

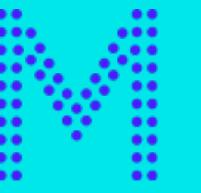
A hand holding a pen over a notepad with a fork and a slice of pizza in the background.

# Food for Thought

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MAGNETIC

# Pre-Covid19: Magazine food content already a strong sector for reach and engagement



13.9

million  
digital readers

95%

of readers say looking  
at magazines is time  
well spent

# In lockdown magazine food content is increasingly popular



7.8 million page views in one day (a new record)

Growth is across all platforms

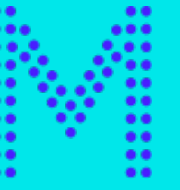
- video views up 47%
- Alexa users up 44%



Its best week this year was driven by food and recipe content traffic

Best performing content is topical:

- "Where can you buy Easter eggs online – and which stores are doing Easter egg delivery?"
- "This is the one thing you should not forget to disinfect during the Coronavirus outbreak"



## How to Make Your Very Own Big Mac

As McDonald's sets to close all 1,270 of its restaurants in the UK, we've come up with the perfect alternative

BY MEN'S HEALTH 23/03/2020



Men's Health

## This Slow Cooker Nando's Chicken Recipe Is A Game Changer

What a great way to use up some of those herbs and spices in your store-cupboard.

by ANNA LEWIS 30/03/2020



Delish

HOME > LEARN > IN THE KITCHEN > 14 EASY TINNED TOMATO RECIPES

IN THE KITCHEN MAR 20

## 14 easy tinned tomato recipes

Cheap, versatile and easy to cook with; tinned tomatoes are the ultimate store cupboard ingredient. Try these tinned tomato recipes use just one tin, plus a few more basic ingredients, to make a tasty dinner.

Check out our definitive list of the top [50 storecupboard ingredients to buy](#), with a recipe to match each of them!



delicious. team

Written by the expert and completely food-obsessed team behind this website, our social channels and our monthly magazine.



Delicious

## What to Eat to Boost Your Immune System, According to a Registered Dietitian

There's science behind the healing powers of chicken soup.

BY STEFANI SASSOS, MS, RDN, CSD, CDN Mar 9, 2020



Good Housekeeping

A virtual cheese festival is happening next month and we're brie-ly excited

JADIE TROY-PRYDE  
APRIL 18, 2020 1:24 PM



Marie Claire

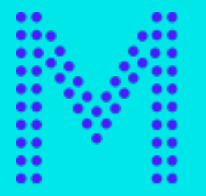
## Freezable family recipes

47 Recipes

Get ahead in a busy week with family meals you can freeze. Just batch cook from our variety of tasty recipes then freeze the leftovers for another day.



BBC Good Food



## Best coffee machine 2020: The finest machines we've tested

COFFEE MACHINES  
Sasha Muller  
20 Apr 2020



Expert Reviews



Easy three-ingredient cocktails

Olive

## This is where you can still order food and drink online – without huge wait times

These brands are still delivering during the pandemic.

Grace Vialin  
27 April 2020 7:00 am



Woman & Home

# Changing consumer behaviour

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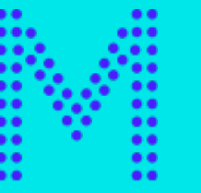


## A new normal



Under normal circumstances 27% of evening meals are eaten out of home according to Kantar

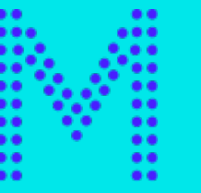
# Returning to normal will take time



The government recently suggested that pubs and restaurants will be the last to leave lockdown



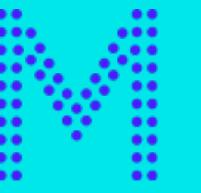
And it will bring about new behaviours



Only 9% want things to  
revert to "normal" after the  
outbreak is over

More than half (54%) hope they will  
make some changes in their own  
lives and for the country as a whole

# Shopping habits shifting under lockdown

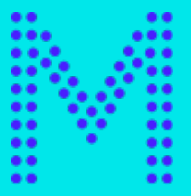


£63 ↑

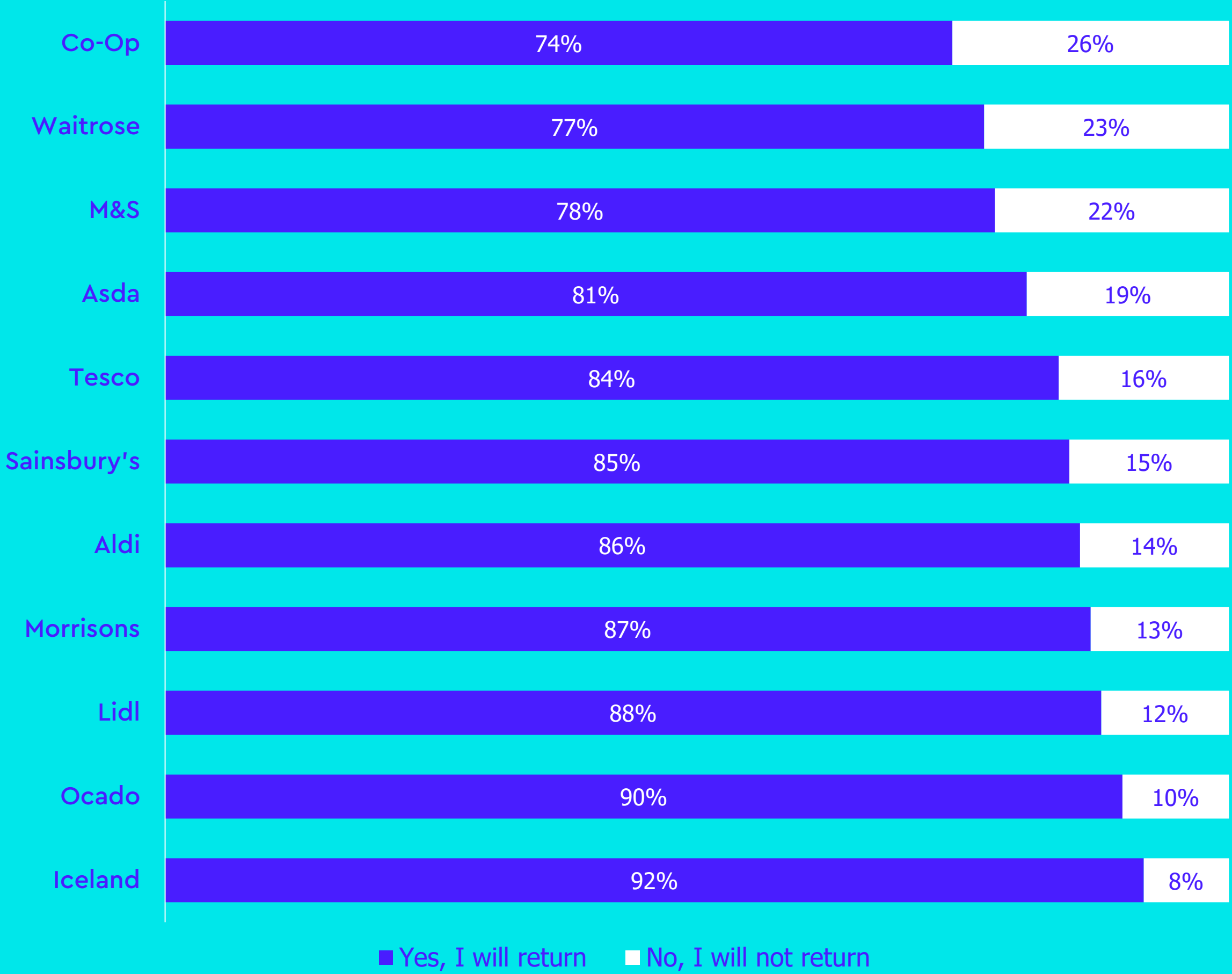
An extra £63 of food per household was purchased in March as people prepared for lockdown

90% of the 285 subcategories tracked in retail showed growth as more consumers purchased more categories

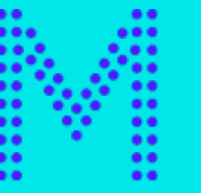
# Shopping habits shifting under lockdown



**86%**  
Of people who have changed supermarkets will return to their supermarket of choice



# Shopping habits shifting under lockdown



Only 27% of consumers completely agreed that they were buying the same brands as usual

## Recipe related search has doubled

Google  
Trends

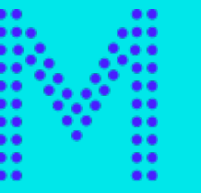


'How to cook a jacket potato in a microwave'  
+170% - Google Trends

'How to cook a soft boiled egg'  
+50% - Google Trends

Consumers are seeking recipes that don't rely on core ingredients that are hard to come by eg. Flourless cake +250% - Google Trends

# Family meal times are increasingly important



"Mealtimes have become more important to me/my family at the moment"

16%

ABC1  
families

13%

C2DE  
families

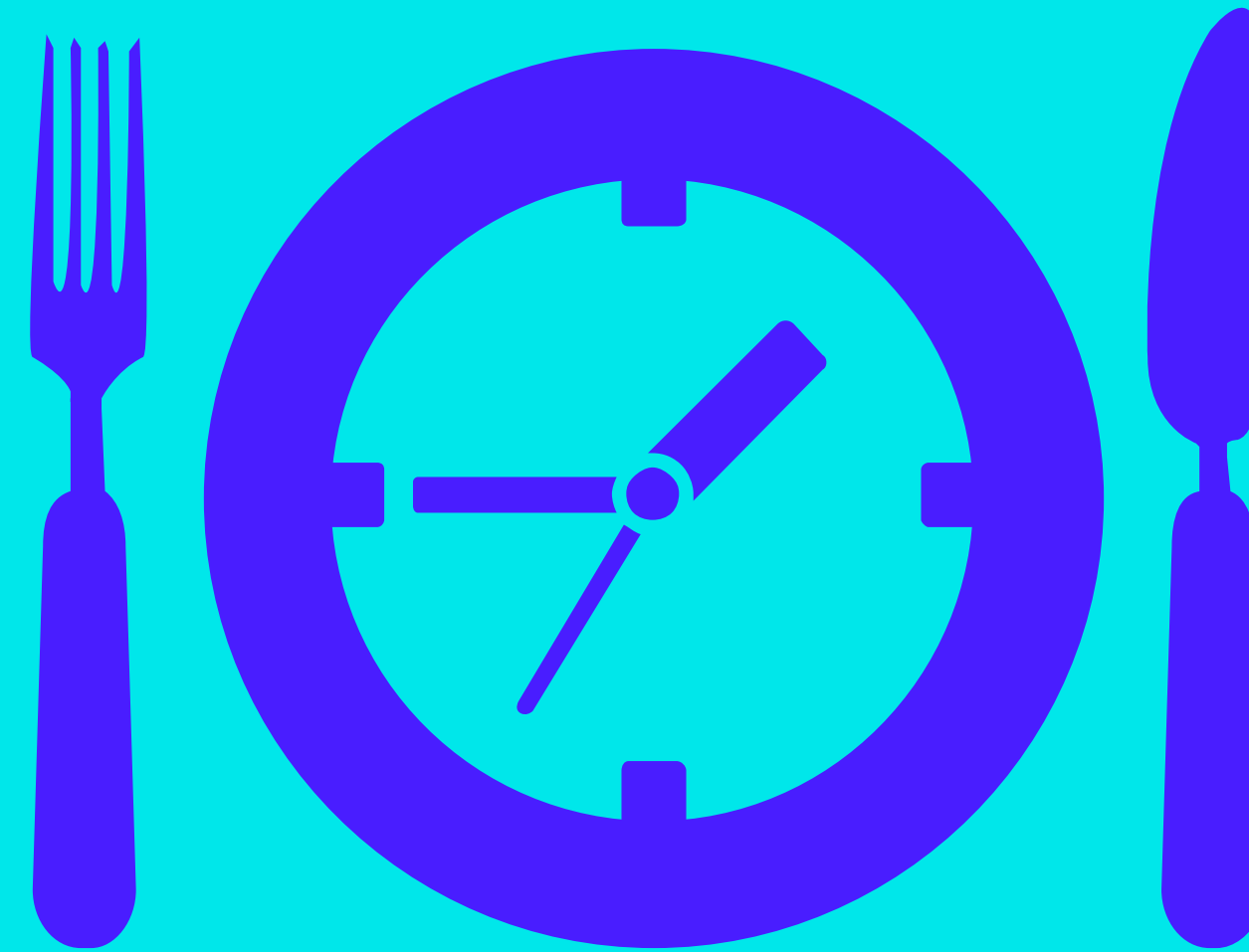
# With more time being spent on meals

Not working from home



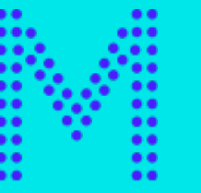
33%

Working from home



48%

# Lockdown = a new wave of cooking enthusiasts

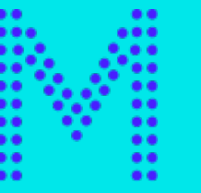


33% are spending more time cooking/baking

3% either plan to take up cooking/baking  
or have taken already started



# Creativity in the kitchen is rising



Utilising what we have in more

47%

Trying out new recipes

27%

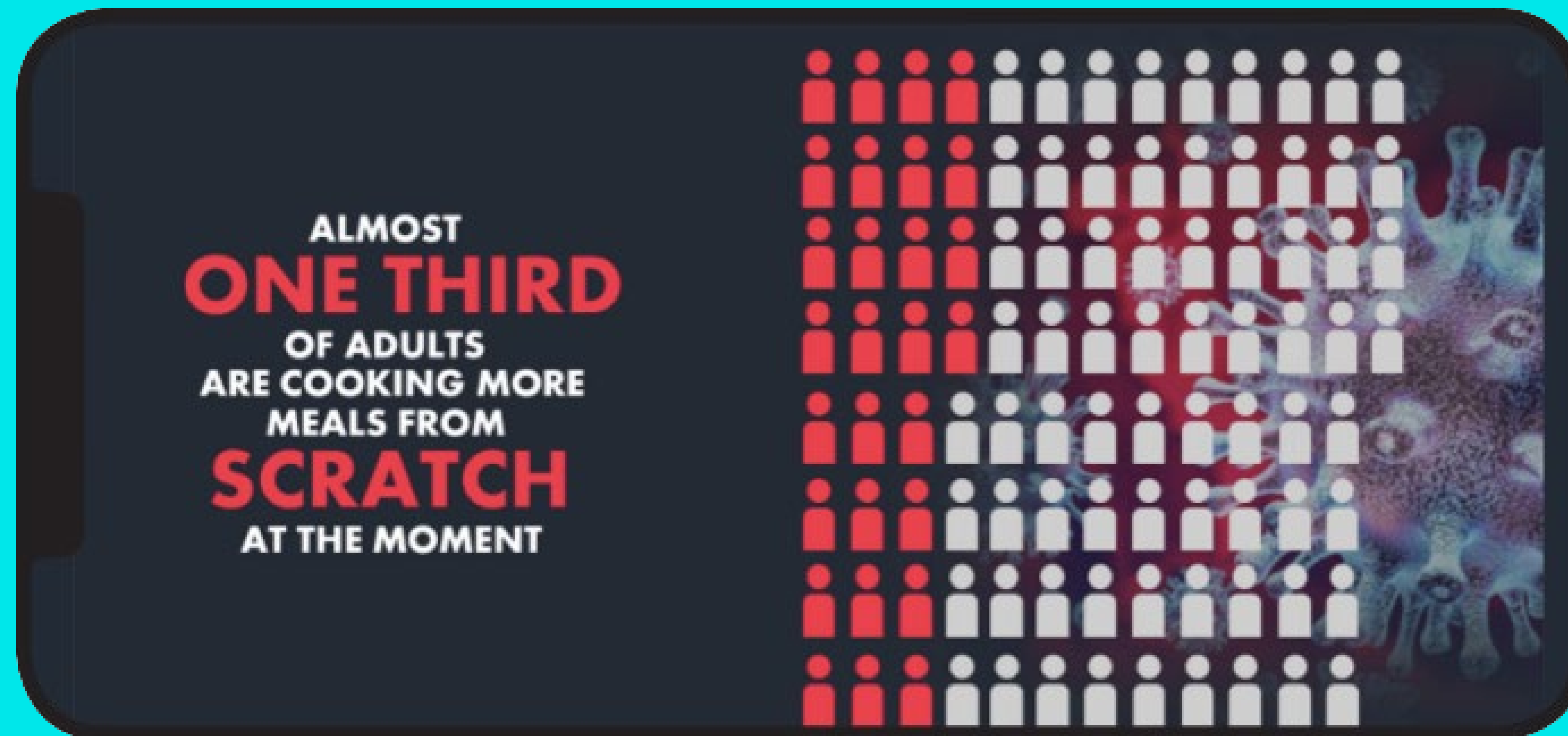
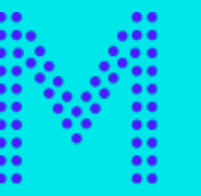
Cooking from scratch more

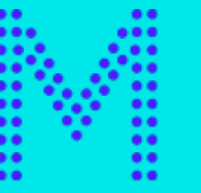
27%

Being more creative

21%

# Cooking from scratch on the rise





Lockdown = a third more trying out  
new cuisines

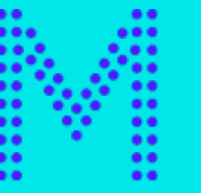
33%

Working from home

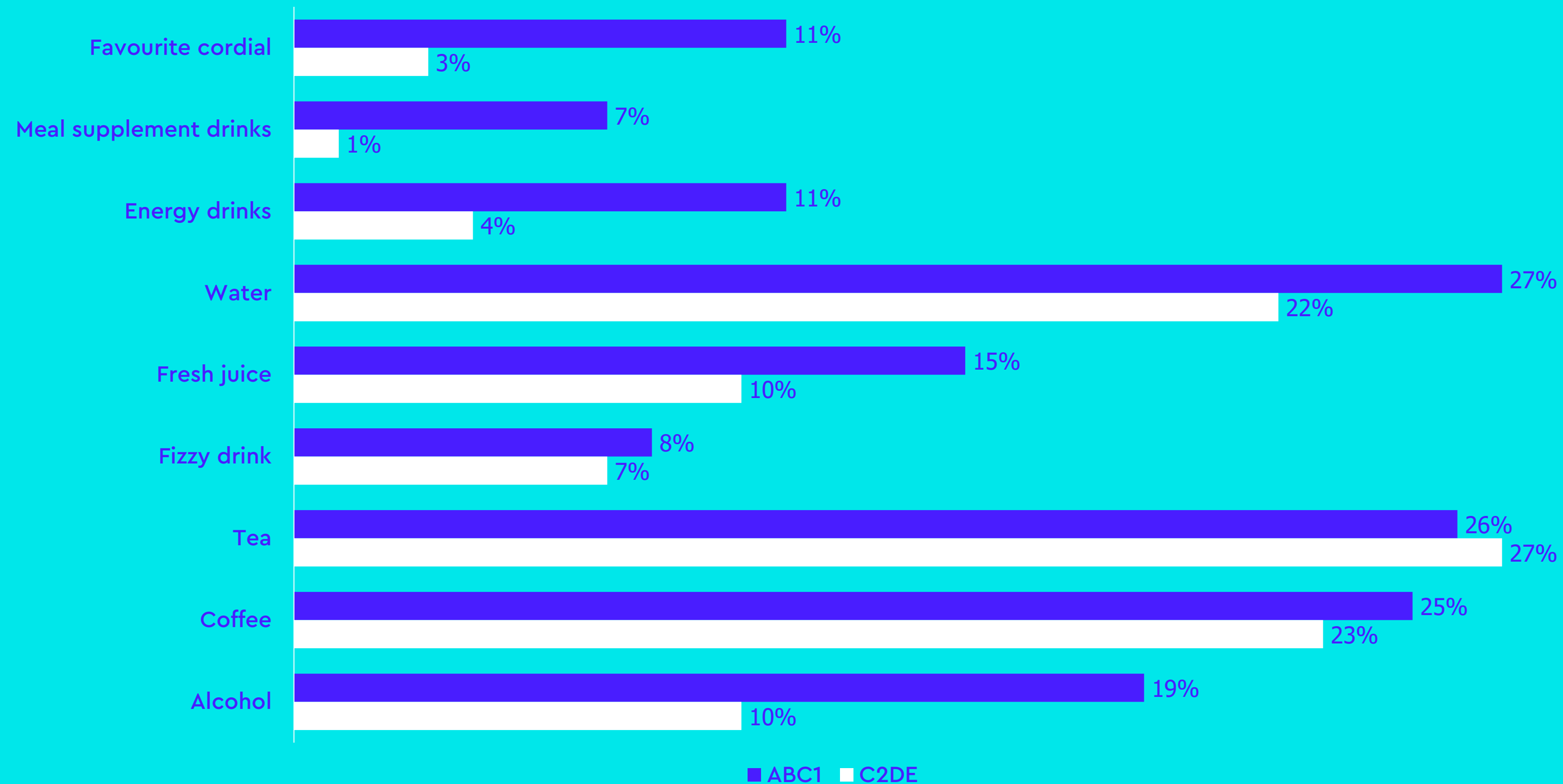
28%

Not working from home

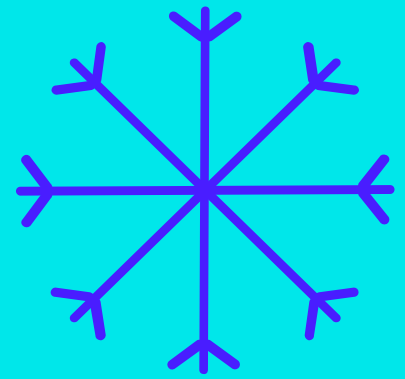
# An opportunity for beverage brands



'Are you and you family consuming more of the following things during this crisis?'



# An opportunity for freezer brands



ao.com freezer sales up 200% YoY in the two weeks prior to lockdown



For the week of 20<sup>th</sup> March, Google searches for 'can I freeze...?' were around 10 times higher than normal

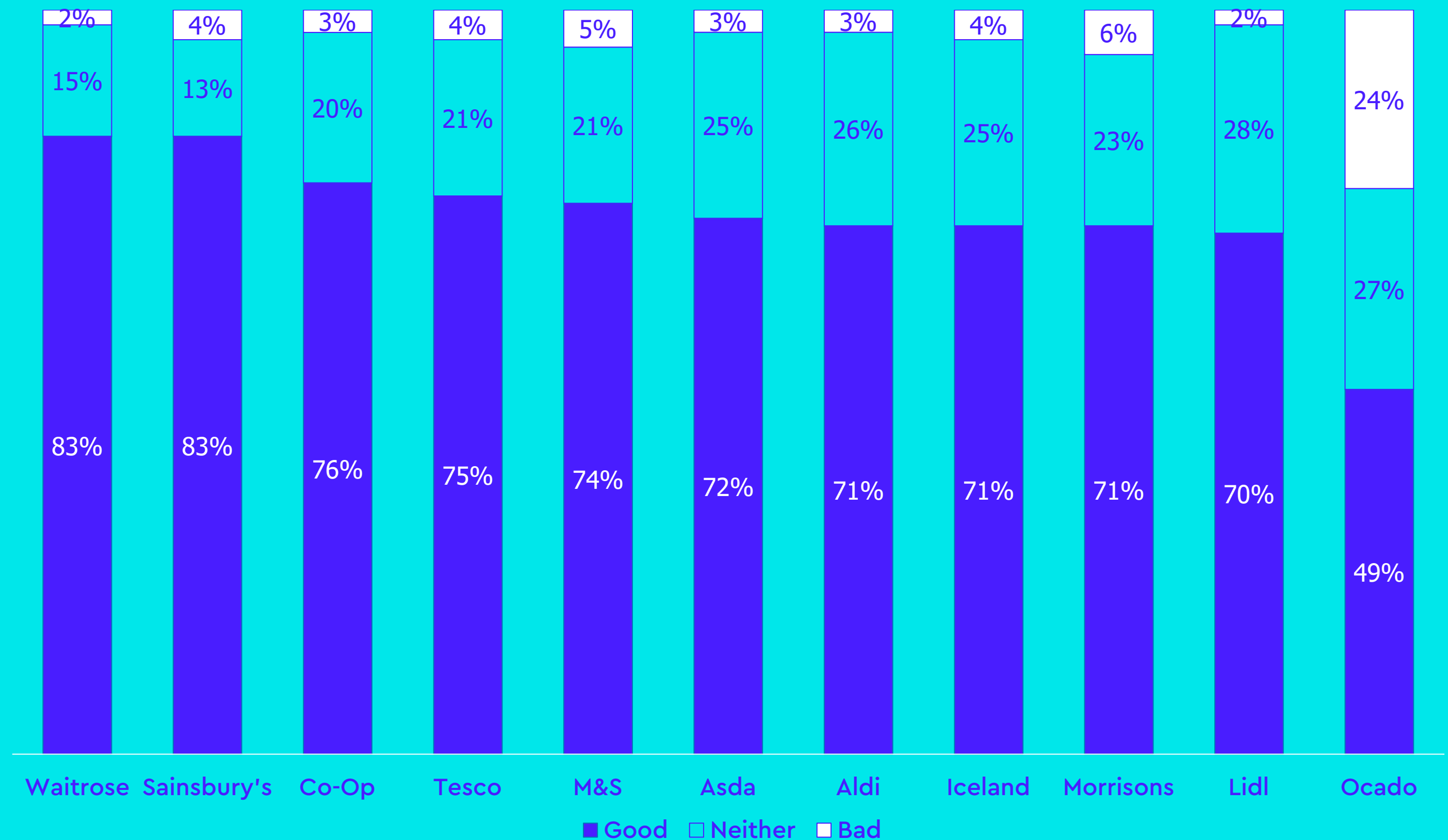
'can I freeze milk?' and 'can I freeze eggs?' topped the searches

Now that more people have fully stocked freezers, 32% claim to be defrosting something for their evening meal more than usual

# Consumer endorsement of the approach supermarkets are taking

**81%**  
 Of people believe supermarkets have been successful in supporting the community. Only 6% believe they haven't been successful

Consumers are appreciative of the supermarket community advertising, which most rated positively



## Methodology details

Hearst sample: 4,213 consumers from the Hearst panel from 3-8 April. The profile of the respondents was weighted to match Hearst's PAMCo profile and from an age and demographic profile. This means that the audience is more affluent, female and positive than a nationally representative sample. They are also more into food, cooking, new products and eating out according to TGI

TI sample: nationally representative sample of 500 UK adults each week, online

Immediate sample: 2,468 responses from Immediate audience. Research conducted across 4th- 6th April 2020

Bauer sample: sample size of 1636, weighted to be nationally representative, data gathered between 16th -20th April on the Bauer Media Insiders panel.