

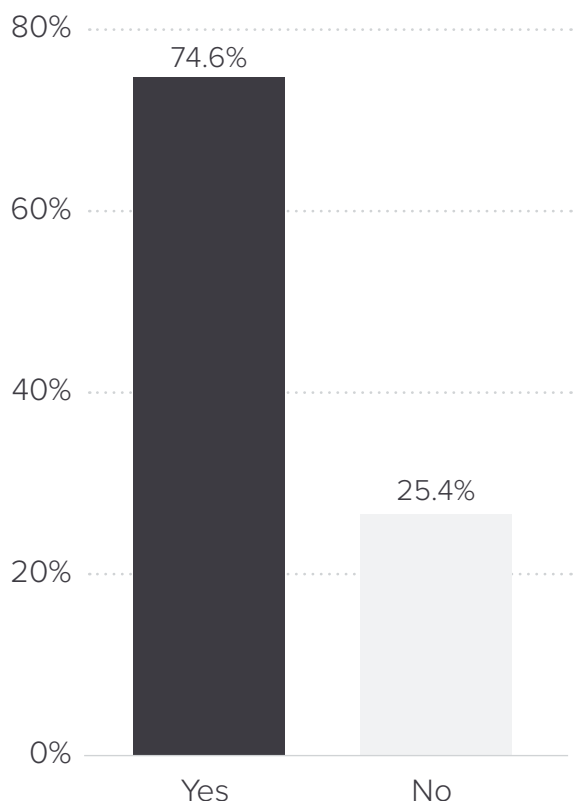
# How is Covid Shaping Food and Drink Purchases

Data insights 2021

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## Do you have more money to spend on eating out now than you did before lockdown?

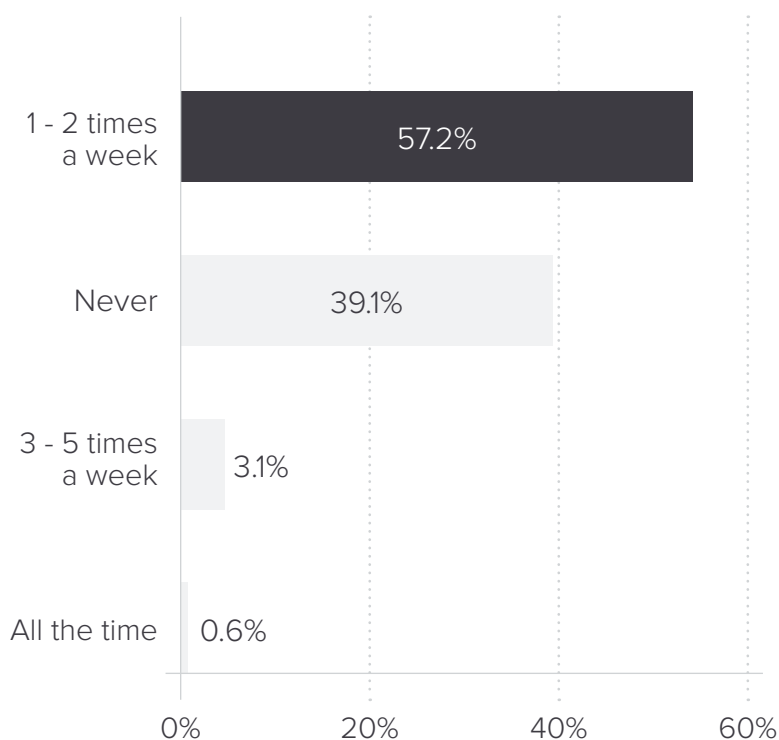


### Eating out is the new staying in

It's evident that people have more disposable income to eat out with the majority planning to eat out 1 – 2 times a week. This is promising for restaurants as people are keen to get back to their favourite eateries.



## How often do you intend to eat out now that dining restrictions are lifting?

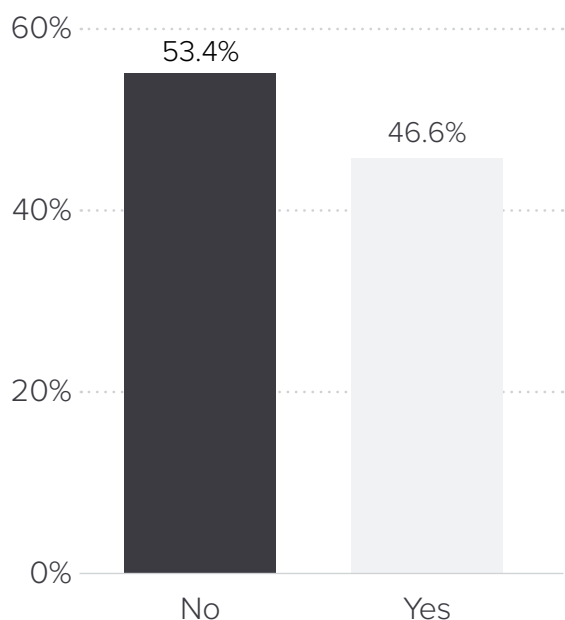


### Reassurance is key

Although the majority can't wait to get back out, some people appear to be holding back on rushing out to restaurants and bars straight away. Hospitality brands should focus on re-engaging with this audience and reinforcing customer safety measures.



## Are you more creative in the kitchen since lockdown?

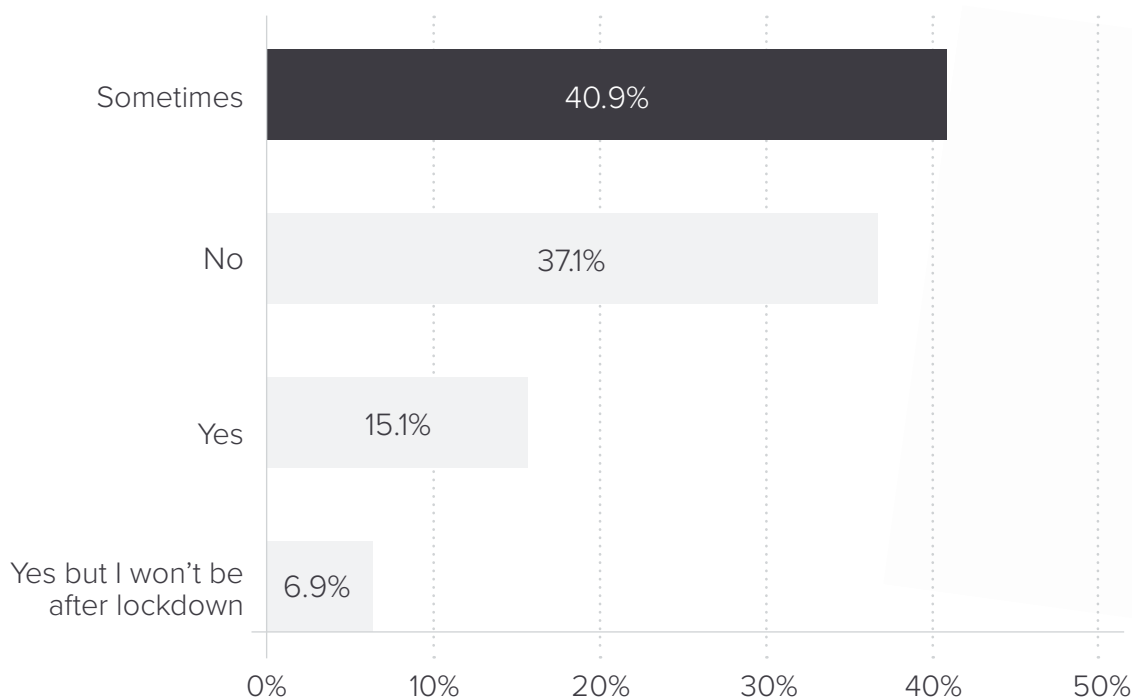


### At home dining

56% of people purchased luxury food and drink items as part of their weekly shop during lockdown and plan to keep this up, showing a real appetite for premium products. Delivering engaging campaigns to keep this audience entertained and engaged will be key for retailers.



## Did you purchase luxury food and drink items as part of your weekly shop during lockdown, and do you plan to keep this up post-lockdown?

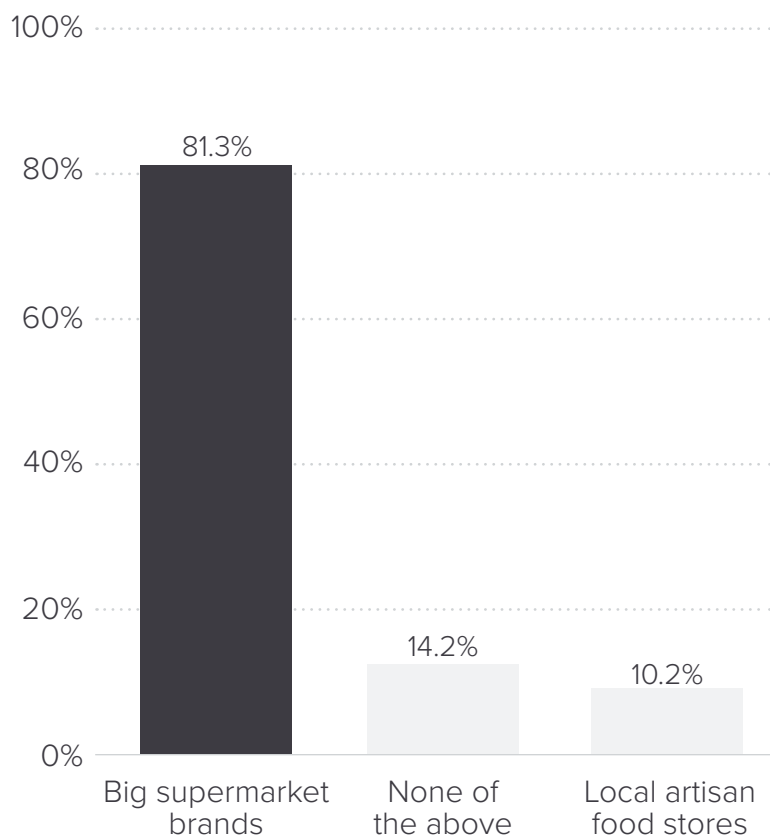


### Splashing the cash

It's clear that people plan to keep the fire alive in the kitchen post-lockdown experimenting with the occasional luxury items. Delivering engaging campaigns to keep this audience entertained and engaged will be key for retailers.



## Where do you purchase your weekly shop from?



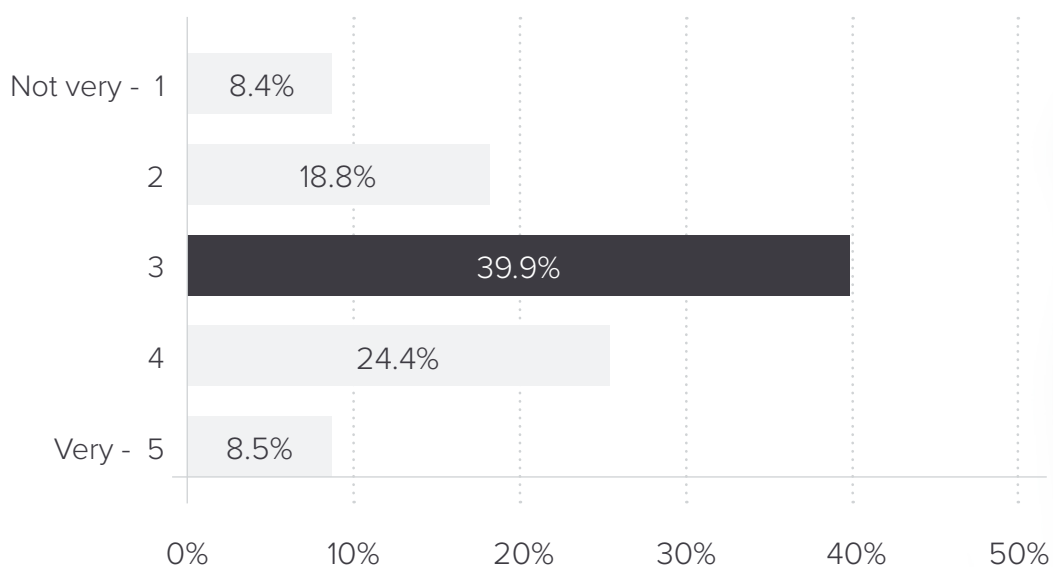
### 80% prefer to buy from supermarkets

There's a desire to buy locally with over 10% of people already purchasing groceries from local artisan stores.

Although many people turn to big supermarket brands to do their weekly shop.



## On a scale of 1 - 5, how financially sustainable is it to buy locally sourced produce for you and your household?

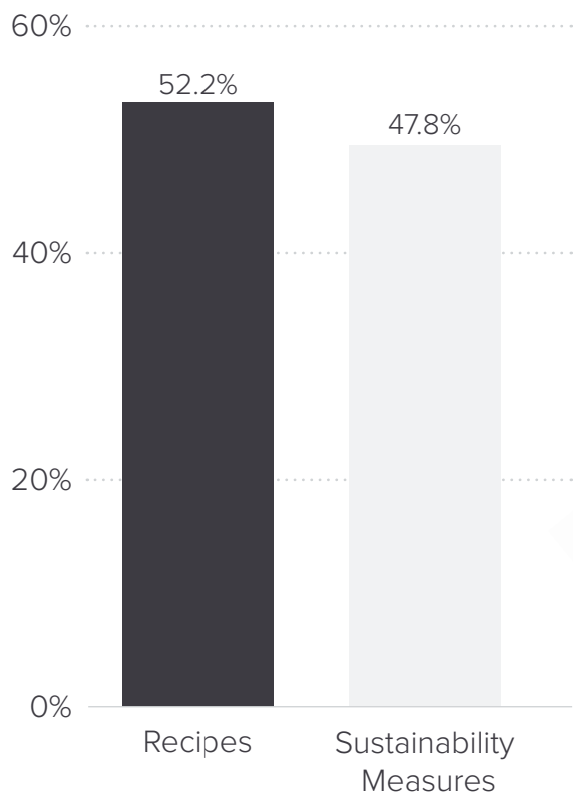


### Buying local

67% of people think it's financially viable to buy locally sourced produce for their household.



## What information would you prefer to see on your favourite food packaging?

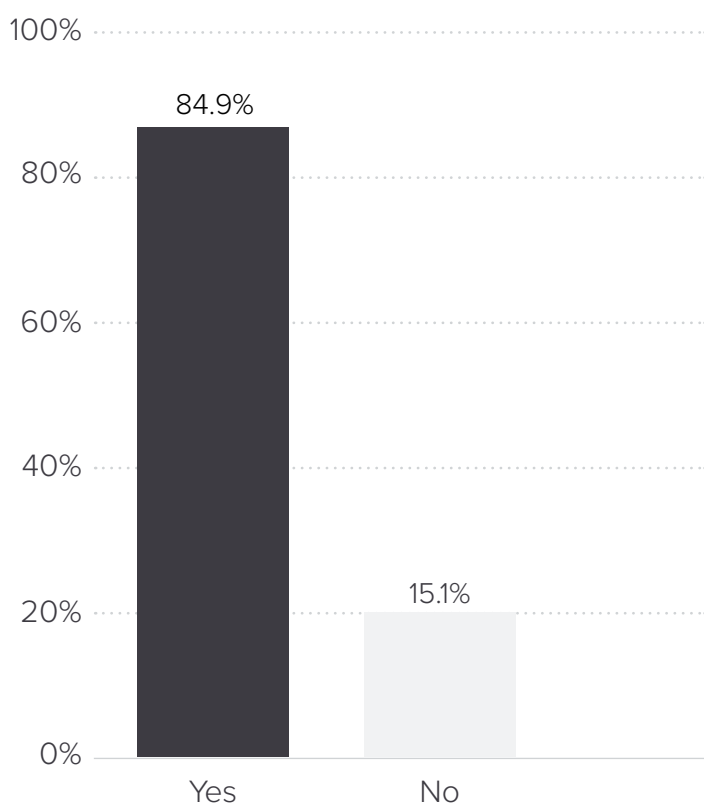


### Creative on-pack messaging

The increase in home deliveries has resulted in greater consumer expectations, food packaging needs to look better than ever, whilst fulfilling sustainability efforts and meal inspiration.

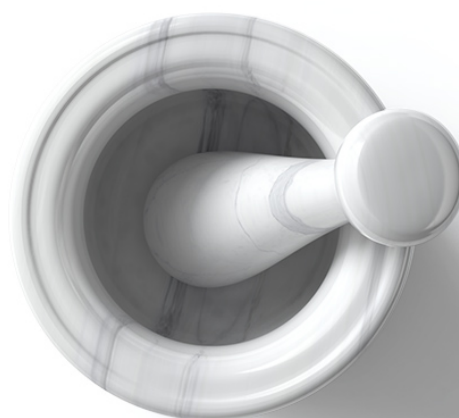


## Do you prefer to purchase local or British sourced produce?



### Buying British

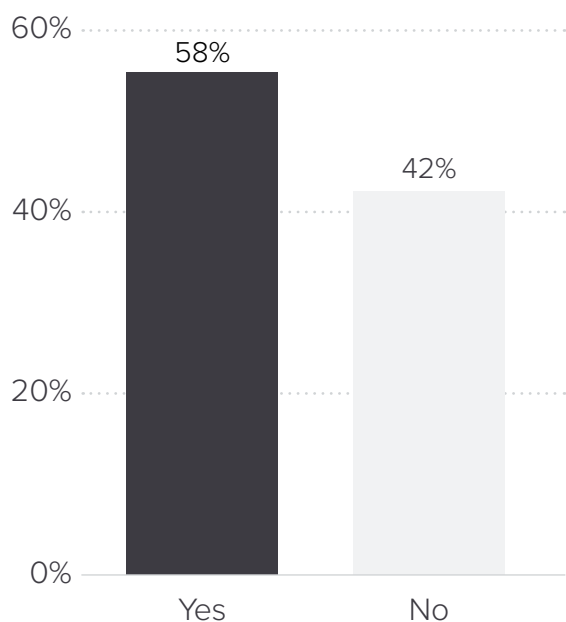
Creative messaging to highlight food provenance is a unique selling point for customers.



Over the past year, has your view on sustainable eating changed for the better?

#### A rise in awareness

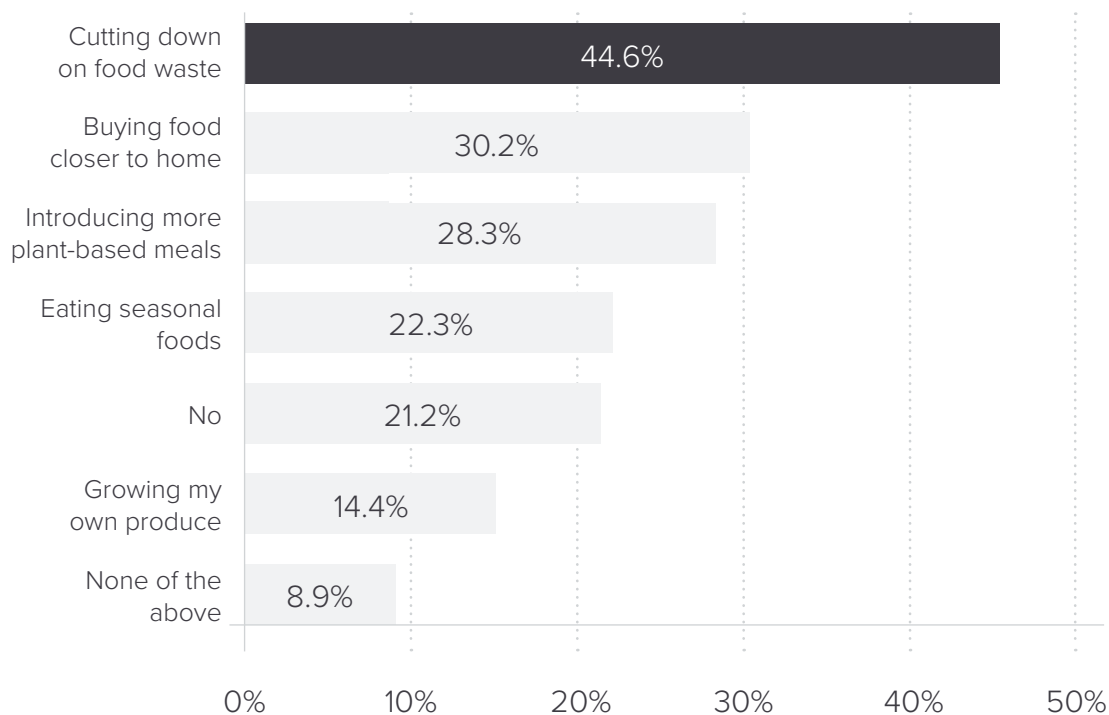
Artisan foods have accelerated during the pandemic and the need to be sustainable has never been greater.



Have you picked up any sustainable food habits during lockdown that you'll continue with?

#### Shifting behaviours

People are changing their behaviours and investing their efforts toward a more sustainable eating lifestyle. A strong sustainability narrative is key to captivating this audience.



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