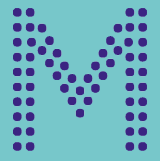




FOOD FOR THOUGHT





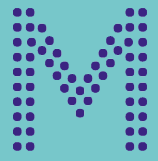
Pre-Covid19: Magazine food content already a strong sector for reach and engagement

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

MH BY MEN'S HEALTH 23/03/2020



ANTON HOVOOZEZHIN

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



NANDO'S

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.



FIND MORE



Delicious

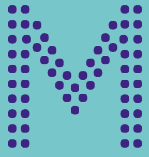
What to Eat to Boost Your Immune System, According to a Registered Dietitian

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

BY STEFANI SASSOS, MS, RD, CSD, CDN Mar 6, 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.

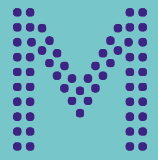
Olivia Wilson
27 Apr 2020 7:00 pm



Woman & Home

MAGNETIC

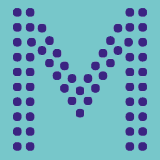
Changing consumer
behaviour



A new normal



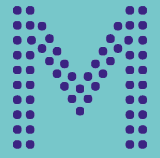
Under normal circumstances 27% of evening meals are eaten out of home according to Kantar



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

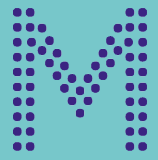
M Shopping habits shifting under lockdown



£63 ↑

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

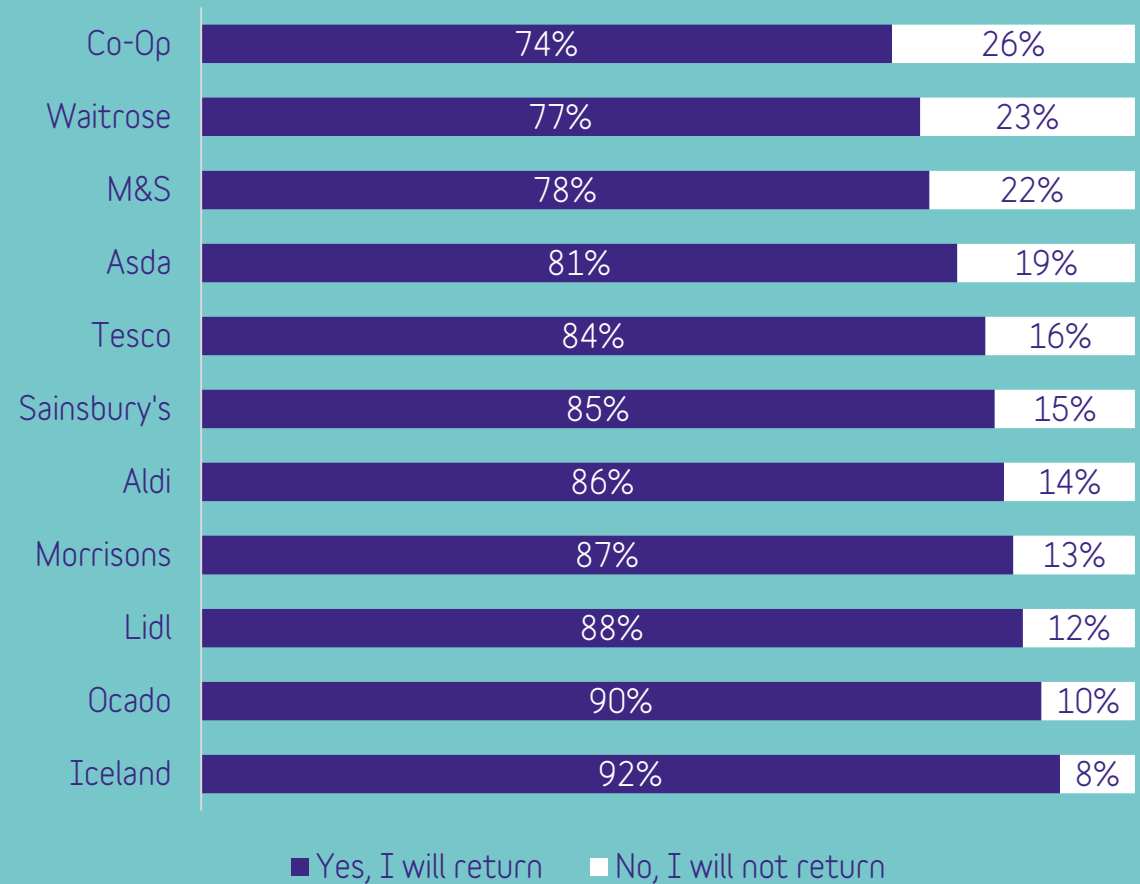
90% of the 285 subcategories tracked in retail showed growth as more consumers purchased more categories



Shopping habits shifting under lockdown

86%

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



M 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



'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

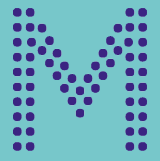


Family meal times are increasingly important

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

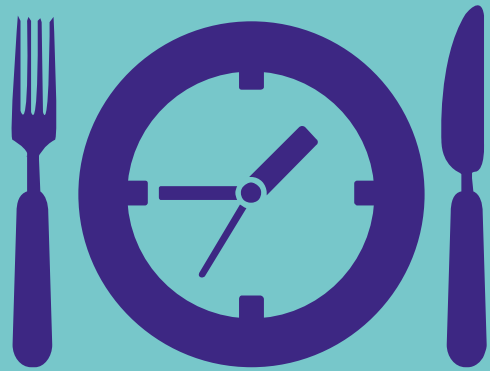
16%
ABC1 families

13%
C2DE families



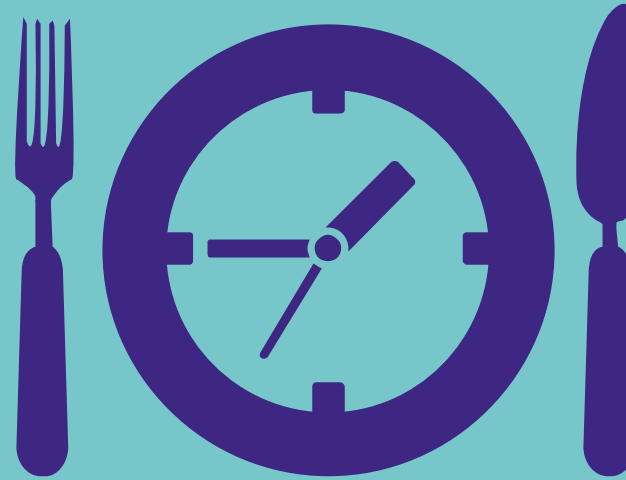
With more time being spent on meals

Not working from home



33%

Working from home



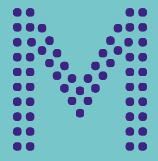
48%



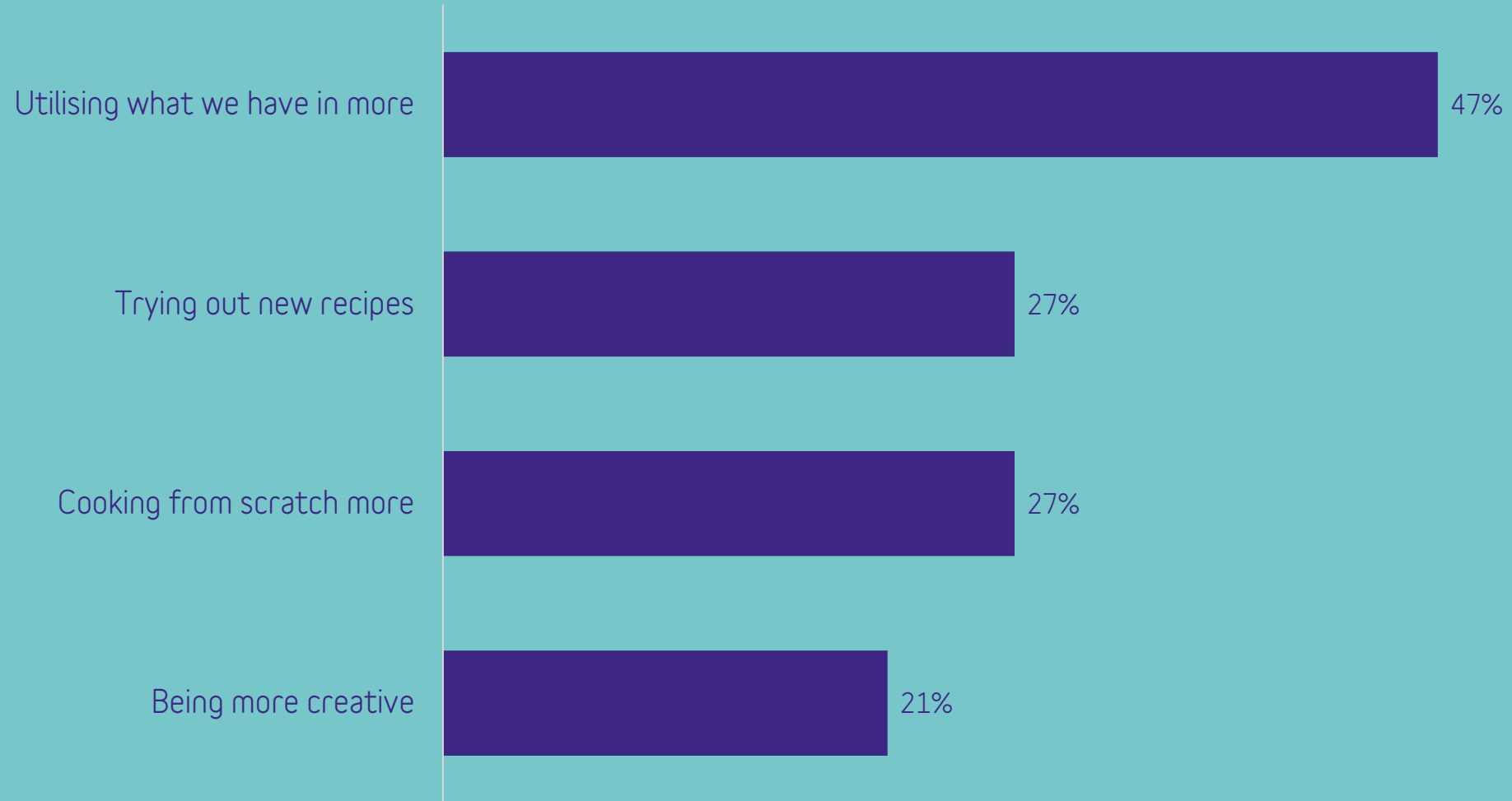
Lockdown = a new wave of cooking enthusiasts

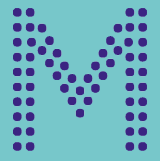
33% are spending more time cooking/baking

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

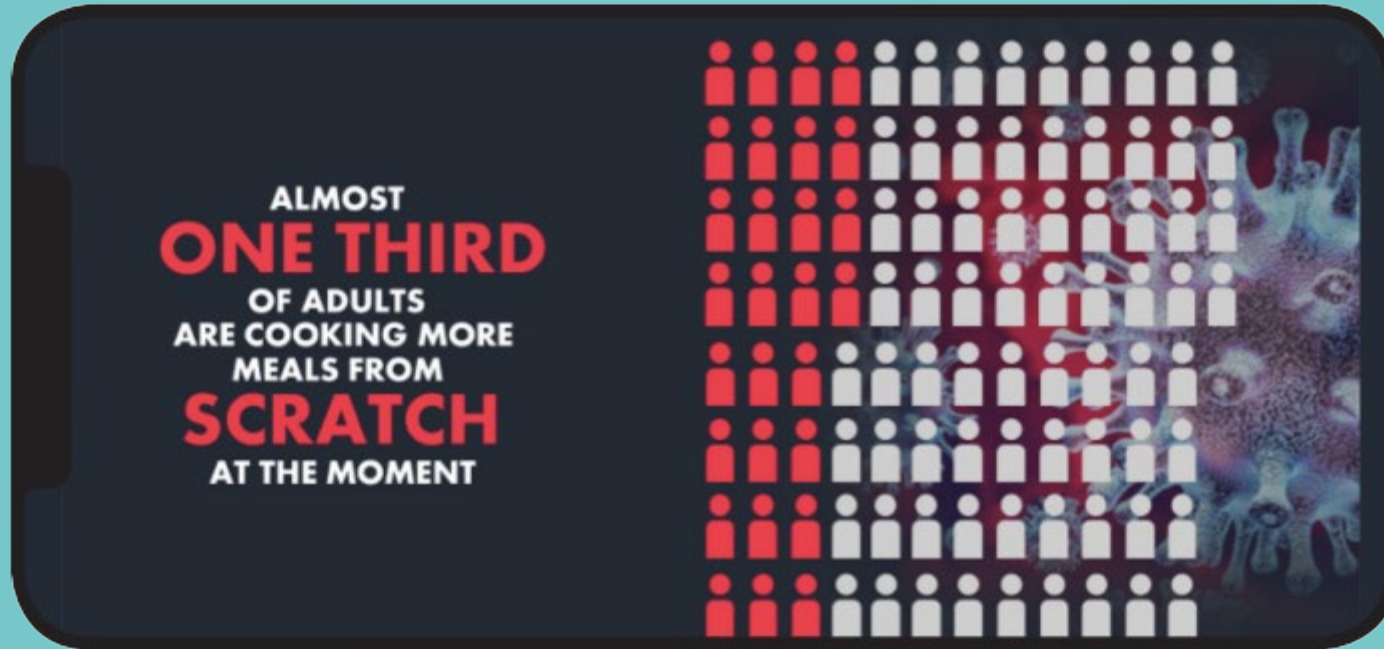


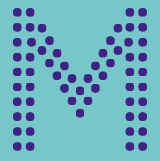
Creativity in the kitchen is rising





Cooking from scratch on the rise





Lockdown = a third more trying out new cuisines

33%

Working from home

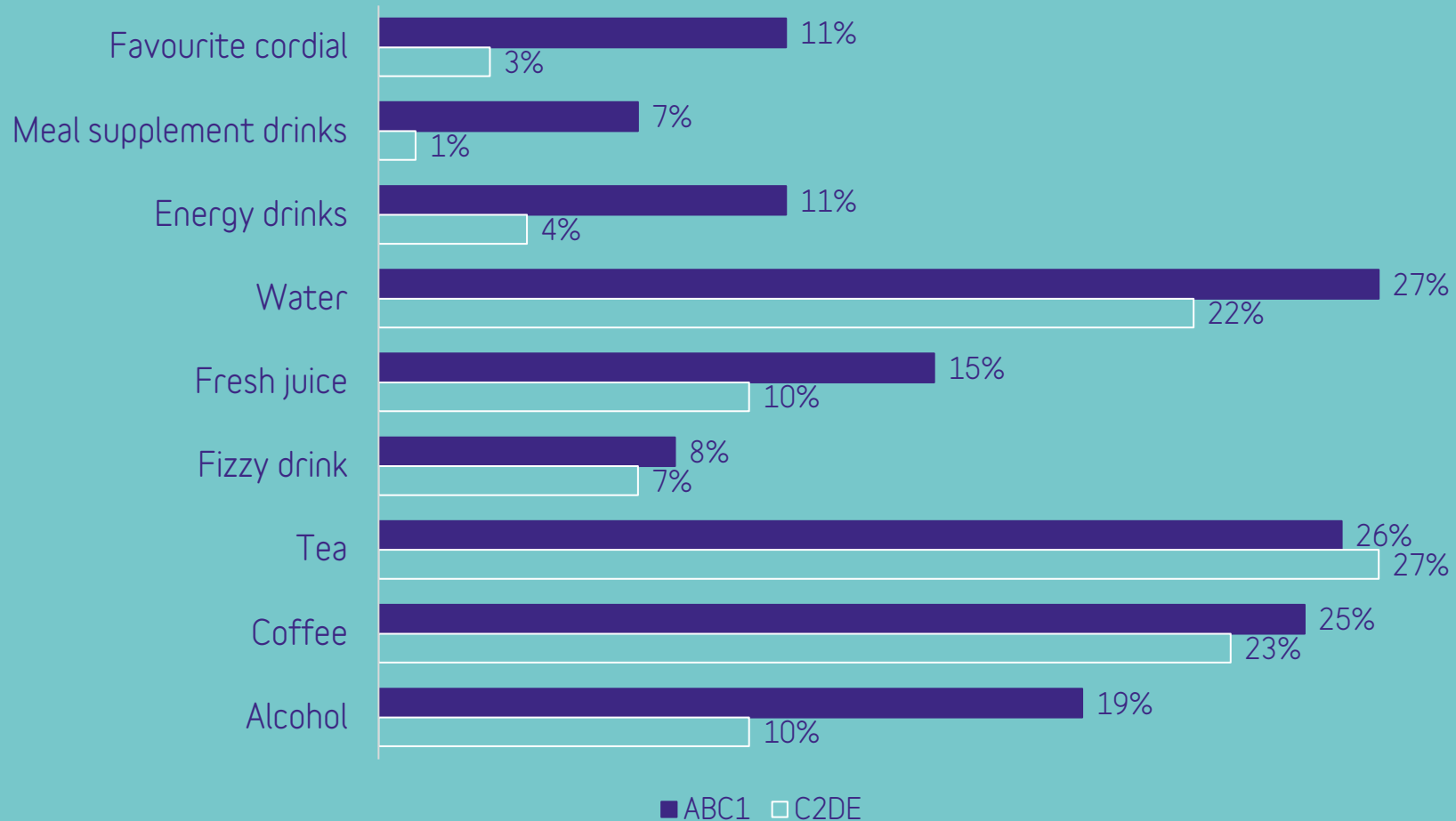
28%

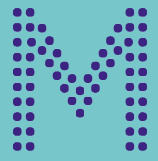
Not working from home



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 20th 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

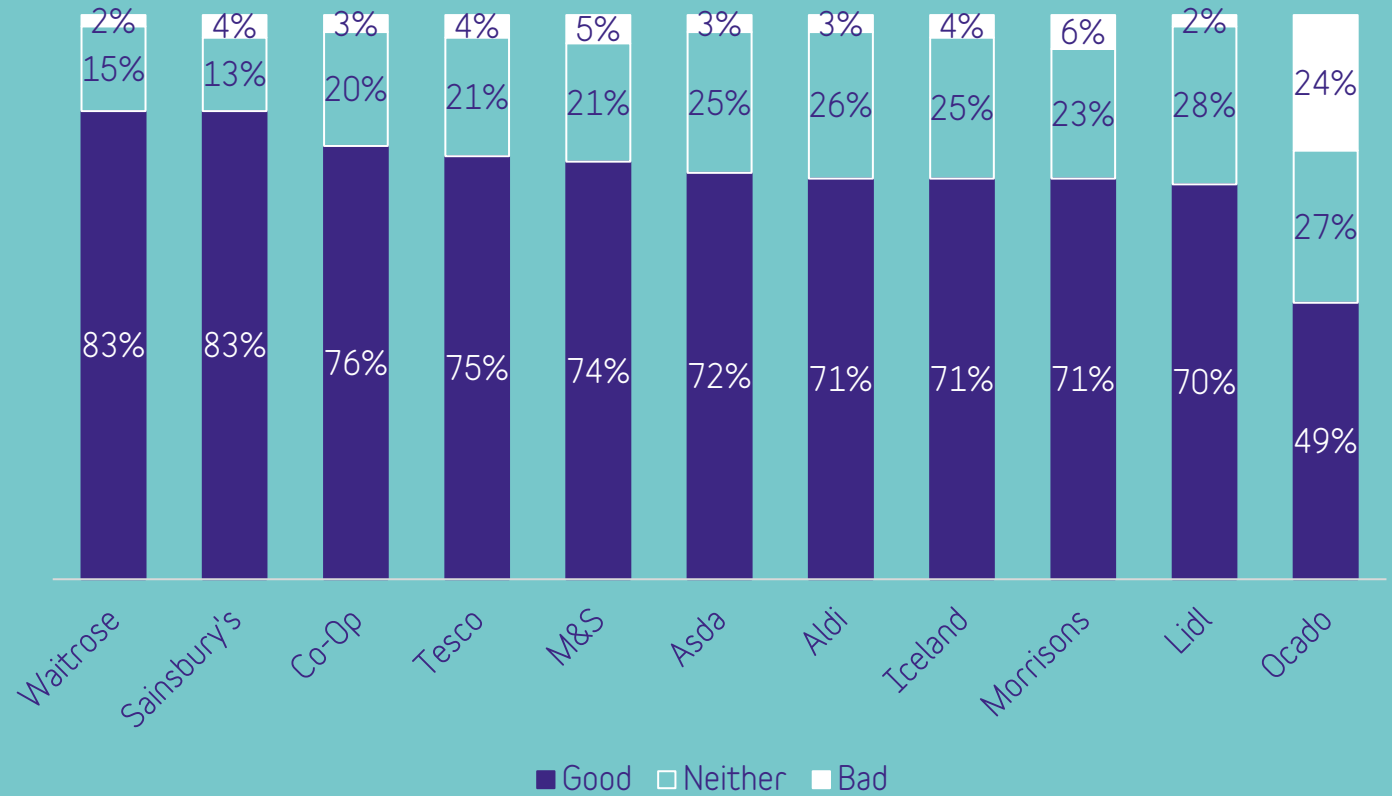
Now that more people have fully stocked freezers, 32% claim to be defrosting something for their evening meal more than usual



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.