

PANDEMIC SNAPSHOT: THE VOICE OF THE CONSUMER



We know that all of our lives look a little bit different than they did this time last year. We have been keeping our finger on the pulse of all things related to the pandemic, but wanted to dig in a little deeper with a consumer survey and ask consumers what they've been up to, about new habits and what they are missing the most. Let's jump right in and see firsthand what consumers have been doing to occupy their time.



A Healthier Version of Themselves

Whether it's washing their hands more often, trying to boost their immunity or even exercising more—today's consumer has moved health and wellness to the forefront. It has now become a major priority to keep themselves and their families healthy in both the short-term and the long-term. Here's a snapshot of what they have been doing to stay healthy.

- **74%** of consumers have been focusing more on the overall health of their family
- **65%** of consumers have been trying to boost their immunity
- **61%** of consumers have been eating more fruits and vegetables
- **53%** of consumers have been exercising more

"I restarted a ketogenic diet and started to make an effort to cook new recipes each week instead of defaulting to old ones. And we stopped ordering takeout." Male 24-41 years old.



Stocking the Pantry

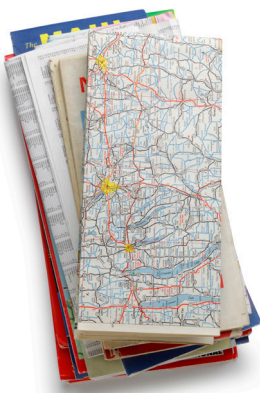
Shopping during a pandemic definitely has its own unique challenges as consumers faced empty shelves and less-frequent trips to the grocery stores. 81% of consumers have been making sure that their pantries are well-stocked. Some consumers even took advantage of online grocery shopping and only 5% stated they missed shopping in the stores. They are shopping a little bit differently than they were last year, but with a greater overall focus on health it's no surprise that consumers are shopping the perimeter of the grocery store a little more than the center of the store.

- **25%** of consumers are shopping the **perimeter** of the grocery store **more** than they were 1 year ago.
- **23%** of consumers are shopping the **center** of the grocery store **less** than they were 1 year ago.

One surprise from the research, was what consumers are **NOT** consuming more of..

- **63%** of consumers have **NOT** been consuming more junk food
- **63%** of consumers have **NOT** been consuming more alcohol
- **53%** of consumers have **NOT** been consuming more desserts and/or sweets

“I have gotten into the habit of staying at home rather than go out to grocery shop or pick up take out. I have everything delivered. I have also started purchasing items that I may not need right now but might need if we quarantine again.” Female, 24-41 years old.



Traveling Through Taste

When asked what they miss doing the most, traveling was the number one thing consumers listed. Consumers have been spending more time in the kitchen and 80% of them have been cooking more and 60% have been trying new recipes.

Translating Travel to Product & Flavor Strategies

Consumers' tastebuds are longing for the unique and delicious dishes found while exploring new places and restaurants while traveling. Consider flavors with an ethnic influence when creating new products. Flavors to consider can range from more novel flavors like za'atar and Berbere to more well-known and everyday flavors such as tikka masala, sriracha, and even churro for a sweet escape.



A Little More Outdoorsy

When asked what they are doing more of, **spending more time outdoors** was the top thing listed, with 72% of consumers stating they are getting more outdoorsy than they were prior to the pandemic. These activities include walking the dog, hiking, scavenger hunts and even planting a garden.

Translating the Great Outdoors to Product & Flavor Strategies

If you think about it, consumers have almost experienced all four seasons during this pandemic. From the blooming of the flowers in spring, the hot summer sun, the changing of the leaves in fall and the snow that is soon to be falling—they have almost experienced it all. Consider tried and true seasonal flavors when creating new products. From the ever-favorite pumpkin-spice and peppermint mocha to refreshing flavors like watermelon and cherry lime—tapping into consumers love for seasonal flavors is sure to pique their interest.

YOU DESERVE MORE. LET'S GET STARTED.

What does true partnership look like? You deserve a flavor partner ready to turn these trends into the tangible.

Let FONA's market insight and research experts get to work for you. Translate these trends into bold new ideas for your brand. Increase market share and get to your "what's next."

Our technical flavor and product development experts are also at your service to help meet the labeling and flavor profile needs for your products to capitalize on this consumer trend.

Let's mesh the complexities of flavor with your brand development, technical requirements and regulatory needs to deliver a complete taste solution. From concept to manufacturing, we're here for you — every step of the way. Contact our sales service department at 630.578.8600 to request a flavor sample or chat us up at www.fona.com/contact-fona/