

**Some key UK food market trends: prepared for the FDA
Group of the CIM**



DataPad

Technology Driven Research

Market Research from Data Pad

UK Omnibus Research Solutions

Fast, accurate, cost effective research solutions. Get the insights you need, with next day results and daily surveys to 2,000 UK adults.



Sample

Representative of 2,000 UK adults (18+)



Daily

Daily surveys for a quick turn around

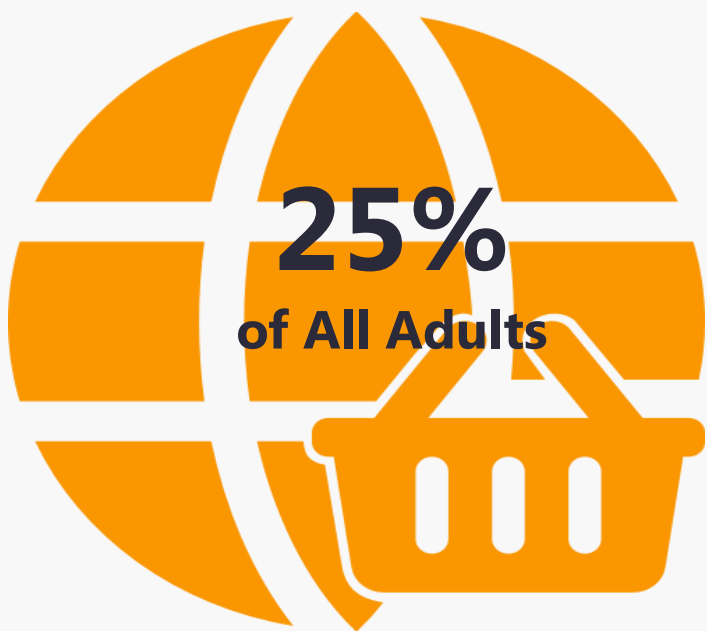


Fast

Charted reports and excel tables available

Understand Quick Know Effective
Test Quality Define
discover
Good Brand
Consumer
Identify Timely Inexpensive
Informed
Product

Online Shopping behaviour



32% of 30-39 Year Olds



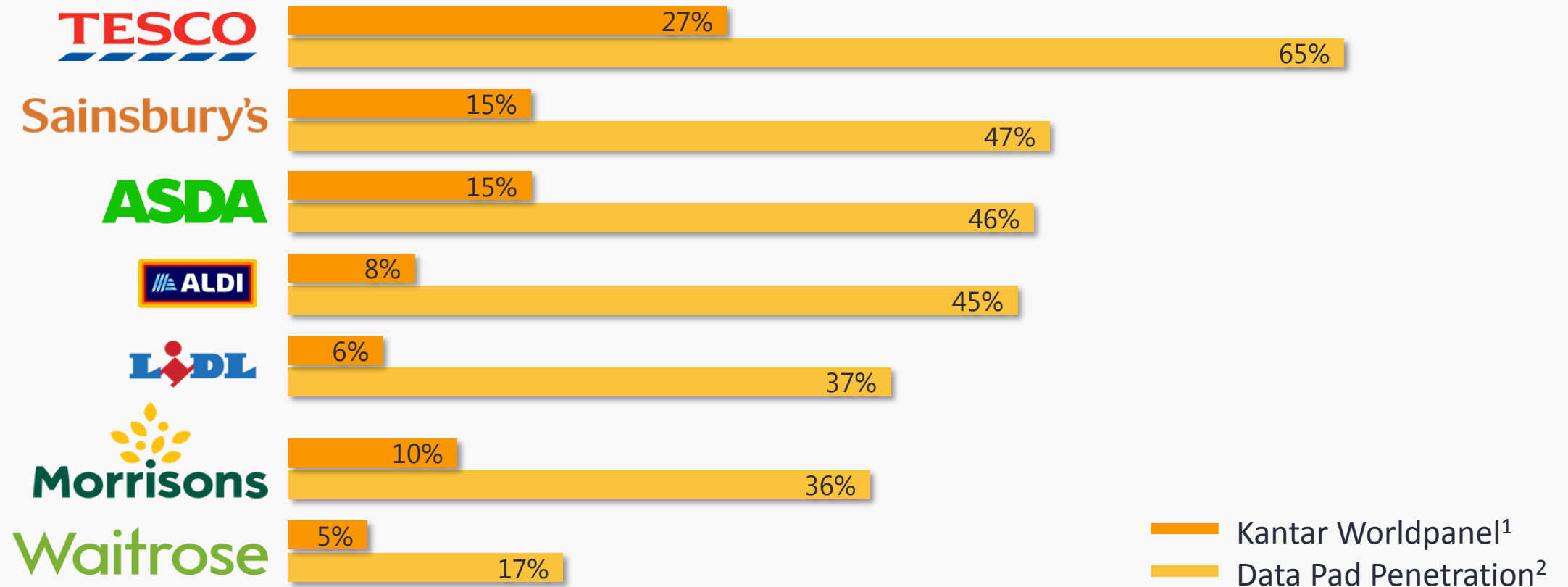
33% of Vegetarians



36% of Vegans

89% are still shopping instore

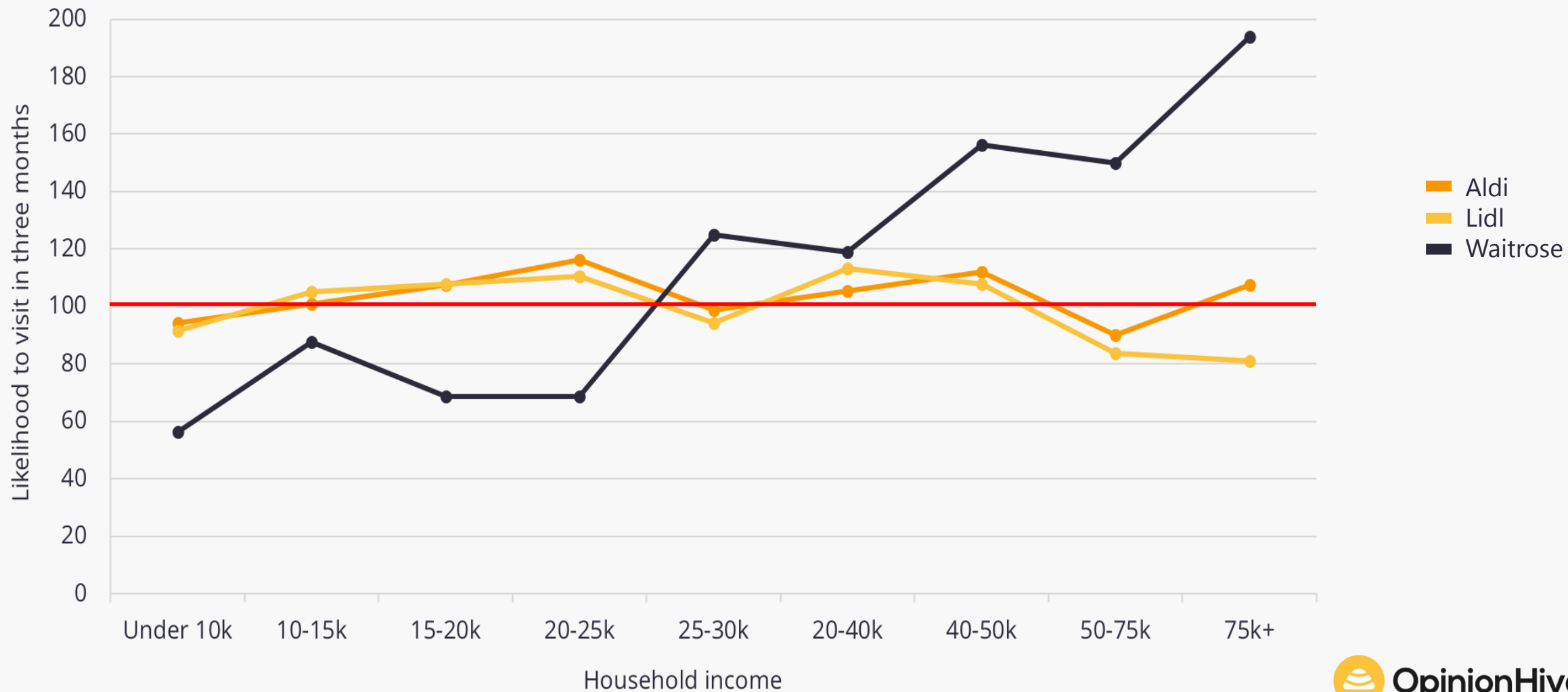
UK Grocery: Market Share versus Penetration



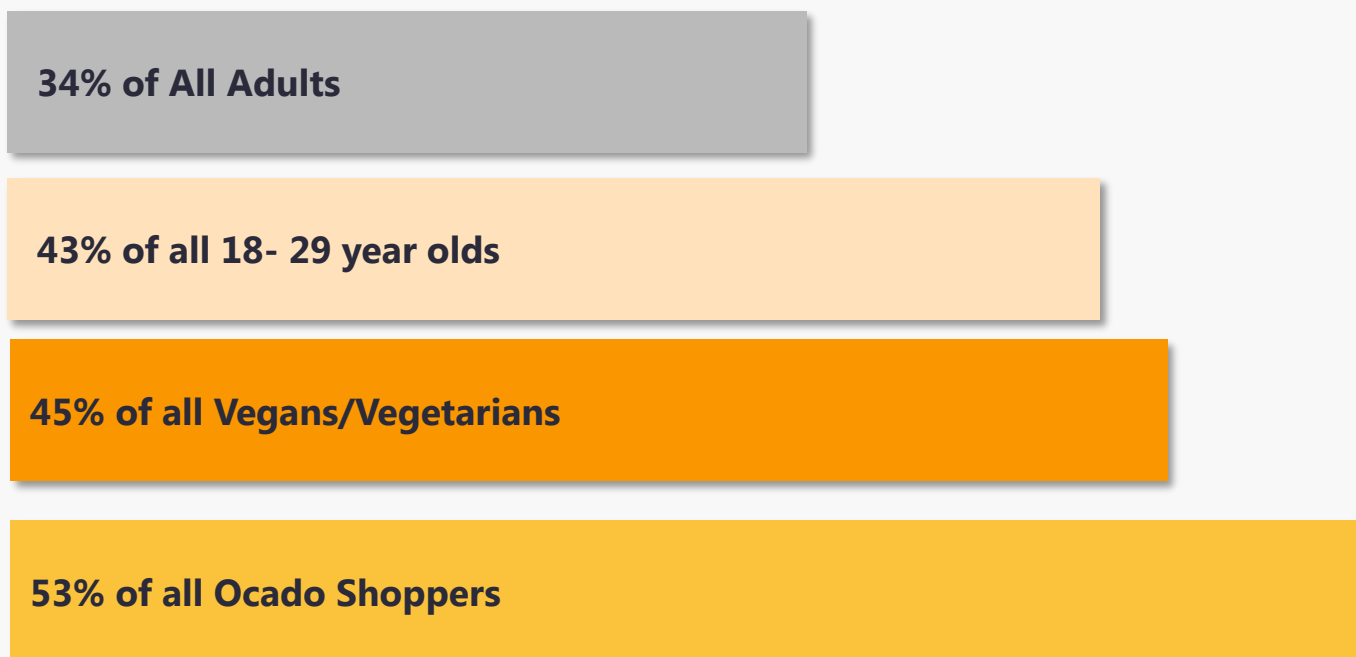
¹ Kantar – Grocery Market Share - May 2019 (<https://www.kantarworldpanel.com/global/grocery-market-share/great-Britain>)

² Data Pad Penetration = % of household who have visited at least once in last 3 months

Shopper profile - Discounters



How many adults have eaten out in the last week?



Dietary choice and reducing meat consumption

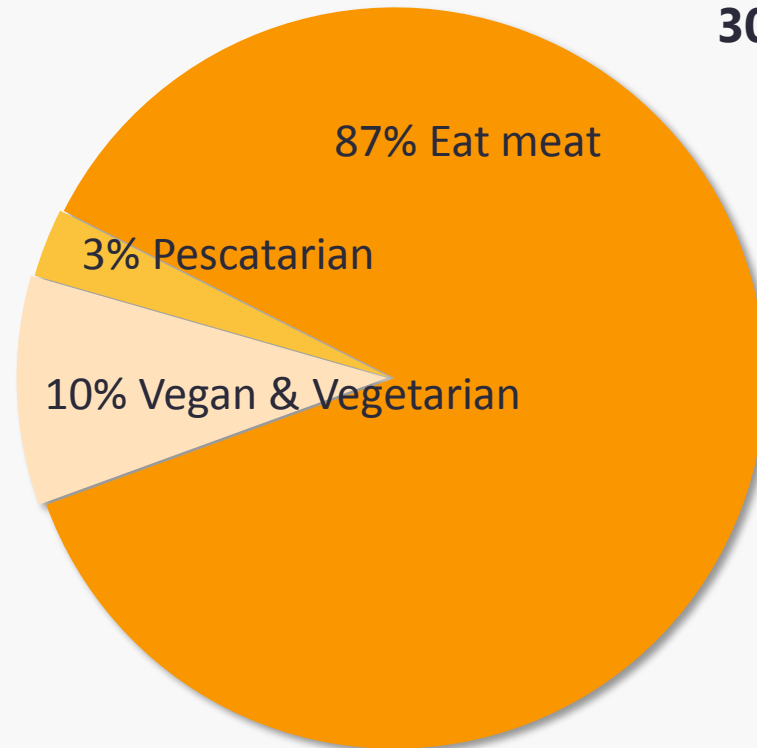


Vegans and Vegetarians

12% of Females

14% of Online Shoppers

16% of Waitrose Shoppers



30% Actively reducing meat consumption

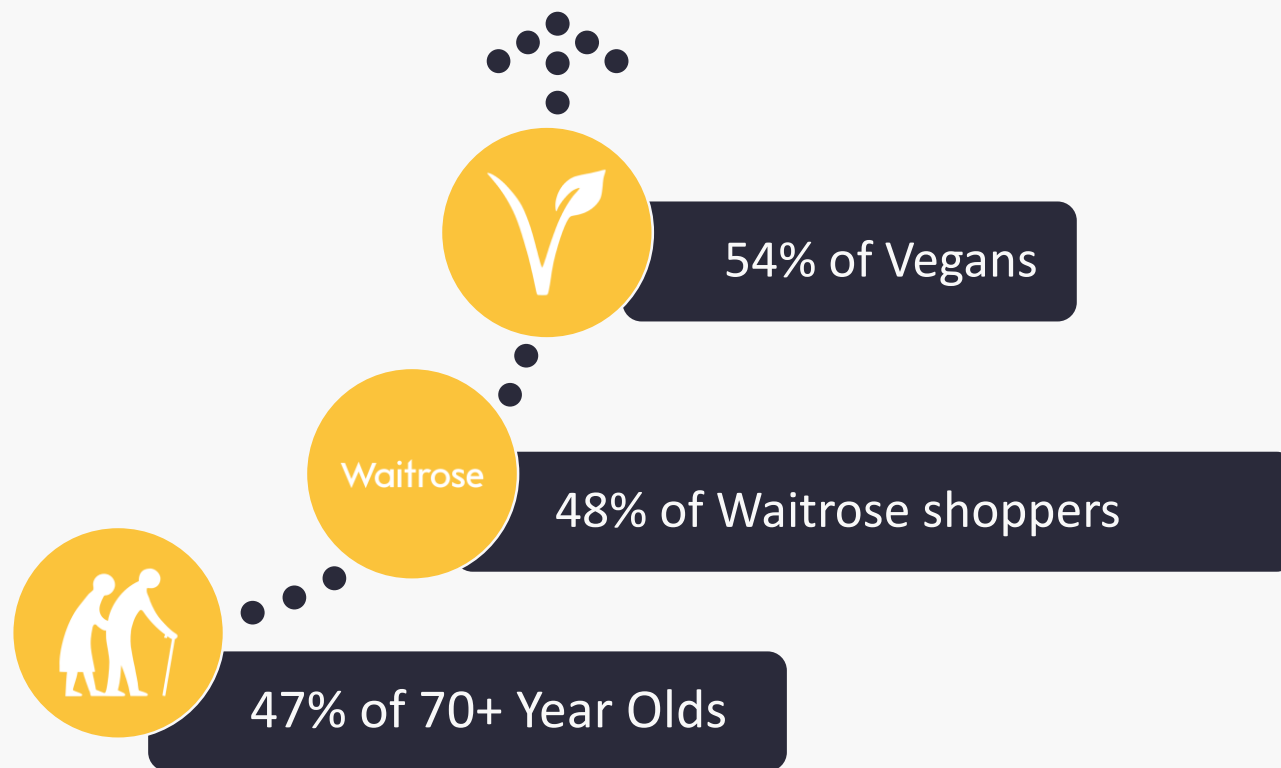
35% of Females

38% of Londoners

How often are you checking labels for Country of Origin for Fresh Meat, Fruit, and Vegetables?



34%
of UK Adults



% based on those agreeing always/most of the time

Make market research work for your business




- **Set sound objectives**
- **Get high quality, representative data**
- **Go from insight, to foresight**

Thank you

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