

CATERING TO TOMORROW'S FOOD SHOPPER

In an increasingly competitive landscape, food brands are finding ways to satisfy consumers' ever-evolving demands. Here are three important purchasing journey trends uncovered to help marketers understand the new food consumer journey.

MOBILE HACKS

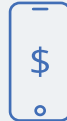
People are using mobile devices to shortcut their grocery shopping

68%



of 18–34-year-olds agree that time can be more valuable than money

34%



of 18–34-year-olds say they use their phone in-store to look for promotions and discounts

25%



of 18–34-year-olds say their food purchases over the past three months have been completed on their smartphone or tablet

PHONES BEFORE FORKS

People want social content that helps them explore new tastes

87%



of 18–34-year-olds say they discover new food or recipe ideas on social platforms

46%



of 18–34-year-olds identify as “foodies” compared to 32% of people ages 35 and over

31%




of food shoppers say that upon discovering a new food product on social media, they'll consider using it in a recipe

DIGITAL HUNGER

People are choosing to buy based on their digital hunger

191 
million+ images tagged
#foodporn on Instagram

46% 
of weekly Instagram users in the
US who explore an interest on the
platform say they like to see and
share content about food and
drink—making it the most popular
interest on the platform¹

31% 
of 18–34-year-olds who use social
media to decide what new product
to buy say that advertisements in
their Instagram or Facebook feed
help them make a decision



WHERE DOES FACEBOOK FIT IN?

The Facebook Family of Apps is the **most visited** site or app among 18–34-year-old food shoppers using their mobile devices in-store while shopping for food

The Facebook family of apps is the **#1** way food shoppers ages 18–34 discover new food

46%

of 18–34-year-old food shoppers say they have purchased a food product after seeing a post on social media

WHAT DOES THIS MEAN FOR MARKETERS?

Anticipate the distinct needs of your audience

With time becoming an increasingly scarce and valuable commodity, people are turning to new services that help them cut corners in the kitchen, speed up the traditional shopping experience and save a few dollars. Mobile devices are at the heart of this trend, and social platforms are particularly important.

Create content that inspires consumers to discover new foods

Driven in part by its ability to deliver personalization at scale, the Facebook family of apps is a key destination for food shoppers ages 18–34 to discover new food. Content that entertains, inspires and educates is a recipe for success—these are some of the most popular reasons food shoppers follow food influencers or celebrities on social media.

Engage your audience through visual storytelling

People are eating with their eyes, and that's having a direct impact on their purchasing behavior. Between carousel ads, vertical video, stories and more, social media is a particularly effective channel for brands to satisfy this digital hunger where you can engage these consumers in new ways.

¹ "Project Instagram" by Ipsos (Facebook-commissioned survey of 21,000 people ages 13–64 in AR, AU, BR, CA, DE, FR, IN, IT, KR, TR, UK, US and ages 18–64 in Japan), Nov 2018. All participants said they used Instagram at least once per week. Survey response styles might vary across countries due to cultural differences, but scale anchors remained fixed within each country. Source unless otherwise specified: "CPG Consumer Study" by Accenture (Facebook-commissioned survey of 2,280 people in the US), November 2018. This article refers to people who have purchased a food product in the past 3 months. Facebook Family of Apps refers to 'Facebook, Instagram / Instagram Direct Messaging, Facebook Messenger and WhatsApp'.