

## Authenticity in Food & Drinks: New Insights Into Consumers' Attitudes & Behaviors

### Description:

#### Introduction

Consumers feel they are getting torn in all directions by time pressure leaving them seeking an antidote, and so are wishing to 'reconnect with the real' with authentic products. These are products with a compelling brand narrative and based on traditions, heritage and passion. In the US, the specialty market for food and drink was worth US\$63.2 billion compared with US\$37.4 billion in Europe.

#### Scope

Unique consumer survey of key factors contributing to the diverse elements in the purchase of authentic products, segmented by demographic groupings.

In-depth analysis and insight into the drivers and needs of the underlying desire for authentic food and drink.

Quantitative data outlining the current and future value of the specialty food and drink market segments.

Detailed action points offering practical strategies based on the trends and insights analyzed in the report.

#### Highlights

Authentic food matters to Italian and UK consumers the most as they are most likely to have reduced their consumption of processed food. As many as 73% of Italians and 65% in the UK have acted in this way in the last year.

Middle income Americans are one of the least likely groups to have altered consumption of organic produce over the last year, with 56.9% making no change and only the highest earners making less change overall. In Europe there is a stronger correlation between consuming more organic goods and higher income (authentic products in certain respects).

French and Spanish consumers are self-treating with indulgent authentic food and drink considerably more than in the past year, but the biggest rise in these occasions has been in the UK with 45% of consumers increasing their stress-beating, self-treating consumption to some degree.

#### Reasons to Purchase

Improve your marketing strategy by targeting the most profitable consumers and understand their purchase motivations.

Understand how purchasing behavior varies by major national market and socio-demographic grouping and how you can best capitalize on these differences.

View best practice examples of targeting affluent and up-trading consumers with the key areas for future new

product development.

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