

Report #07

EAT 2022

FOOD HUNTERS



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FIVE FOOD TYPES THAT REPRESENT THE FOREFRONT OF HOW, WHAT, WHERE AND WHEN CONSUMERS EAT.

While these foodies have key behavioural traits and food preferences, it's not a one-size-fits-all. Many of us will share different elements of all the Food Hunters' characteristics at some point depending on life stage and occasion as well as cultural and social impacts. These behaviours are actively challenging and inspiring the food and beverage industry.

The Food Hunter typologies were defined pre-pandemic and 2021 saw shifts and renewed focuses with behaviour changed, exacerbated and reinforced by COVID-19. For 2022 there are new traits to add to their profiles as they move towards a post-pandemic way of life.

THE MINDFUL CONSUMER

- Evaluates food and beverage decisions based on their health and also the environment
- Prioritises natural, whole foods and tries to avoid processed products
- Seeks more control over what they consume so clear product information is key
- Will consider products that have additional benefits to mental health and wellbeing



2022 UPDATE

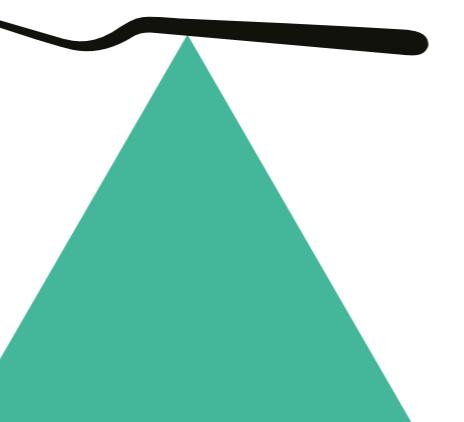
- Increases to food prices will present a new approach to shopping and cooking with a renewed focus on batch cooking and being creative with leftovers
- Conscious consumption will see increased evaluation of ingredients and their impact on the planet with shoppers making more considered choices





THE BALANCED CONSUMER

- Keen to cut back on meat, with plant-based dishes a focus of their shopping basket
- Tries to lead an active and healthy lifestyle, well versed in RDAs and the importance of reducing their sugar, salt and fat intake
- Doesn't want food and beverage choices to compromise on flavour
- While fad dieting is not on their radar, they look for products that offer documented health benefits – so credible claims will be scrutinised



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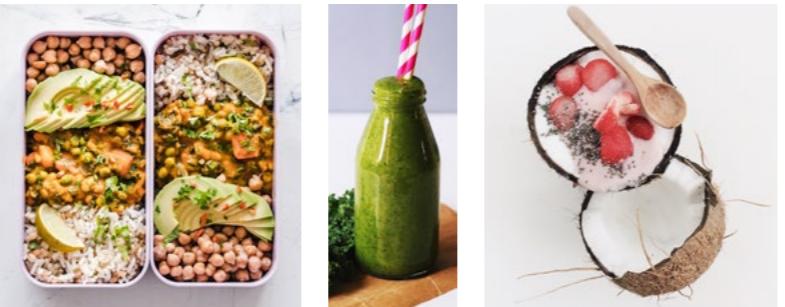
- The legislation of calorie information on menus will be embraced as informed decisions can be made across daypart and occasion
- Will seek out alternative sources of protein and approach eating less meat with a reduce not exempt mindset





THE REVOLUTIONARY CONSUMER

- Always on the go, seeking out new things in the form of interesting flavours and formats
- Doesn't conform to traditional mealtimes and therefore prepared formats are essential
- Wants healthy meals that are convenient and tasty whilst still fulfilling nutritional requirements
- Keen to understand the impact food consumption is having on the environment, and so innovative products which utilise surplus waste will be of interest



2022 UPDATE

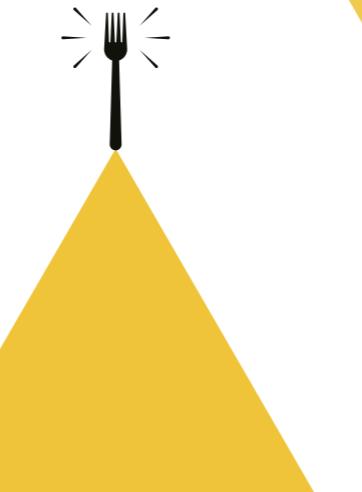
- Looking to incorporate new plant-based products into their diets beyond campaigns such as Veganuary
- Will expect ethical practices in the production of food and therefore will make choices about products from committed, transparent brands that are fulfilling beyond simple energy consumption





THE ADVENTUROUS CONSUMER

- Seeks inspiration and culinary experiences from global cuisine, with flavours that can satisfy their appetite for something new and different
- Has high expectations of familiar products and brands doing something different
- Wants dining occasions based on flavour pairings, novel formats or unusual sensory experiences
- Capturing attention is key – choices are often impulsive and they will try lots of different products, making them less brand loyal



2022 UPDATE

- With travel restrictions relaxing there is an increased appetite for new flavour horizons from lesser-known cuisines
- Reinventing traditional mealtimes and formats with new ingredient combinations will pique curious appetites





THE CONNECTED CONSUMER

- Always on the lookout for the latest food trends via social media and keen to try unusual products and flavours
- Food must have high visual appeal and even better if they are gram-worthy
- Uses social media as a source of information following Influencers such as Joe Wicks to show how to make delicious quick recipes which tap into convenience and health
- Seeks out products with a niche quirk that they can talk about and share with friends



2022 UPDATE

- There is still a desire to experience eating and dining out at different venues but access to food delivery will have an increased focus with it being important for brands to provide reach and seamless interaction across digital journeys
- Food and drinks that offer the opportunity to be interactive with friends and family will be a priority with sharing formats a great way to create and capture moments of fun and joy





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