

How have behaviours changed during lockdown?

STAYATHOME



7 in 10 have found it 'very/quite easy' to find the **range of food** they need in the past week, Up from the previous wave of 5 in 10



More than one quarter (27%) expect they will eat out less often after the lockdown. This figure has increased significantly from early April (18%)

More than 1 in 4 (29%) have bought a wider range of frozen foods since the lockdown. Significantly higher amongst 18-34s (43%) than 55+ year olds (25%)



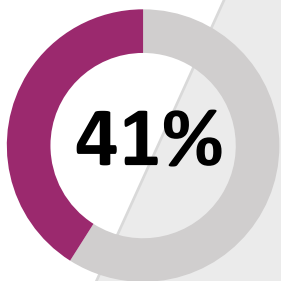
EATING MORE...

A significant increase in those eating Home Baked sweet treats, up to 44% from 37% in early April.



Consumers are getting more experimental in the kitchen. More than 2 in 5 (44%) said they are cooking new recipes, up significantly from 36%.

TRIED A NEW BRAND...



2 in 5 have tried a new brand in the past few weeks.

NEW



With 6 in 10 likely to buy the brand again in the future, up significantly from early April



Sample taken across the UK | n=529

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