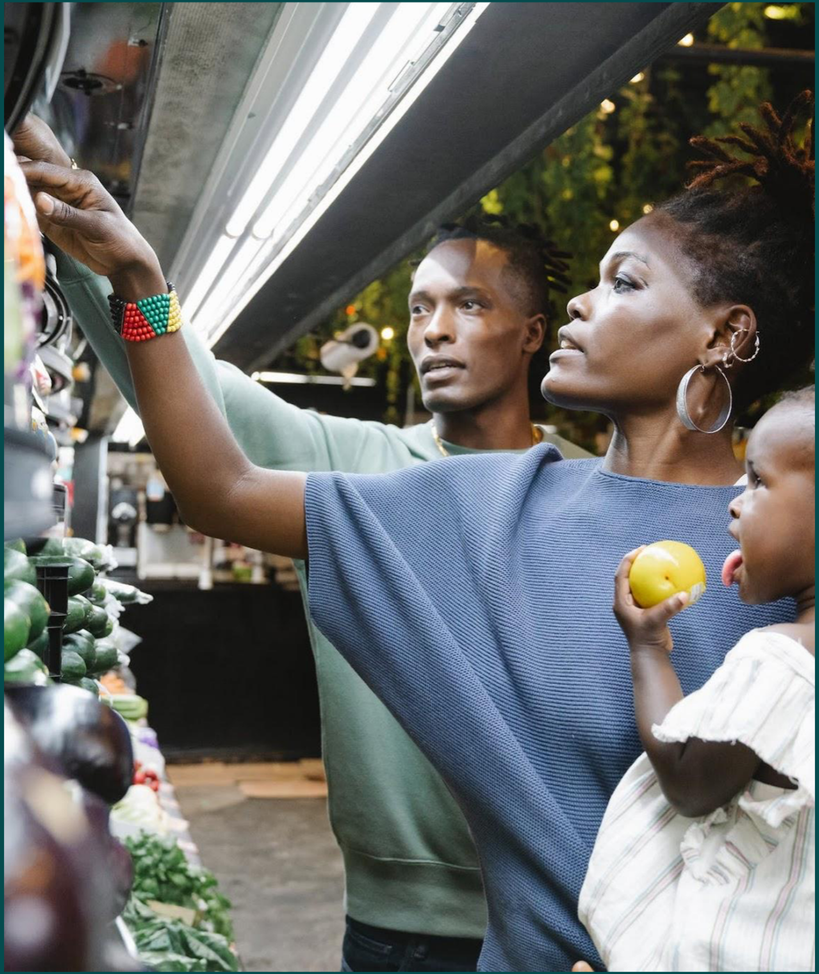


Image by Greta Hoffman from [Pexels]

Index

Image by Teona Swift from

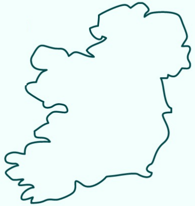
Background & Methodology

Image by August de Richelieu from Pexels

BORD BIA Thinking House

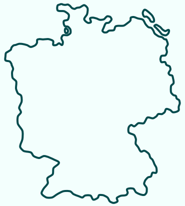
As the world was reshaped by the events of the COVID-19 pandemic, and businesses expected another recession akin to the financial crash of 2008, Bord Bia set out to launch an update to their Feeling The Pinch study: to understand how this unique economic challenge would impact people's food and drink behaviours in key global markets and help businesses in the food and drink industry navigate new consumer challenges.

The Feeling the Pinch 2020+ study was conducted in six key markets:

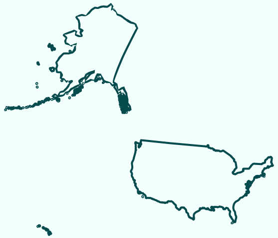


🇮🇪 Ireland

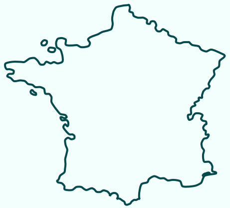
🇬🇧 United Kingdom



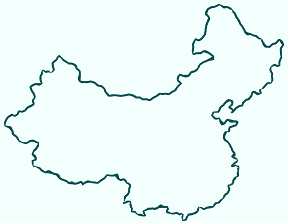
🇩🇪 Germany



🇺🇸 United States



🇫🇷 France



🇨🇳 China

Using a mixed methodology approach

Landscaping Research

Intensive desk and third-party research to identify market nuances and context for fieldwork.

Quantitative Survey

2nd wave survey of 2,000 respondents in 6 key markets conducted in September 2021 (12,031). Tracking financial outlook, food and shopping behaviours with predictors for behaviour change and global consumer segmentation.

Deeper Dive

30 auto-ethnographies in 6 key markets conducted in October 2021. Bringing to life the segments through self-recorded video and adding detail and context to behaviour changes identified in quant survey.

Globally, the anticipated hardship of a COVID-led recession has been less severe than that of 2008. Whilst this has been a challenging time for many, it has also been a period of reward for others. The nature of lockdown has meant some consumer behaviours have embedded over time and others will track alongside a return to when life fully reopens.

Across the height of the pandemic, the role of food and drink for people was elevated through the core needs of control, comfort, convenience and creativity. As food and drink (and its related brands) became a lifeline, it also became a hobby. At the same time, shopping habits changed along with digital innovation and heightened caution in social spaces.

As the hope of a ‘next normal’ sits around the corner, people are adapting their behaviours around food and drink augmented by learned rituals over the pandemic. But consumers are looking forward with equal parts hope and trepidation. Navigating hybrid work, the prospect of inflation, re-socialising and the re-emergence of sustainable priorities are shaping new consumer values for the year ahead.

A New Context

BORD BIA Thinking House

Image by August de Richelieu from Pexels

If 2020-2021 was a period of resilience in the face of uncertainty...

Unpredictability

A shrinking field of experience

Heightened health and safety

The Economist

The new normal

Covid-19 is here to stay. The world is working out how to live with it

The Economist, July 2020

The New York Times

The Coronavirus Crisis Is Showing Us How to Live Online

The New York Times, March 2020

FINANCIAL TIMES

Sanitation nation: how Covid created a home hygiene boom

Financial Times, January 2021

...2021-2022 will be about a carefully managed approach to new found freedom

RTÉ

Central Bank forecasts rebound in domestic economic activity this year

RTE, October 2021

The New York Times

Are You Dreading a Return to 'Normal'? You're Not Alone.

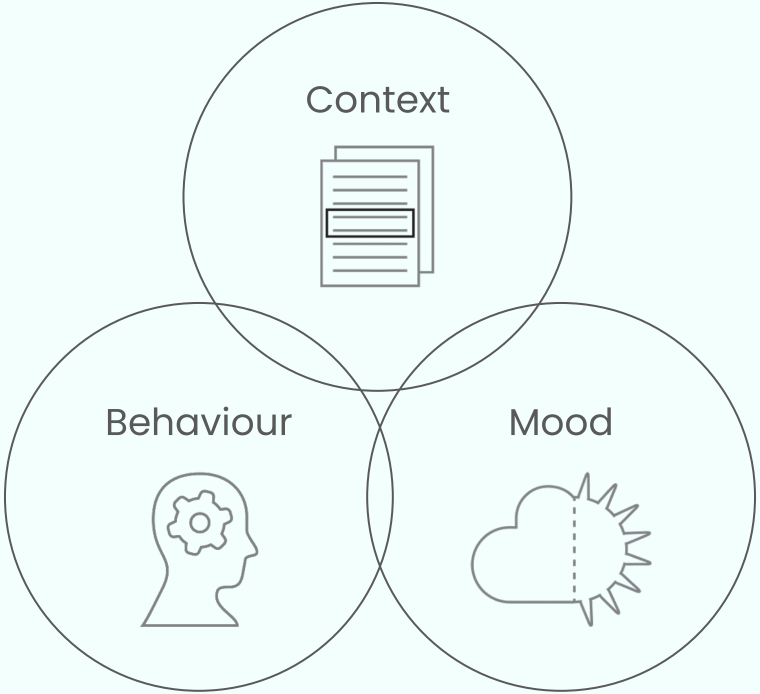
The New York Times, June 2021

TIME

The Pandemic Revealed How Much We Hate Our Jobs. Now We Have a Chance to Reinvent Work

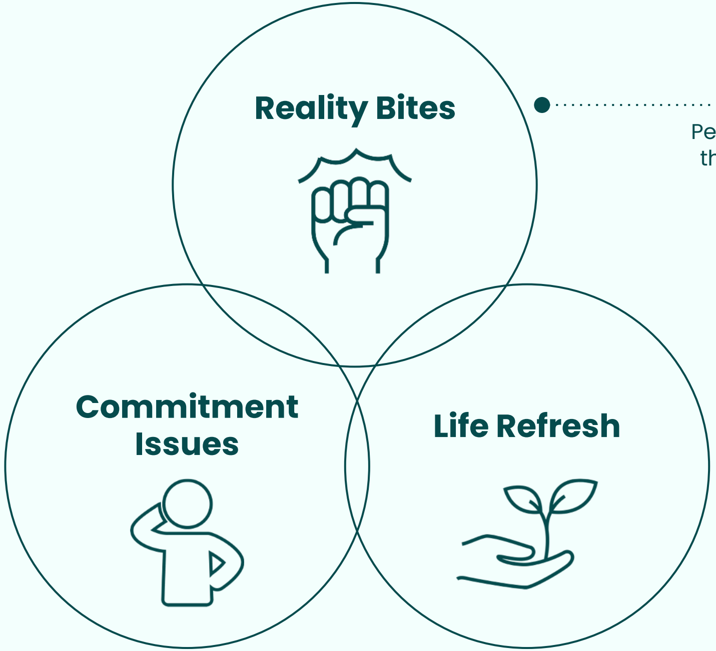
TIME, June 2021

As consumers confront ‘the next normal,’ life will be augmented by new macro forces:



In 2020, uncertainty, resourcefulness and learned resilience set the tone for the year.

This year, people are learning to live with the virus and its impacts, yet are stuck between the promise of a new start and a life that can't yet be fully lived.



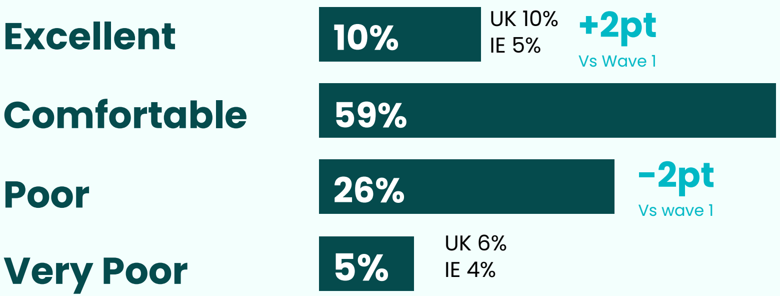
Reality Bites
People are facing up to a world that needs to heal as well as a world that needs to move on

Commitment Issues
People are living with one foot in and one foot out, unsure of how much they can commit to the 'next normal'

Life Refresh
People are looking ahead to a new start armed with new skills, new jobs and a lockdown learned resilience

The recession hasn't run as deep yet as some predicted and for some there is hope of a restart on the horizon

How would you rate your current financial situation? (Global / UK / IE)



-6.2% › -4.6%

GDP per capita growth rate is doing better than predicted

World Bank (1), (2)

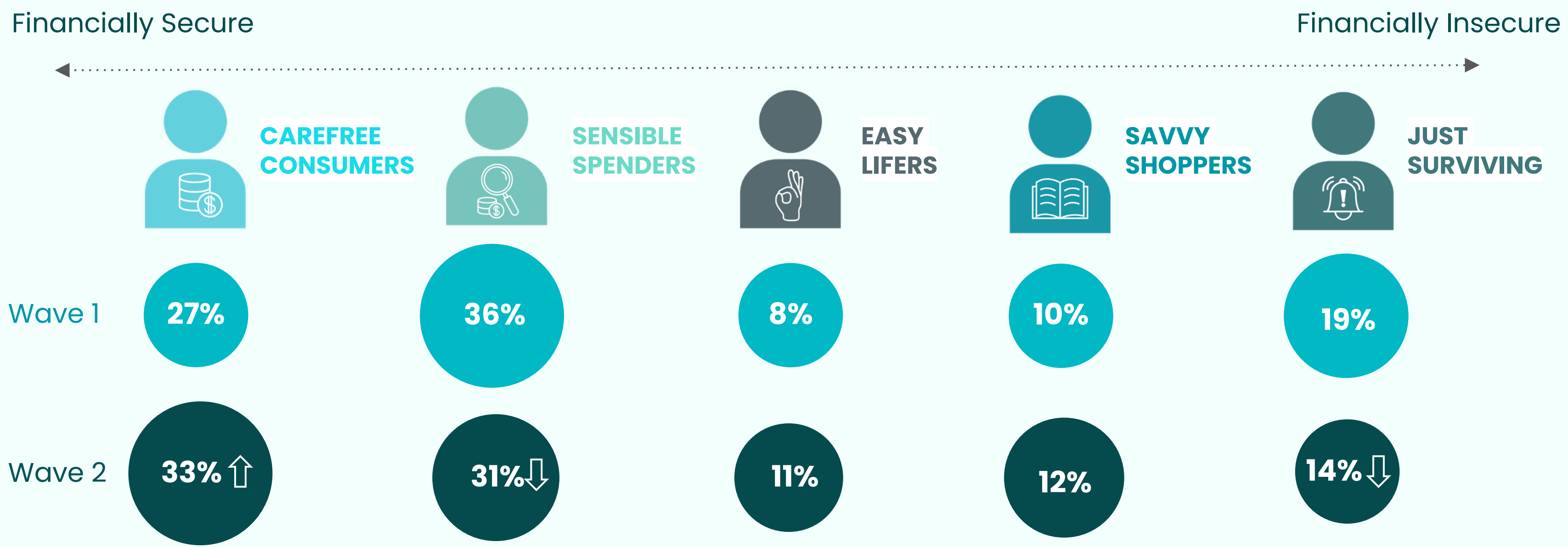
7.7% › 5.7%

Unemployment is steadily falling from highs in 2020 Q3

World Bank

Source: Bord Bia x Canvas8, FTP 2021+, Q11
Base: All respondents, Global (n=12031)

Globally, people right now are moving into more comfortable positions, with Carefree Consumers segments expanding and Just Surviving shrinking



Life Refresh

In Ireland and the UK, there are far fewer Sensible Spenders and more Easy Lifers and Savvy Shoppers

	CAREFREE CONSUMERS Wave 1	CAREFREE CONSUMERS Wave 2	SENSIBLE SPENDERS Wave 1	SENSIBLE SPENDERS Wave 2	EASY LIFERS Wave 1	EASY LIFERS Wave 2	SAVVY SHOPPERS Wave 1	SAVVY SHOPPERS Wave 2	JUST SURVIVING Wave 1	JUST SURVIVING Wave 2
🇬🇧	15%	13%	49%	22% ⇩	8%	17% ⇧	6%	13% ⇧	22%	18%
🇮🇪	13%	17%	49%	18% ⇩	5%	13% ⇧	6%	13% ⇧	28%	19% ⇩

Reality Bites

The unpredictability of the single threat of COVID-19 is replaced by a number of new (and old) long-term challenges

Image by Lukas Hartmann from Pexels

Image by Arthur Edelmans from Unsplash

Image by Paige Deasley from Pexels

Image by Carlos de Toro from Unsplash

Image by Anete Lusina from Pexels

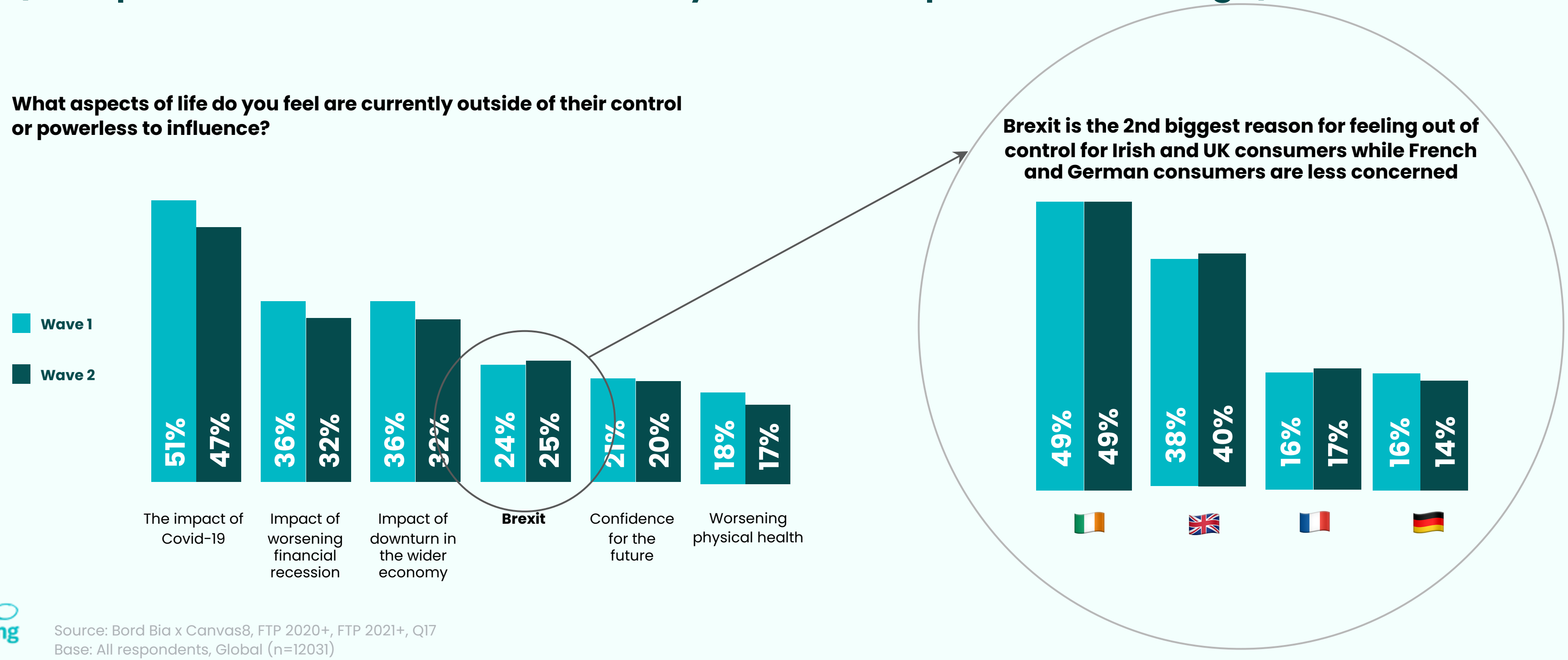
BORD BIA Thinking House

Reality Bites

A fear of losing control due to external forces is slightly decreasing however so life doesn't feel as chaotic

(except for UK and IE where the reality of Brexit impacts looms large)

What aspects of life do you feel are currently outside of their control or powerless to influence?



Source: Bord Bia x Canvas8, FTP 2020+, FTP 2021+, Q17
Base: All respondents, Global (n=12031)

Commitment issues

As life opens up again around the globe, people are slowly returning to social activities refinding connections with each other

% of people globally **who are doing less socialising with friends and family (or have stopped)** has dropped by 12% signalling a return social life

48% were socialising less

Now only **36%** are socialising less

2020 2021

% of people globally who are **entertaining at home less or have stopped** has dropped by 7% suggesting a slow return to dinner parties and hosting

41% were hosting less

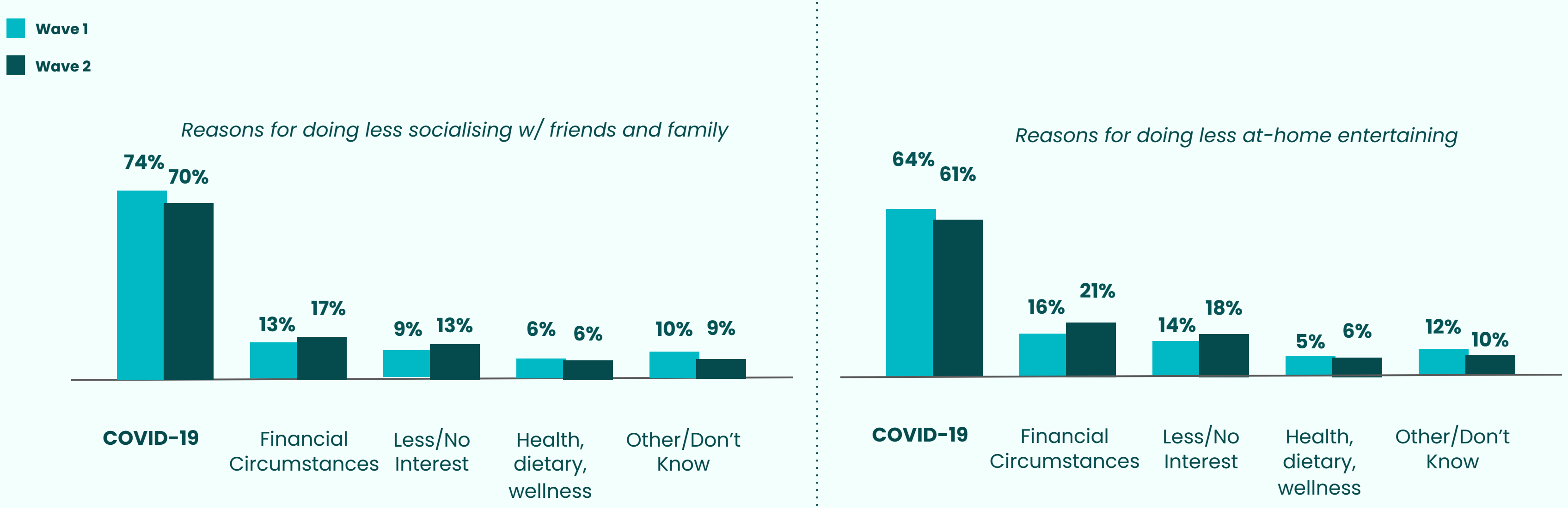
Now only **34%** hosting less

2020 2021

Source: Bord Bia x Canvas8, FTP 2020+, FTP 2021+, Q19.2
Base: All respondents, Global (n=12031)

Commitment issues

But infection still remains a key concern despite the drive to want to socialise more–leading to an emotional hesitancy to commit to the 'new normal'

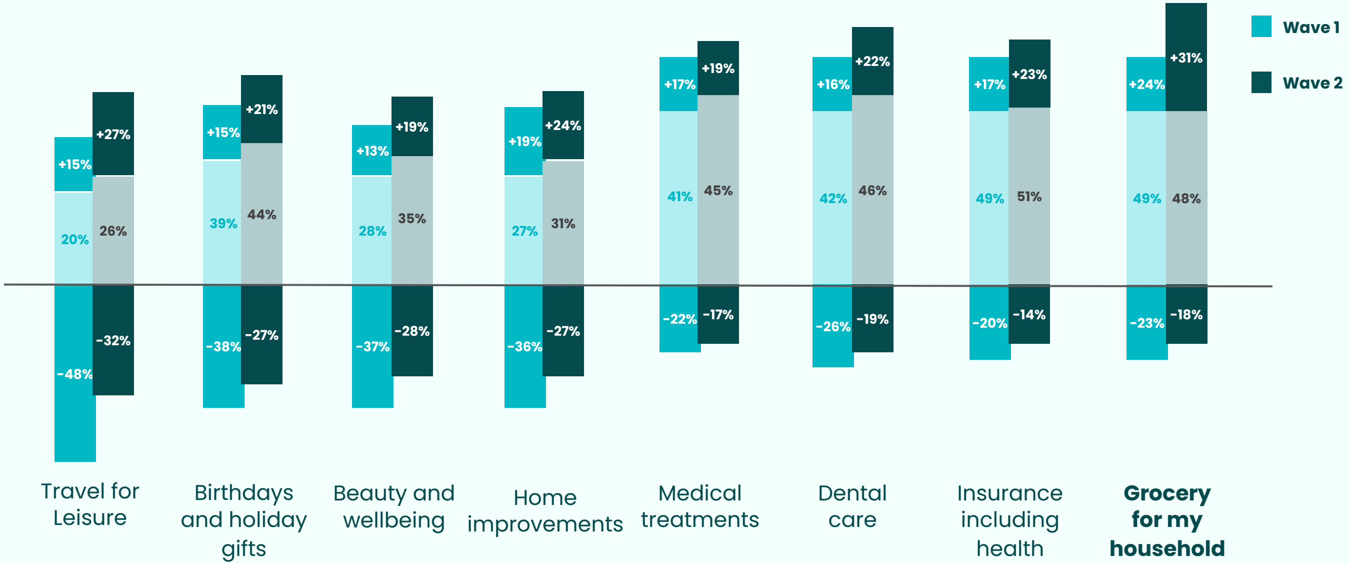


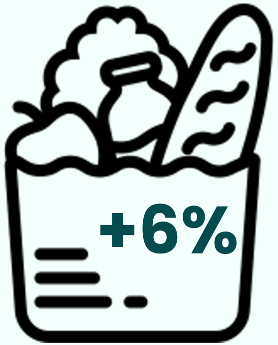
BORD BIA Thinking House

Source: Bord Bia x Canvas8, FTP 2020+, FTP 2021+, Q20
Base: All respondents, Global (n=12031)

Food and drink have been a constant and continue to dominate our outgoings

Global % who expect to spend more, less or the same on the following activities

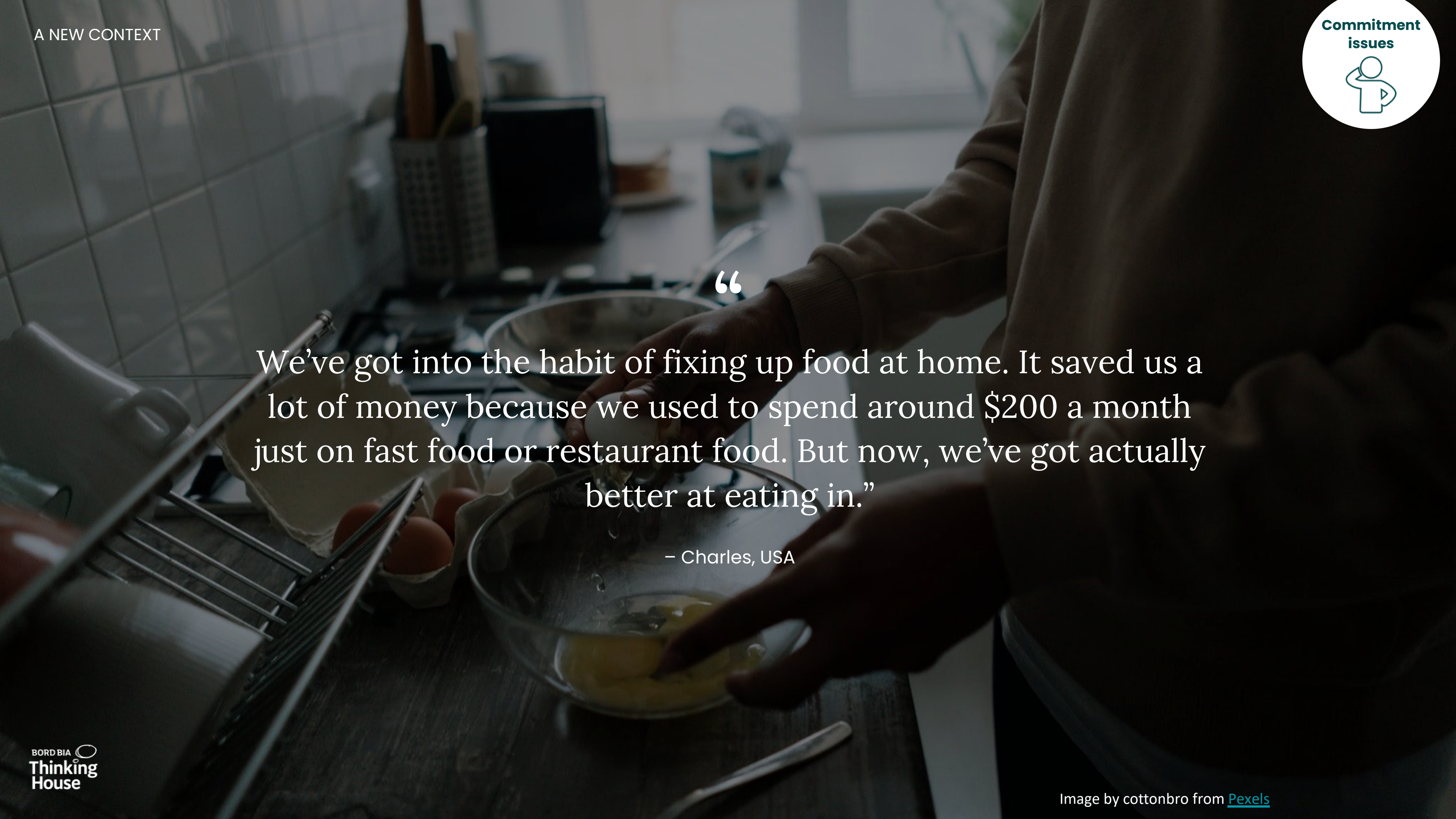




79% of consumers expect to spend the same or more on groceries in the following year (this is up +6% on last year)

Source: Bord Bia x Canvas8, FTP 2020+, FTP 2021+, Q13
Base: All respondents, Global (n=12031)

Commitment issues



“

We’ve got into the habit of fixing up food at home. It saved us a lot of money because we used to spend around $200 a month just on fast food or restaurant food. But now, we’ve got actually better at eating in.”

– Charles, USA

Image by cottonbro from [Pexels]

Commitment issues

But is this all about to change?

	2020	2021
Scratch cooking	+28% More people doing scratch cooking than less	+26% More people doing scratch cooking than less
Baking	+22% More people doing baking than less	+19% More people doing baking than less

Interesting in scratch-cooking and baking is still growing and remains stable

	2020	2021
Eating out	53% Eating at restaurants less	Now only 34% Eating out less
Cafes	50% Spending time in cafes less	Now only 34% Spending less time in cafes

Yet people are returning to restaurants and cafes, getting their food fixes from outside the home now too

BORD BIA Thinking House

Source: Bord Bia x Canvas8, FTP 2020+, FTP 2021+, Q19.1, Q19.2
Base: All respondents, Global (n=12031)

Needs and emerging consumer behaviours

Image by cottonbro from [Pexels]

The early pandemic drove four key consumer needs:

01 Control
People want to retain control amongst the chaos

02 Comfort
People seek comfort in a crisis

Typical recessionary behaviours

COVID-driven recessionary behaviours

03 Convenience
People seek simplicity when life is complicated

04 Creativity
People get inventive when adapting to change

Those needs still exist but are augmented by behaviours embedded by the pandemic

01 Control

Behaviours based around control have become learned, meaning people are less reactively — and more *proactively* — seeking control

02 Comfort

People sought little pleasures to make them feel better in the early stages of the pandemic, but now they are looking for reassurances to help them move forward

03 Convenience

Seeking convenience meant avoiding unnecessary exposure to the virus — now, convenience is about new ways to make life easier and hassle-free

04 Creativity

Resourcefulness still remains key, whether that's for at-home cooking or being thrifty with money

1 CONTROL

Control still matters, but consumers are thinking about how they can have control in the long-term, not just the short-term

[back to index]

Image by Jack Sparrow from Pexels

3 microtrends based around the consumer need for control

01
Fresh Simplicity

02
Proactive Preparation

03
Retail Revival

01.1

Freshness has a new lease of life as people link it to a longer-term control over their health

01
Fresh Simplicity

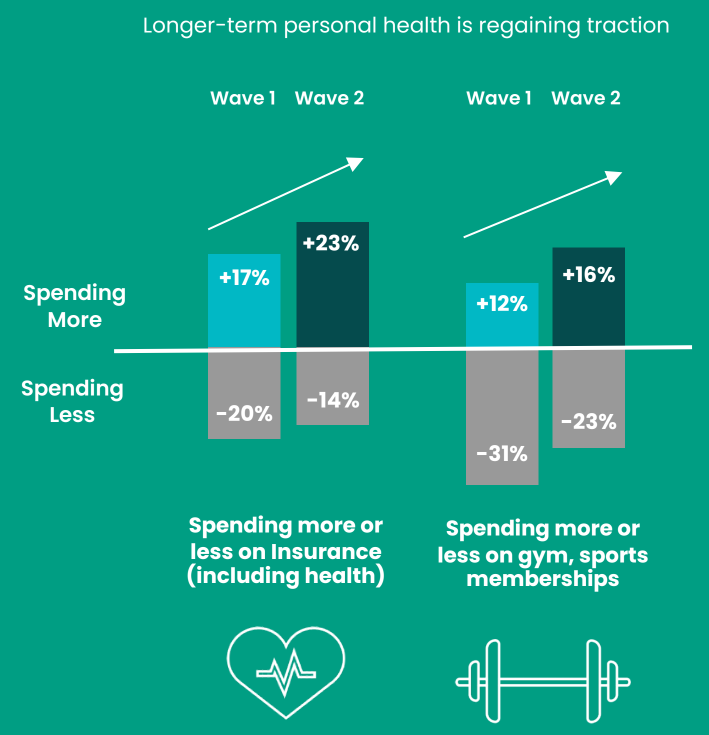
02
Proactive Preparation

03
Retail Revival

01.2

Interest in long-term health has increased over the pandemic

The importance of good health has been highlighted as a result of the pandemic, with 59% of global consumers claiming to be more health conscious as a result. From health insurance to gym memberships, many are looking for long-term approaches to help them better manage and control their health.



Ire 19%
+ 5%
W2

Ire 14%
+ 8%
W2

Source: Bord Bia x Canvas8, FTP 2020+, FTP 2021+, Q13
Base: All respondents, Global (n=12031)

BORD BIA Thinking House

01.3

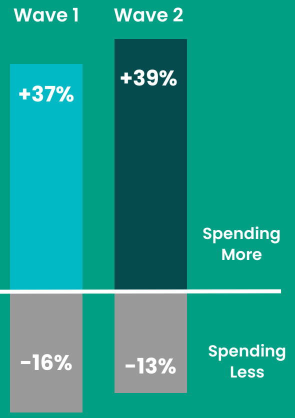
Initial behaviours were informed by a need to quickly react to the virus, now people are thinking more holistically

At the height of the pandemic immunity foods were key. However, this protectionist behaviour isn't everything, as people build back a more holistic appreciation of quality ingredients and fresh produce. Google Searches for immunity foods peaked in March 2020, while on the rise again, consumers are looking increasingly to food synergies as there is a growing interest in food as medicine.

People continue to buy more fresh fruit and veg, investing in their long-term healthc

+ 26 pts

Net % increase of people buying fresh fruit and veg in 2021



89% (Ire)

of people are spending the same amount or more on fruit and vegetables in recent months
W2

Source: Bord Bia x Canvas8, FTP 2020+, FTP 2021+, Q34,
Base: All respondents, Global (n=11765)

01.4

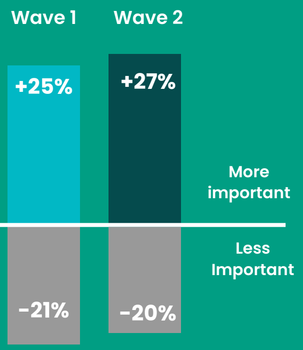
As people spent more time scratch-cooking, they also spent more time getting to know the types of food they were eating

As a result, there is a growing appreciation of food's simple nutritional benefits. Organic and high welfare continues to grow in importance for consumers, as well as eating in a balanced way– 24% of global consumers associate with a flexitarian lifestyle. [Bord Bia, 2021]

Organic and high welfare products are growing in importance globally

+7 pts

Net % importance of **organic and high welfare products** for global consumers



64% (Ire)

of people are spending the same amount or more on organic produce in recent months W2

58% (Ire)

of people spending the same amount or more on indulgent or speciality items in recent months **+8% W2**

Source: Bord Bia x Canvas8, FTP 2020+FTP 2021+, Q21
Base: All respondents, Global (n=12031)

01.5

“

I did have a health scare in January, and as a result I have tried to look after my diet slightly more. I do this by eating a more varied diet that includes, meat, corn, and fish.”

– Joe, UK

BORD BIA Thinking House

Image by August de Richelieu from Pexels

01.7

What's working for brands?

Farm-to-table Freshness


Image by Heather Gill from Unsplash

NeighbourFood

Irish-based brand NeighbourFood are a farm-to-table service that offers consumers a way to shop for fresh food from local farmers and producers. As interest in 'fresh' and local produce grows, brands like NeighbourFood are bringing the traditions of a market-style approach to a broader audience who want to shop digitally. Platforms like NeighbourFood ensure consumers can connect with local producers and access fresh ingredients that aren't always easy to come by.

90%
Of US Consumers say fresh food makes them happy
Source: Deloitte

86%
Of people say choosing the healthiest option is more important now (IRE)

01.8

What does this mean?

A renewed focus on 'good' food - nutritious, fresh, and simple - is occupying consumer mindsets.

For brands this means showing how nutrition can be simply gained from ingredients. This could mean reducing the farm-to-table time, or demonstrating how nutritional quality of an ingredient is retained.

Thought Starters

Hero-ing Ingredient Quality
How can packaging and design cues put a spotlight on specific ingredient quality?

Promote Health
In what ways can the freshness of a product be used to signify its health benefits?

Go Simple
How can your brand or product communicate its very simplest qualities? What is at the heart of the product or process that demonstrates simplicity?

02.1

Bulk-cooking, bulk-buying and frozen foods are helping people be more proactively prepared

01
Fresh Simplicity

02
Proactive Preparation

03
Retail Revival

02.2

People are approaching food preparation with a sense of pride

Bulk-buying, frozen, and long-shelf-life products continue to play an important role for consumers. However, rather than panic-buying in preparation for an unknown period of food shortages, people are showing pride in these practical choices.

"I'll actually cook a lot more in bulk and freeze a lot. That helps us in planning 'menus'. We plan a week's menus in advance now, as we only like to go for a big shop once a week. We can make three meals out of one lot of one big main meal, have one that night, and freeze the other two."

– Joe, UK

02.3

Pragmatic food shopping and preparation is becoming de-stigmatised

As long-life goods and bulk buying develop less of a stigma, people are becoming more aware of the layer of control it adds to their shopping, enabling them to stock up for the long-term and avoid the hassle of smaller regular grocery store trips.

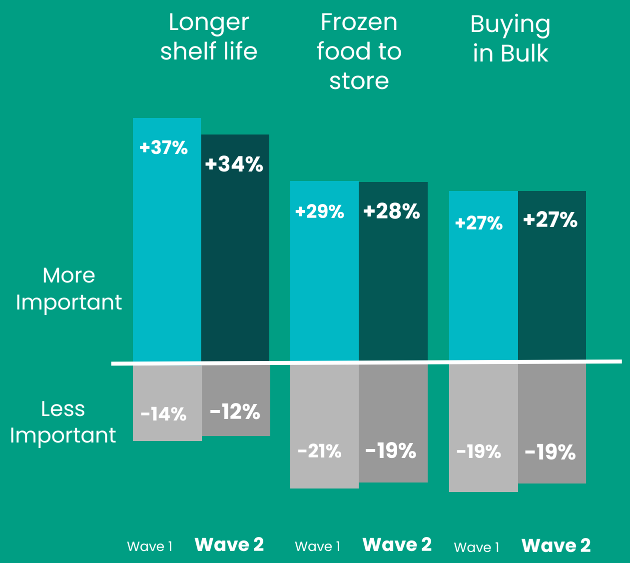
78% (Ire)

of people are spending the same amount or more on frozen product in recent months W2

84% (Ire)

of people are spending the same amount or more on on non perishable items in recent months W2

Practical food shopping continues to be important to shoppers in their recent purchases



Source: Bord Bia x Canvas8, FTP 2021+, Q21,
Base: All respondents, Global (n=12031)

BORD BIA Thinking House

02.4

What's working for brands?

Turn frozen into a luxury

Image by Greta Hoffman from Pexels

Cook

Frozen food brand Cook highlights the high-quality and nutritional value of their frozen ready meals, setting them apart as emphasised by their tagline: 'Remarkable Food For Your Freezer'.

By highlighting their brand as creating gourmet ready meals that are prepared by hand and using real chefs, Cook present their product as a luxurious indulgence.

15%
Rise in sales and a 6% profit growth were enjoyed by Cook in 2020
Source: Cook

13.8%
Growth of the frozen food category took place in 2020
Source: Retail Gazette

02.5

What's working for brands?

Enter the Frozen Zone

Image by Ajit Sandhu from [Unsplash]

TGI Friday's

Restaurant brand TGI Friday's expanded into retail through partnership with frozen food specialist retailer Iceland. The chain has launched various products from BBQ Ribs, Cheesecakes and Garlic & Cheese Ciabattas

This move is an example of how brands can move into new areas and further leverage their brand equity

Source: Mintel UK

83%

of Frozen Food buyers feel they are seeing a lot more interesting and exciting frozen foods in my supermarket of late

Source: Bord Bia

02.6

What's working for brands?

Enter the Frozen Zone

Image by Madara Moroza from Unsplash

M&S

In an effort to tackle food waste, the retailer is turning its unsold, freshly baked baguettes and boules into frozen garlic bread. The bread is prepared and filled with garlic butter in-store at the end of each day and then sold frozen.

In 2021, M&S extended its surplus frozen bread initiative to 200 stores.

Source: Mintel UK

83%

of Frozen Food buyers feel Frozen food is just as nutritious as fresh food

Source: Bord Bia

02.7

What does this mean?

Brands can lean into pragmatism not just as a smart behaviour but something people can take pride in too.

By tapping into the benefits of being practical brands can emphasise their value to consumers in terms of their food, but also through the time and money they help save.

Thought Starters

Proud preparation
How can brands reinforce the sense of pride around batch-cooking?

Promote Practicality
How can brands help celebrate their new found practicality?

Get Creative
What fresh or ambient products could work as a frozen innovation?

03.1

Despite the rise of online, the in-store experience is still crucial for those looking for IRL food inspiration and discovery

01
Fresh Simplicity

02
Proactive Preparation

03
Retail Revival

03.2

Online shopping has not taken over and it’s not for everyone!

This is particularly true amongst more economically pessimistic groups such as Just Surviving (37%) and Sensible Spenders (39%). Perhaps due to their more risk averse nature.

37% (Ire)

Of people are are doing the same or more online grocery for delivery

+2%

W2

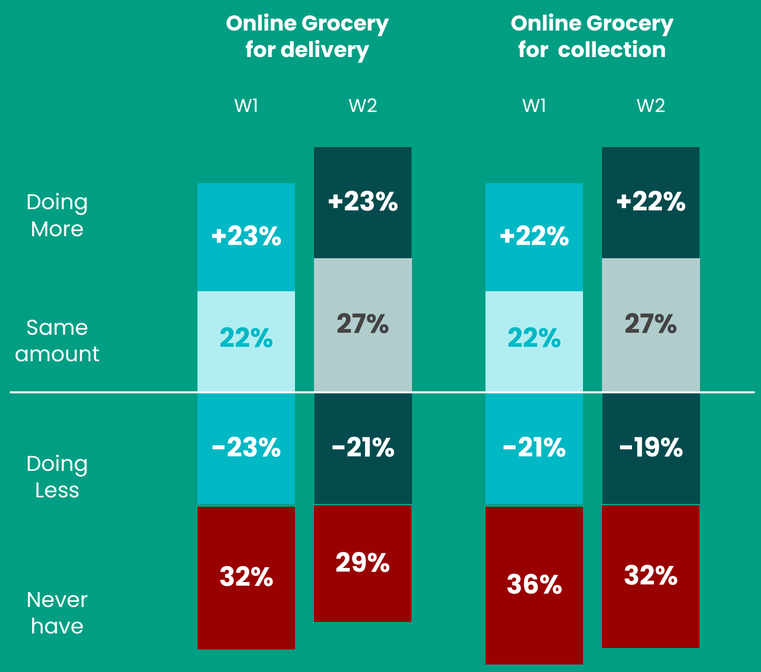
36% (Ire)

of people are are doing the same or more online grocery for collection

+6%

W2

Online grocery is slowly embedding

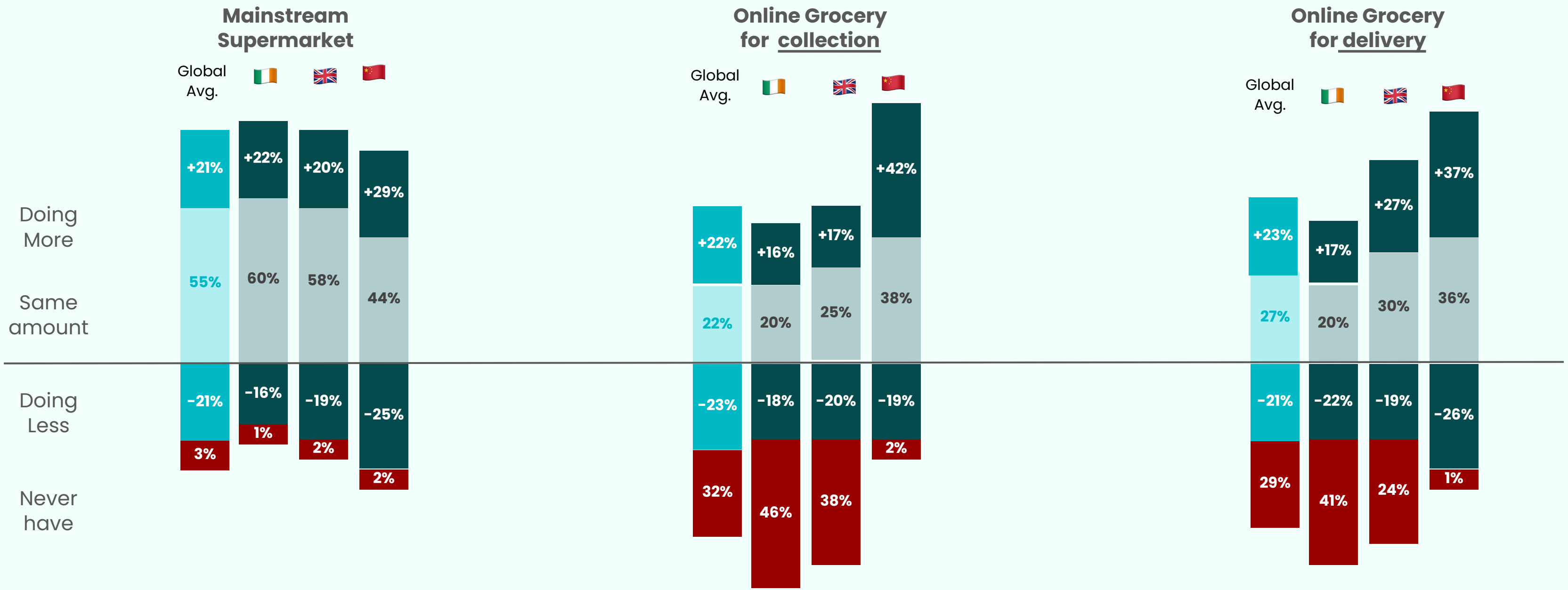


Source: Bord Bia x Canvas8, FTP 2020+, Q19
Base: All respondents, Global (n=11765)

BORD BIA Thinking House

03.3

Offline shopping still remains key for most markets, especially Ireland. Click'n'collect and grocery delivery is still new for many in Ireland (and the UK to a certain extent) while both behaviours are completely normalised in China



Source: Bord Bia x Canvas8, FTP 2020+,FTP 2021+, Q19.1, Q19.2
Base: All respondents, Global (n=12031)

03.4

For these groups the risk of receiving the wrong order or unsatisfactory replacement item is too high

Control for these groups is about the tangibility and visibility of product quality. Despite pandemic concerns, the in-store experience remains a crucial point of control for these audiences. This is especially true for items like fresh produce and meat where quality matters more.

"Despite online shopping, I like to buy meat and veg myself in person. It's very important for me to look at its quality. I did order these online during the pandemic and I was thankful to be able to do so, but I was not happy with it."

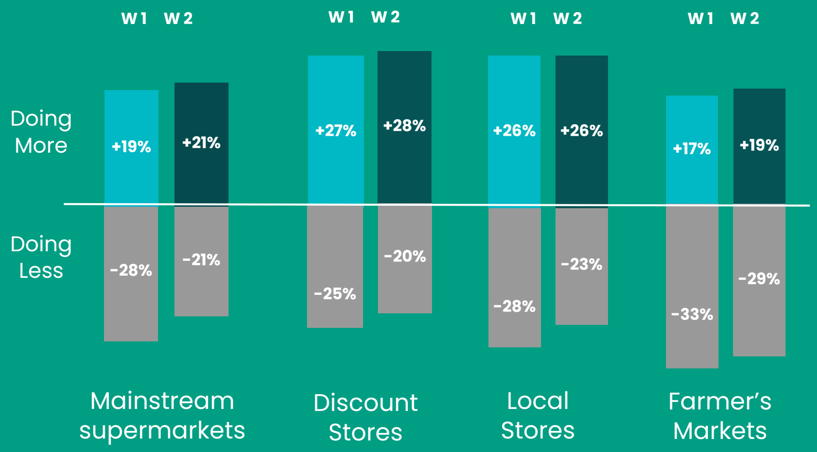
– Mary, Ireland

03.5

Visibility of fresh produce is crucial for those who distrust the online shopper journey

Without the means to do this online, and where control is more important than convenience, people are turning to the retail experience (either at market or in major chains) as a way to lessen the risk of wastage or poor quality, bringing control back into their decision-making.

People are returning to the offline retail experience at the same time as shopping online



Source: Bord Bia x Canvas8, FTP 2020+, FTP 2021+, Q18
Base: All respondents, Global (n=12031)

03.6

As hygiene concerns fade from their peak, people are returning to an in-store browsing mentality

Contactless in-store journeys (like Amazon Go) were spurred on by hygiene concerns, allowing people to leave retail spaces faster. Now, as vaccination rates increase, people appear less concerned about hygiene in-store and are feeling more at ease to browse again. For instance, over 70% of US consumers say they have little or no concerns about returning to in-store shopping, a 2.4x increase from September 2020.

"Now, I tend to go more often to the supermarkets. Since I've had my vaccination, it's much easier and more relaxed to go out shopping."

– Christine, Germany

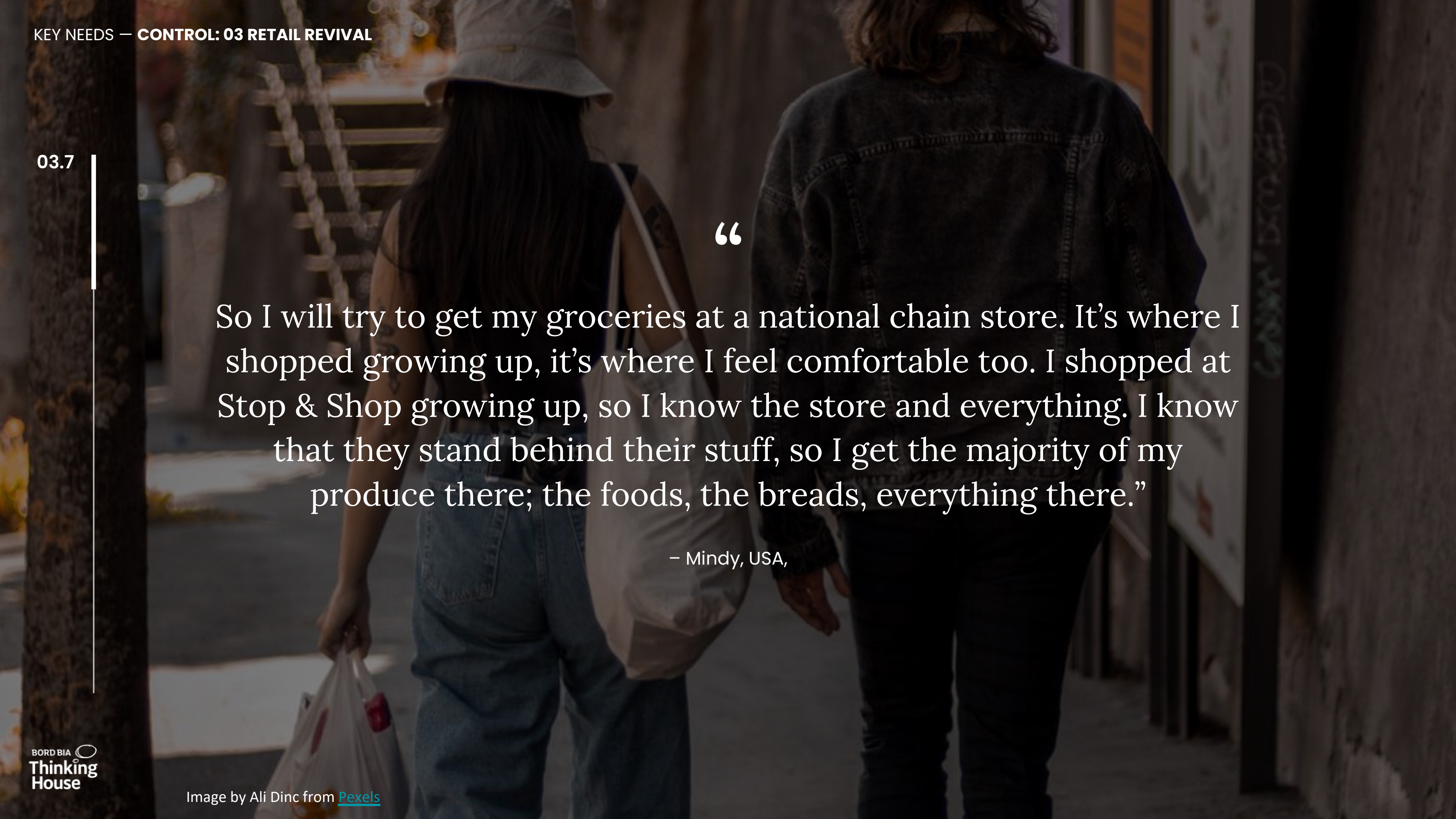
80% (Ire)

Of people see foods that haven't been opened or sealed as the same or more important

+2%

W2

03.7



“

So I will try to get my groceries at a national chain store. It’s where I shopped growing up, it’s where I feel comfortable too. I shopped at Stop & Shop growing up, so I know the store and everything. I know that they stand behind their stuff, so I get the majority of my produce there; the foods, the breads, everything there.”

– Mindy, USA,

BORD BIA Thinking House

Image by Ali Dinc from [Pexels]

03.8

What's working for brands?

Provide background on fresh produce with smart packaging

Image by Greta Hoffman from Pexels

Freshippo

Part of the Chinese ecomm giant Alibaba's retail empire, Freshippo is a new concept store that centres omnichannel behaviours such as product checks through QR codes and click-and-collect services that sit alongside traditional browsing trips. Fresh products can be scanned with a QR code revealing information on storage, shelf-life, preparation, and provenance while over-head conveyor belts and on-hand manual basket pickers enable a more seamless and automated experience, centred around more informed decision-making.

48%

Of people in the UK pay closer attention to the provenance of their food since COVID-19

Source: FruitNet

23%

% of global consumers grocery shopping in-store more in recent months

Source: Canvas8

Source: Bord Bia x Canvas8, FTP 2021+, Q19.2
Base: All respondents, Global (n=12031)

03.9

What does this mean?

Those who feel they are unable to take the risk of shopping online, are looking for more reassurances and guarantees they can pick the products they want.

In the meantime, fresh produce and brands in-store should be mindful that offline shoppers will be spending a little more time in store than at the height of the pandemic.

Thought Starters

Decision Makers
How can brands put customers in the driving seat when it comes to product selection?

Emotionality
In what ways can brands connect with the emotionality of food more now - both online and offline?

Safe Approaches
How can brands invite consumers to examine fresh products closer *and* continue to keep shoppers safe and produce hygienic, when they are concerned?

4.0

What should brands be doing to help consumers build control as recovery from the pandemic continues?

01
Fresh Simplicity

Control doesn't have to be complicated, it can be found in the simple quality of fresh ingredients

02
Proactive Preparation

Help consumers not only feel in control over their meal prep, but tap into the pride and smartness of frozen, bulk and batch-cooking.

03
Retail Revival

Control is about visible quality and freshness, its about helping people make the right decisions with confidence *whilst feeling safe*

2
COMFORT

A year of uncertainty has deepened consumer needs for reassurances and peace of mind when it comes to brand choice and product origins

Image by cottonbro from Pexels

2 microtrends impacting people's need for comfort and reassurance

01

A Return to Trust

02

The Power of Local

01.1

Trust has become a crucial form of reassurance for consumers, especially in a year laden with risks

01

A Return to Trust

02

The Power of Local

01.2

After a year of continuous risk to personal health and personal finances, people are looking for stronger signs of trust as they shop for food and drink.

The financial uncertainty of the early pandemic pushed people to explore private label alternatives to brand names. Now trusted brands are back on the up as the priority of competitive price drops.

Top 5 consumer priorities when food and drink shopping in-store:

Wave 1

1. Quality of product
2. Competitive price
3. Nutritional content
4. Healthiness (calories, salt, fat and sugar)
5. ↓ **That it is environmentally friendly**

Wave 2

1. Quality of product
2. Healthiness (e.g. calorie, salt, fat and sugar)
3. ↑ **A brand I trust**
4. Competitive price
5. Nutritional content

🇬🇧

1. Quality of product
2. Competitive price
3. Healthiness (calories, salt, fat and sugar)
4. **A brand I trust**
5. Nutritional content

🇮🇪

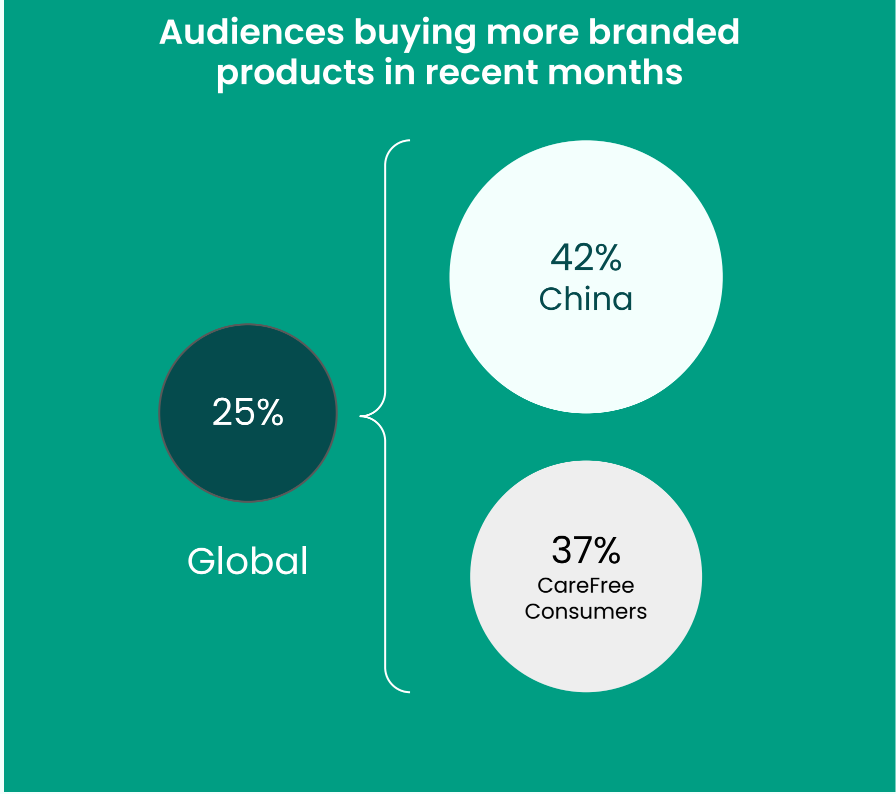
1. Quality of product
2. Healthiness (calories, salt, fat and sugar)
3. Competitive price
4. Nutritional content
5. **A brand I trust**

Source: Bord Bia x Canvas8, FTP 2020+, FTP 2021+, Q38
Base: All respondents, Global (n=11765)

01.3

Even though Private Label still remains important, branded products have become more of a priority

For a third of people, buying private label is more important now than in the past, yet 25% are also buying more branded products now than in the past. This is especially true of consumers in China (42%) and Carefree Consumers (37%) who take reassurance from branded goods.



Source: Bord Bia x Canvas8, FTP 2021+, Q22
Base: All respondents, Global (n=11765)

W2

Irish consumers continue to buy more own label but big trusted brands are gaining a slight uptake

Image by SHVETS production from [Pexels]

77%

Of people are doing the same or more buying of trusted brands

+6%

72%

Of people are doing the same or more buying of premium own label

+1%

88%

Of people are buying the same ore more of own label (regular)

+1%

83%

Of people are buying the same or more of own label (value)

-2%

In who do we trust?

01.4

Over the course of the pandemic, 'trust' was built by retailers who genuinely helped.

As governments were caught in the firing line, people turned to brands (and specifically retailers) for help and guidance. In 2020 38% of people expressed faith in big corporations' ability to contribute positively. But by 2021, only 14% believed that they lived up to their expectations, implying that there are big opportunities for big corps to fill in the faith gaps.

Which of the following organisations do you think made positive contributions during tough economic times?

28% Charities

27% Gov and local authority

25% Major grocery retailers

14% Big corps

Consumer perception of retailers grew as supermarket staff were accepted as frontline workers, and as grocery shopping became a light relief from the everyday mundanity and surrounding doom and gloom.

Source: Bord Bia x Canvas8, FTP 2021+, Q14
Base: All respondents, Global (n=11765)

% who believe the following organisations can make a positive contribution: 2020

45%	47%	27%	25%
Big Corps	Major Retails	Family and friends	Small and local businesses

% that you think made a positive contribution : 2021

7%	34%	46%	42%
Big Corps	Major Retails	Family and friends	Small and local businesses

Image by Norma Mortenson from Pexels

01.6

What does this mean?

Being trusted has become more than just being true to your brand, but also being true to your social effort.

For brands, manufacturers, and retailers, this means continuing to build on ‘trust’ as a key metric for performance.

Thought Starters

Trust Metrics
What signs of reassurance can food and drink brands signal to their consumers to foster trust and, therefore, loyalty?

Risk Areas
What risk areas exist for your brand around where trust can easily be broken? And how might you reinforce those areas against broken trust?

02.1

‘Local’ produce and shopping can reassure in many new ways, but its premium status can be a barrier for cost-conscious consumers

01

A Return to Trust

02

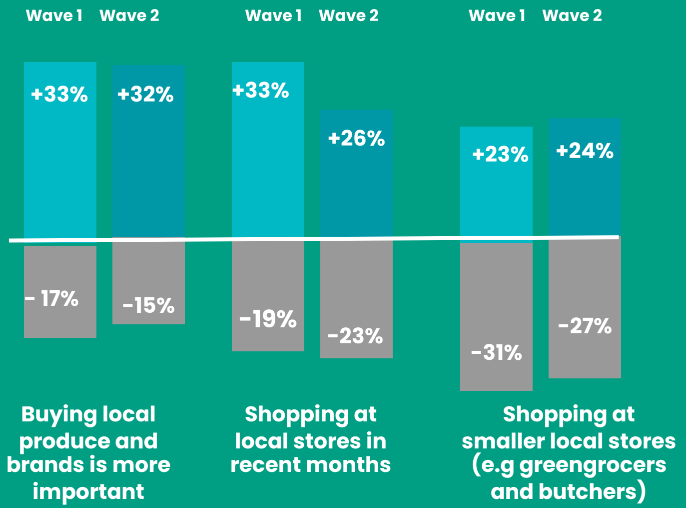
The Power of Local

The concept of 'local' was given new meaning over the course of the pandemic.

02.1

On the one hand, local shops - including convenience stores and even petrol forecourts - meant people didn't have to go too far to shop. 'Local' also meant supporting small businesses and local economies - e.g butchers and bakers. However, the dynamics are changing again.

For consumers, buying local produce and brands has become more important in recent months.



Source: Bord Bia x Canvas8, FTP 2020+, FTP 2021+, Q38
Base: All respondents, Global (n=11765)

Image by Sandra Filipe from Pexels

Local really matters to Irish consumers

85%
Buying local produce is the same or more important in recent months
+2%

79%
Of people are shopping in the same type of local stores the same or more often in recent months
+4%

65%
Of people are doing the same or more shopping at smaller local stores (butchers, etc)
+6%

What we want from local has evolved..is reverting more to type

02.2

"What's nice about eating local is supporting the pride of where we've come from. If we start buying things that were made in Timbuktu and other countries while we have extraordinary things to eat here, it's a big waste"

-Marie, FR

In France, notions of local run deep, linked to the concept of ***terroir*** - qualities food and drink carry from their place of origin and provenance.

"Shanghai is a big city and has strict control on food safety and hygiene, so I think the local products are quite safe to buy and the quality is reliable and hygiene is assured. Customers are guaranteed quality."

-Song, CH

In China local means food and drink that hasn't travelled far to retail, meaning a **safer more hygienic product.**

"I think if I'm shopping in an independent store, I'm generally happier to pay for something. Even if I feel like, oh, that's a bit much because it feels like I'm literally paying the person who works there's wages in a very real way, their rent.."

-Joe, UK

The significance of local in UK consumer minds is newer, as the pandemic forced people to think about their role in **supporting local businesses and shops**

"Local food or drinks means more environmentally friendly, expensive and support. But first, it's environmentally friendly. You don't really need long distance transportation, which makes it good for the environment in general."

-Christina, Germany

In Germany, where many prioritise ethical shopping, **local is perceived as being more sustainable.**

Source: Bord Bia x Canvas8, FTP 2020+, FTP 2021+, Q21
Base: All respondents, Global (n=11765)

‘Local’ also feeds into perceptions of sustainability

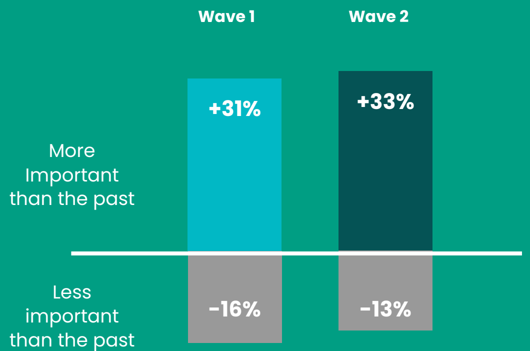
02.3

Out of the shadow of the pandemic, conversations around sustainability are picking back up and many are thinking about how far their products have come and its implications on generating carbon footprints.

80% (Ire)

Of people see environmentally products to be of the same or more importance in recent months
W2

Environmentally-friendly products continue to grow in importance for food shoppers



+20 points

Net % increase of people who see environmentally friendly products grow in importance

02.4

Yet there is an unresolved tension as to whether local should be less expensive

Some consumers are concerned that more ‘local’ produce will mean higher prices - due to their perceptions that it is better quality and produced in a fairer, less cost efficient manner. Others feel that local should always be cheaper, rationalising that there should be lower transportation and logistical costs.

“Keeping a [fair] price on local produce would be wonderful. Hopefully, this would keep the costs down and not add to the costs going up like it is. I know sometimes they can import it at much cheaper prices but it would be nice if local produce was kept at a good price for the consumer.”

– Joe, UK

“Because of inflation, I think that eventually at some point everything will increase by maybe 2 to 5% because of the logistic fees. It might mean purchasing things that are made by local suppliers would be better, but it will also depend on the product.”

– Christine, Germany

02.5

What's working for brands?

Use local ingredients

Image by Nadi Lindsay from [Pexels]

Comunità Frizzante: Local connections

Italian soda brand Comunità Frizzante has made it a priority to imbed local ecology and identity into its products. It collaborates with the community to workshop flavour options and source native ingredients. Local experts and chefs then mix the flavours and distribute them around the region. "The [biggest] goal we have is to create a set of beverages that people from here feel is their drink," says Carlo Bettinelli, head of production for Comunita Frizzantè.

Source: Bord Bia x Canvas8, FTP 2021+, Q21
Base: All respondents, China (n=1997)

What's working for brands?

Use local ingredients

02.6

CrowdFarming

This Spanish platform allows consumers to 'adopt' a crop from local farmers, learn details about the origins of the product and then receive the final harvest.

In 2020, CrowdFarming tripled its sales and currently reaches more than 200,000 households across the EU.

Source: Euromonitor

Image by NordWood Themes from Unsplash

Image by danramirez from Pixabay

Source: Bord Bia x Canvas8, FTP 2021+, Q21
Base: All respondents, China (n=1997)

02.7

What's working for brands?

Use local ingredients

Image by Christian Fridell from Pexels

Peddlers Gin

Whilst Baijiu remains China's spirit of choice, gin distilleries are challenging its dominance by using local and native ingredients in production.

Rather than using classic juniper, Shanghai-based Peddlers Gin features notes of Buddha's Hand citrus peel and Sichuan pepper. Another gin label, Crimson Pangolin, features Hunan spices in one of its varieties. And Porcelain Shanghai houses the liquid in porcelain vessels that represent Tang Dynasty vases.

17%

Of Chinese shoppers bought more locally branded products in 2020, with 90% having a positive perception of these brands

Source: Euromonitor

36%

Of Chinese consumers are buying more local produce and brands

Source: Canvas8

Source: Bord Bia x Canvas8, FTP 2021+, Q21
Base: All respondents, China (n=1997)

02.8

What does this mean?

'Local' continues to matter in people's decision-making and now carries even more premium associations. However, concerns with higher costs can be off-putting for those who need reassurance that local does indeed mean better value and better quality for them.

Thought Starters

Humanised Traceability
How can food and drink brands double down on local by foregrounding traceability and the local regions and farms they support?

Provenance+
How can brands highlight not just the provenance of ingredients but also what the particular locale brings to the flavour or quality and sustainability of the ingredients?

Local as Identity
Even when goods or ingredients are exported, how can brands play up 'local' qualities of their products — like specific techniques that are unique to a region's food production?

The pandemic has created a need for reassurance around strong, dependable and human values

02.9

01
Return to Trust

As brands are turned to to lead the way, signs of dependability, quality and sustainability are crucial for consumers looking ahead

02
The Power of Local

Local is now a powerful value in food and drink, a way to support communities and premium quality *and safety*

3 CONVENIENCE

At the height of the pandemic seeking convenience meant avoiding unnecessary exposure to the virus — now, convenience is about new ways to make life easier and hassle-free

[back to index]

Image by Lina Kivaka from

2 Microtrends impacting people's need for convenience

01

Eating Fast and Slow

02

Seamless Savers

People are already starting to feel the busyness of life return, but they don't want to give up their time well spent

01.1

01

Eating Fast and Slow

02

Seamless Savers

01.2

With one foot in and one foot out of the ‘new normal’, people’s approach to food is switching between fast and slow.

The leisurely food moments picked up at the height of the pandemic - think cooked breakfasts, leisurely lunches, baking sourdough - are now sharing space with a return to convenient options built around a new found busyness, be that social or work-based. As a result, people are having to adjust to switching between these two different eating styles throughout the week.

“Everything is more leisurely. Lunch is more leisurely. It's great to be able to go to the fridge and cook something and eat what you feel. I really like that.”

- Elizabeth, Easy Lifer, IE

“I’m doing more things that save a bit of time and energy because life's kind of gotten quite busy again, which is really nice, but that has definitely changed my eating habits.”

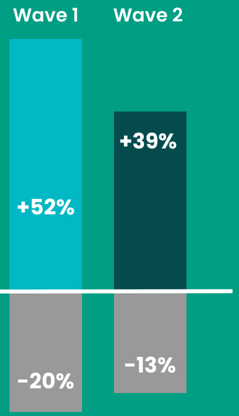
- Evelyn, Carefree Consumer, UK

01.3

Are some of the more mindful and leisurely approaches that people enjoyed likely to be under threat?

People grew close to slow food occasions over the pandemic, yet this new relationship could suffer as they have less time for leisurely approaches to things like scratch-cooking, baking and slower shared meal times with friends and family.

Interest in scratch cooking is still there, but people's inability to maintain that habit is slowing down the rate of increase



In Wave 1, the net % increase of scratch cooking was +32, but dropped down to +26 in Wave 2.

86% (Ire)
(-2%)
of people are doing the same or more cooking from scratch
W2

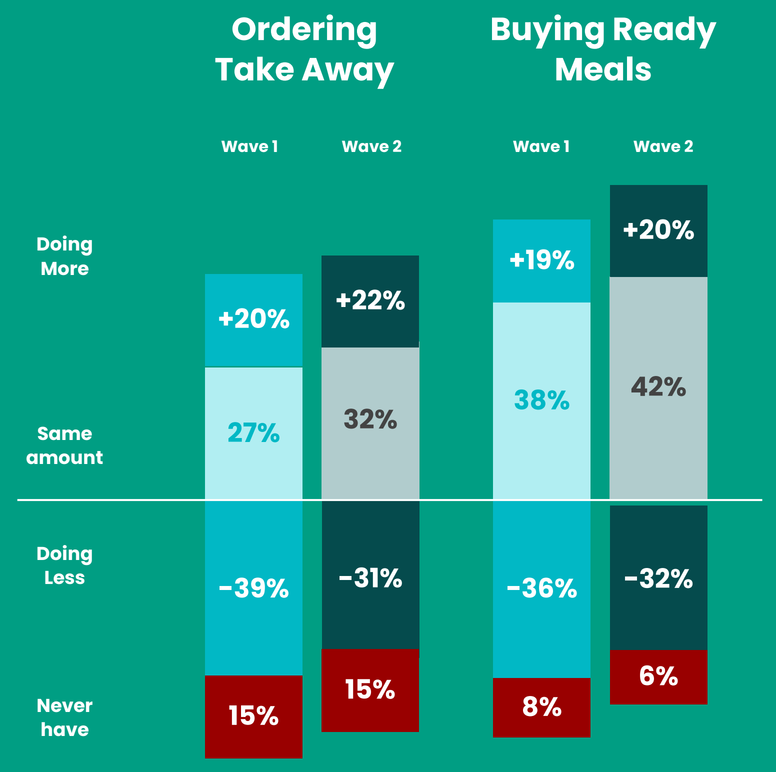
Source: Bord Bia x Canvas8, FTP 2021+, Q20
Base: All respondents, Global (n=11765)

BORD BIA Thinking House

01.4

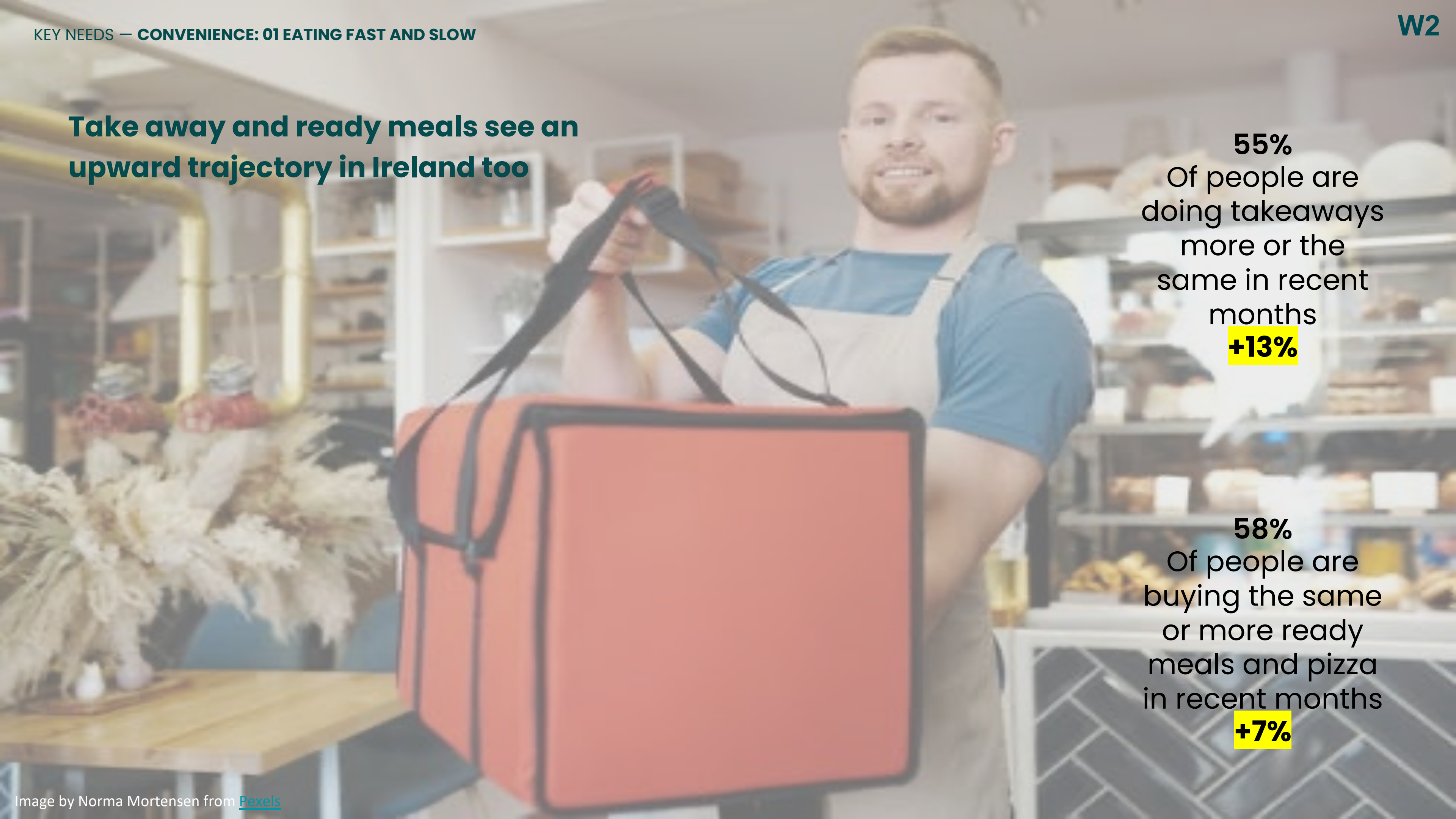
Take away and ready meals see an upward trajectory especially as life gets busier again

Takeaways have remained relevant due to their convenience and quick indulgence, yet people used them as a stop gap for their usual restaurant fix. Alongside a rising interest in healthy foods, quality ready meals are also being sought after as quick fixes as life gets busier again. 'Finish-at-home' ready meals that provide speed, quality and low-level cooking involvement are tapping this tension.



Source: Bord Bia x Canvas8, FTP 2020+, FTP 2021+, Q19.1, Q34
Base: All respondents, Global (n=12031)

Take away and ready meals see an upward trajectory in Ireland too



55%
Of people are doing takeaways more or the same in recent months
+13%

58%
Of people are buying the same or more ready meals and pizza in recent months
+7%

Image by Norma Mortensen from [Pexels]

01.5

Finding that balance between fast and slow is also evident in restaurants

As life opens up again, people are prioritising two distinct things: the opportunity to spend quality time with friends and family, as well as being able to treat oneself in a quick and convenient way.

In general, what criteria are important to you when choosing the places you go out to eat or drink in?

Social atmosphere / good for groups		***Can get in and out quickly***
1-in-4	=	1-in-4

01.6

What's working for brands?

Convenient, quality options

Image by Daria Klimova from Pexels

Tesco x Jamie Oliver 123 Traybakes

Tesco UK teamed up with Jamie Oliver to release a range of easy-to-cook almost ready meals, that focus on fresh ingredients and easy prep. The range of 'finish-at-home' meals give newly time-poor shoppers (especially families) the convenience of ready meals with the quality and feeling of home-cooked meals. Customers can mix and match their vegetable bases, choose their hero proteins as well as their preferred sauces to cook a meal for four in just 30 minutes.

40%

Of people plan to prepare more home-cooked meals post-pandemic than they did pre-COVID-19

Source: Bain & Company, 2020

55%

Of Brits believe home-cooking delivers health benefits

Source: Premier Foods

What's working for brands?

Slow food appreciation

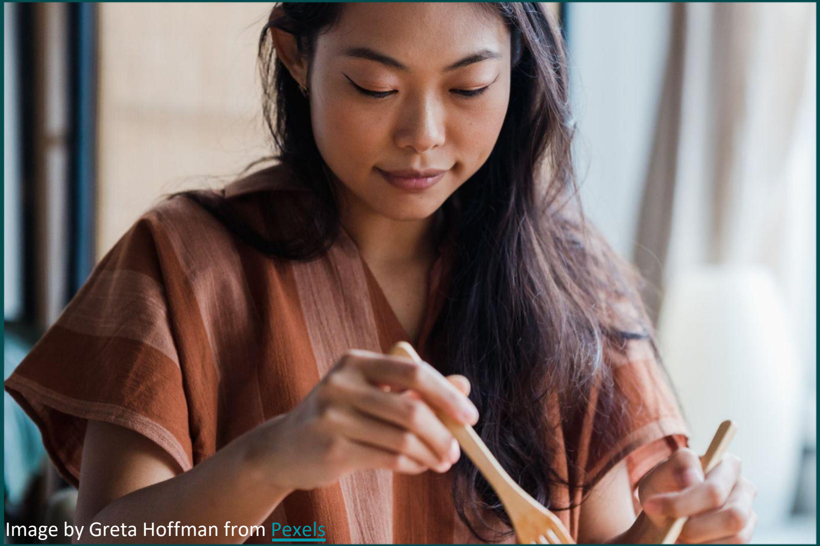


Image by Greta Hoffman from Pexels

Whole Foods x Headspace

Whole Foods' collaboration with Headspace saw the release of a four-part video series (with titles like 'Cooking with Gratitude' and 'Mindful Eating') that help people tune into the benefits of slower food habits. Recognising the elevated importance of food over the pandemic, both brands have tapped into accessible ways to remind people to take their time with their food.

79%
Of people in the US buy more comfort food due to COVID-19 stress
Source: Confectionery Production

73%
Of Brits have enjoyed cooking over the last 12 months
Source: FoodNavigator

What does this mean?

As the 'new normal' sets in, people are looking for ways to maintain the leisurely joy of food in smaller doses that fit around their life.

01.8

For brands, this means reinforcing those close, leisurely moments in smaller, non-busy parts of people's lives. It also means thinking of ways to leverage convenience to bring those slow and mindful food moments into those on-the-go occasions.

Thought Starters

Moments to Savour
How can brands help people continue to appreciate the slow, leisurely food moments in life in the face of busier schedules?

Guilt-Free Ready Meals
Can food brands appease the guilt of people having to give in to convenience foods and the necessity of fitting food around life?

Mindful Micro Doses
Where can food and drink brands (and NPD) bring a slower, more mindful approach to eating into people's busier days?

Whether people are buying online or offline, there is a growing need for seamless savings, not just seamless shopping

02.1

01

Eating Fast and Slow

02

Seamless Savers

The pandemic turbo-charged digital shopping behaviours as well as creating a saver's mindset.

People have picked up a learned practicality to both online and offline shopping over the pandemic.

Online can create an easy way to compare prices at home or in-store.

Offline, loyalty cards, vouchers and couponing have become more essential to control budgets.

"I like to do a lot more budgeting and a lot more couponing now than I used to. So there's certain things online that are just cheaper to do. I find that I always have my phone out whether I had made my list on it or I'm using digital coupons or on price checking."

– Vanessa, USA
Savvy Shoppers

Source: Bord Bia x Canvas8, FTP 2021+, Q19.2
Base: All respondents, Global (n=11765)

02.3

The majority of saving techniques are happening within the store ecosystem, rather than outside

While a minority are using price check apps and cashback websites, the majority of people want their savings to operate within the supermarket ecosystem. Shopping better shouldn't have to mean hard work, with the onus on supermarkets to make the in-store savings experience easier- be it by physical (promotions) or digital means (digital loyalty cards).

Methods used by shoppers to 'shop better'

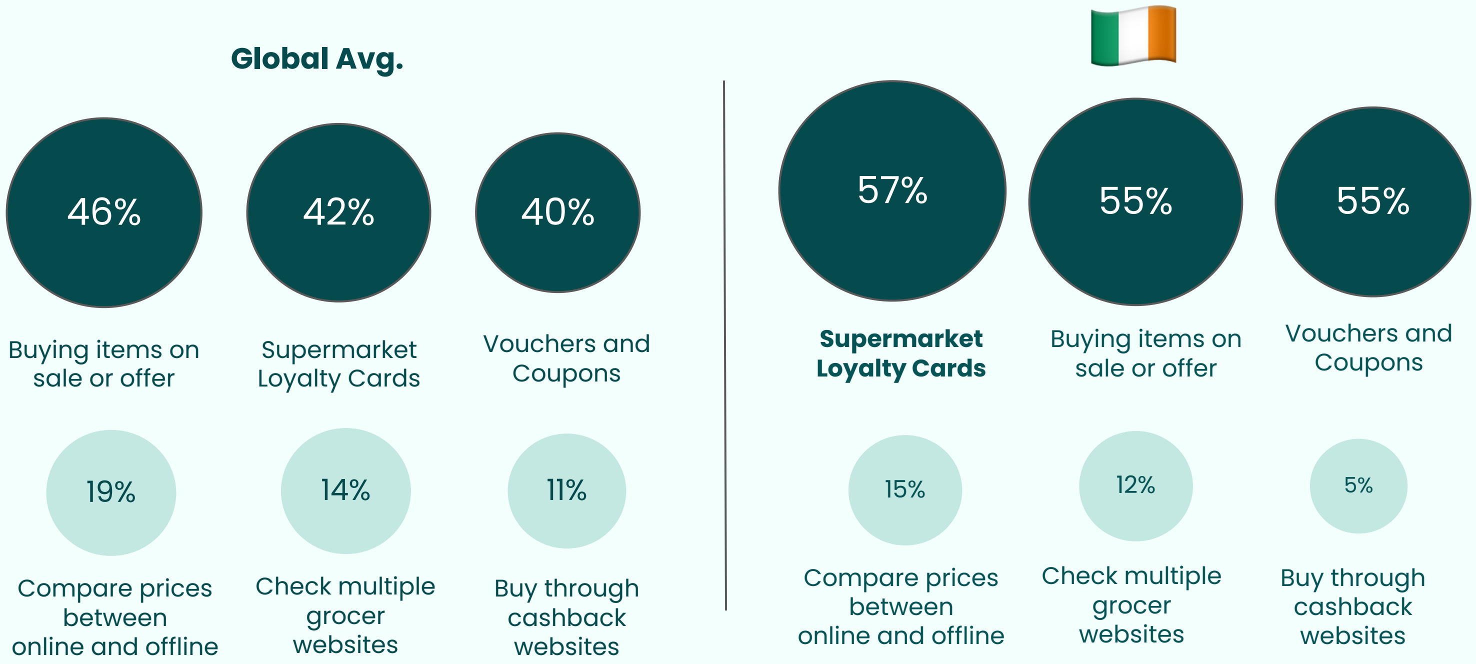
46%	42%	40%
Buying items on sale or offer	Supermarket Loyalty Cards	Vouchers and Coupons
19%	14%	11%
Compare prices between online and offline	Check multiple grocer websites	Buy through cashback websites

BORD BIA Thinking House

Source: Bord Bia x Canvas8, FTP 2021+, Q23b
Base: All respondents, Global (n=11765)

02.5

Compared to the global average, Irish consumers over-index for in-store savvy shopping behaviours, especially use of loyalty cards



02.6

Some people are also recognising the benefits of online to make savings on bulk purchasing

From easing the burden of carrying heavy items to sourcing products outside people's local vicinity, people are leaning into online shopping as an easy way to buy things in bulk. This is even true in markets like France where people are sceptical of online and in-store and market shopping holds a special place in the national psyche.

"I don't buy food products online, except for the 'drive-thru', and that's mostly only for packs of drinks to avoid having to carry them and transferring them in and out of the cart. We often buy several packs at once, so online shopping is useful because it's easier and more practical."

– Frederic, France
Carefree Consumers

02.7

What's working for brands?

Gamified Loyalty Apps

Image by Olya Kobruseva from Pexels

Sainsbury's

People's keenness to save and their interest in loyalty programmes is presenting opportunities for brands to create more accessible and fun forms of loyalty that also help make saving more seamless.

Sainsbury's introduced the digitised version of their Nectar loyalty card. And in 2021, the app launched fun, interactive, and gamified ways for shoppers to earn bonuses and deals through their purchases of fruits and vegetables.

8 million

Users are registered with Nectar's digital app

Source: The Grocer

89%

Of people who regularly experience gamification would spend more time on software that is gamified.

Source: TalentLMS

02.8

What does this mean?

Learned budgeting behaviours have raised consumer expectations for smarter ways to shop, especially within the store ecosystem.

Yet as prices become more competitive, and people buy on deal, brands should be mindful of how their products will dip in and out of favour. Building brand value and investing in stand-out innovations or flavours could help catch the short attention of shopper-deal hunters.

Thought Starters

Pick Me!
How can brands elevate their stand-out potential both on shelf and particularly, online, as people shop with budgets in mind first?

Very Important Products Only
Can brands create exclusive flavours or variations only available in online shops to boost their visibility in price competitive environments?

This is Getting Personal
Can brands find creative ways to bring more personalisation into the shopper journey, whether that's personalized products, or exclusive offers to retain consumer attention?

Bulk better!
Can brands consider how to bulk up for the online shopper and create special offers that enhance this purchasing experience

Source: Bord Bia x Canvas8, FTP 2020+, Q21, ,Q34, Q37
Base: All respondents, Global (n=11765)

As life speeds up people are looking to take a more balanced approach to eating and budgeting

02.9

01 Eating Fast and Slow

Hybrid working and sometimes socialising means people's needs for convenient foods are evolving *especially as they try and retain the joy of slow food

02 Seamless Savers

In the context of more saavy shopping from consumers, brands and products will need to work even harder to stand-out beyond price promotion

4
CREATIVITY

Resourcefulness still remains key, whether that's for at-home cooking or being thrifty with money

[back to index]

Image by Jason Briscoe from

BORD BIA Thinking House

2 Microtrends impacting people's need for creativity

01

Flavour Flaunts

02

Waste Watchers

Wary of public spaces still, people are turning their homes into spots for hosting and trying new flavours

01.1

01
Flavour Flaunts

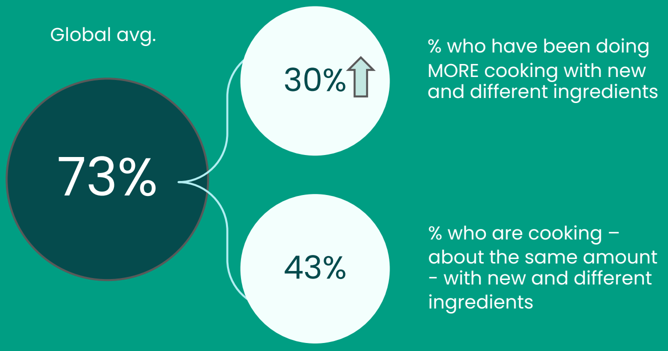
02
Waste Watchers

Ingredient exploration over lockdown has spurred new confidence in cooking abilities

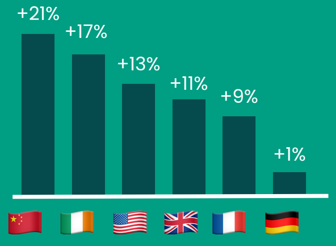
Lockdown provided a safe space for people to experiment with new and different flavours in their cooking. As at-home entertaining returns it'll give them a chance to show-off their creative endeavours as well as new found cooking skill.

01.2

The % of people exploring new ingredients continues to grow, showing an appetite to keep learning about food



China are proving flavour forward, alongside Ireland. While Germany tend to stick to what they already know.



Net % of people cooking with new and different ingredients by market

The home is re-finding its place as a safer hub for socialising around food. The majority of people blame COVID-19 for stopping them from doing more at-home entertaining, and with some even undertaking home improvements, people may be looking forward to hosting when they feel it's safe enough to do so.

Image by MIKHAIL NIKHOV from Pexels

% of people globally who are **entertaining at home less or have stopped** has dropped by 7% suggesting a slow return to dinner parties and hosting

2020

2021

Over half of those who have spent more on home improvements in the last year have put it down to continuing to upgrade their homes even further

53%

% of those who say they have been doing more home upgrades

What's working for brands?

'Flavour Shots' make creativity easy


Image by Valeria Boltneva from Pexels

Eight Thirty

With flavour fatigue having kicked in during the pandemic, Eight Thirty have stepped up and looked to spice up even the blandest of breakfasts.

By creating flavour shots, which are added to regular breakfasts, Eight Thirty are tapping into expanding or bored taste buds by offering a diverse range of new tastes to enliven the mundane. For the food and drinks industry, it's about allowing people to experiment and fall in love with their homemade meals with minimal risk.

Sales of marinades, spices, and rubs were 50% higher in 2020 in the US
Source: NPD Group

60%
Of people globally have learned a new cooking skill over lockdown
Source: Fine Dining Lovers

What does this mean?

People want ingredients and recipes that can help them illuminate their personalities and creativity.

Thought Starters

Plating Up Personality
How can brands enable people to showcase their new found skills to their friends and family?

Spark Joy
In what ways can brands position food exploration as an inexpensive way to embrace creativity?

Food Spectacles
How can brands help people bring more spectacle at their dinner parties, across mains, desserts and side dishes?

Navigating Shortages
With shortages in mind, how can brands promote and inspire creativity around traditional holiday dishes?

More aware of what they waste after spending more time at home, people are aiming to be more inventive with their waste

02.1

01
Flavour Flaunts

02
Waste Watchers

02.2

People got to know their food habits more intimately over the course of the pandemic. As a consequence, they were faced by the stark reality of their consumption habits.

Food waste (and packaging) became more apparent as people ate more meals at home. Witnessing this has led to a change in their intentions.

"I don't like wasting. I do want to make sure everybody's full, but sometimes we do have leftovers. Now they always get wrapped up. Wastefulness is bad."

– Vanessa, US

People's reasons for cutting down on waste differ depending on their financial circumstances.

41% of people globally say that having options that minimise food waste is just as or slightly more important than it was a year ago. Waste is not just about sustainability, but also resourcefulness and getting the highest return on value from a product as is possible.

02.3

% of people for whom minimising food waste is important

Carefree Consumers

43% vs **48%**

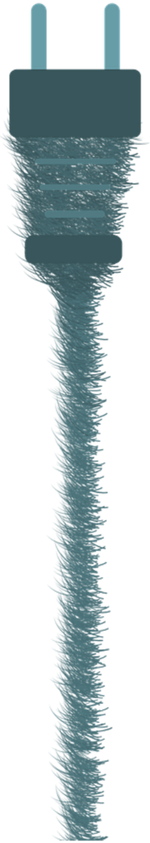
Wave 1 Wave 2

Savvy Shoppers

42% vs **45%**

Wave 1 Wave 2

Source: Bord Bia x Canvas8, FTP 2021+, Q21
Base: All respondents, Global (n=12031)



Irish consumers are holding steady when it comes to how they rate the importance of environmental considerations when it comes to grocery purchases

Compared to the past how much more or less important are the following to you in recent months when it comes to grocery purchases?

	Wave 1		Wave 2
Sustainably produced products	81%	vs	82%
Minimizing packaging	84%	vs	85%
Minimizing food waste	89%	vs	87%
Environmentally friendly products	79%	vs	80%
Ethical groceries	76%	vs	75%

Source: Bord Bia x Canvas8, FTP 2021+, Q21,
Base: All respondents, Global (n=11765)

02.4

Fears of price hikes because of inflation will further propel people to think twice about food waste

People are most concerned that inflation will impact fresh produce, more than specialty (22%), snacks & confectionery (22%), treats (23%) and ready meals (23%). As such, they will be looking for better indication of value-to-cost from fresh categories and ideas for making products go further.

Top 5 food categories people are most worried about being impacted by price hikes

Fresh fruit and Veg	37%
Poultry	30%
Seafood and Fish	30%
Dairy products	30%
Red Meat	29%

Source: Bord Bia x Canvas8, FTP 2021+, Q21,
Base: All respondents, Global (n=11765)

02.5

What's working for brands?

Top-down waste action

Image by Anna Shvets from Pexels

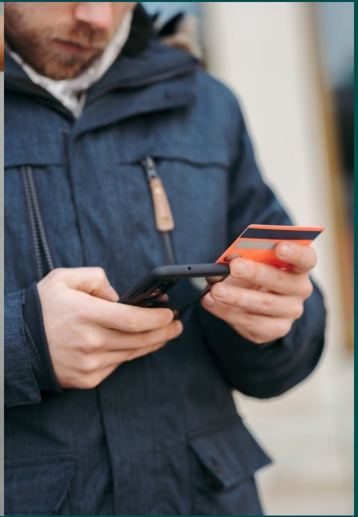


Image by Anete Lusina from Pexels

Spar

SPAR Austria has become the first retailer in Austria to expand its partnership with Too Good To Go to all SPAR and EUROSPAR stores across the country.

Customers are able to purchase food that would otherwise have been thrown away at a reduced price through the Too Good To Go app.

Source: Canvas8

BORD BIA Thinking House

Source: Bord Bia x Canvas8, FTP 2021+, Q21
Base: All respondents, China (n=1997)

02.6

What does this mean?

People want to cut back on wastage for ethical and financial reasons. Satisfaction is derived not only from opting for the greenest version, but also the option that they can make go the furthest.

For brands it's about making reusing, repurposing and recycling both food and its packaging as simple and rewarding as possible.

Thought Starters

Value-Action Gap
People often cite a desire to be more ethical without taking the necessary actions, how can food brands make cutting back on waste unavoidable for customers?

The Extra Step
In what ways can food brands showcase their environmental initiatives, in ways that go above just cutting back on plastics?

Rewards
How can food and drink brands tap into the buzz generated by consumers finding a good deal that is both economical to the planet and their pocket? How can they help consumers make their food go further?

A learned savviness and food creativity will stay with consumers into the next normal

01
Flavour Flaunts

Having spent the last year experimenting and still cautious of eating out, people are ready to show-off their creative culinary know how to friends and family

02
Waste Watchers

Thriftiness has remained important, but inflation will have a specific impact on the value people seek from fresh produce and how they cut down on food waste and make food go further

What’s next?

Image by Annie Spratt from Unsplash

4 Strategic Challenges for Food and Drink

01 Control

The pandemic caused people to feel like they were not in control of their life leading to a number of reactive behaviours.

As consumers gain visibility on their futures, the challenge is in helping them be more proactive and provide control that influences their long-term ambitions.

02 Comfort

People's need for safety and reassurance spiked during the pandemic. A year of managing risks have left consumers scarred by the experience.

Despite a learned resilience, people still need help in trusting the world again, and that means brands that can give them the reassurance that they are trustworthy are more likely to win.

03 Convenience

The pandemic meant people couldn't go out into the world, so they looked for ways that the world could come to them.

Now they are stepping out again, brands need to go at the same pace as consumers as they reemerge into the busyness of life again slowly.

04 Creativity

People were forced to get creative with food and thrifty with budgets over the course of the pandemic.

People will be taking that learned resourcefulness and adventurousness into the 'next normal' so brands should celebrate and encourage this new found creativity.

9 microtrends to tap into post-pandemic behaviour

01 Control

Fresh Simplicity
People are seeking simplicity from healthy foods

Proactive Preparation
People are taking pride in newly destigmatised 'prepper' behaviours

Retail Revival
People want the tangible reassurance of the in-store grocery experience

02 Comfort

The Return of Trust
People are looking for signs of trust from brands they rely on

The Power of Local
People need to be convinced that local is good value for money

03 Convenience

Eating Fast and Slow
People want to retain the joy of leisurely eating

Seamless Savers
People are looking for accessible and hassle-free ways to save

04 Creativity

Flavour Flaunts
People are looking for inspiration as at-home entertaining returns

Waste Watchers
People need smarter ways to minimise fresh food waste

Thank you.

BORD BIA Thinking House CANVAS8

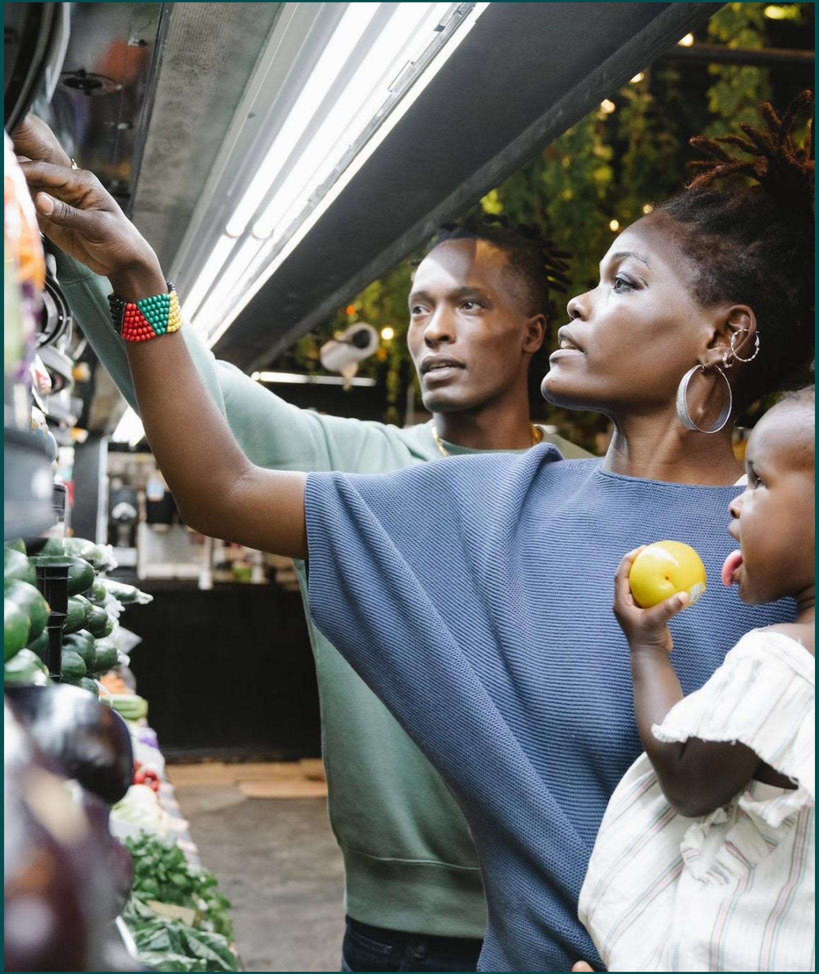


Image by Greta Hoffman from Pexels