

Food and drink that ‘surprises’ is key to engage younger consumers

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uch discussion about the shopping and cooking habits of the younger generation, has been prompted by the Sainsbury’s launch of ‘rip and tip’ packaging that allows meat to be placed straight in the pan without touching it - an initiative developed to tackle the growing number of under 35-year-olds who say they don’t like coming into contact with raw meat. This anxiety appears to come from a lack of education about food preparation, but it also highlights another trend, the desire for minimal mess/washing up. Convenience is an increasing requirement for all ages. For the last couple of years, there have been wins in The Grocer Own Label Awards for Cook-in-the-Bag meat joints, food-on-the-go, inventive part-prepared fruit and vegetables, as well as restaurant standard ready meals. All are aimed at consumers keen to minimise time spent in the kitchen preparing and cooking food. We have seen other trends driven by younger age groups including a tendency to embrace new concepts and rate new products more highly than older consumers. When asked what factors would make them remain loyal to their usual supermarket, almost half of under 35-year-olds said a supermarket that *‘keeps offering something new/surprising me’*, compared with 29% for other age groups¹. Younger consumers also show a growing interest in the views of food bloggers and are trying more adventurous/exotic ingredients, often drawn by health claims. Although spending more on avocados, halloumi and dairy alternatives, the younger generation are not necessarily the most confident of cooks, making component, part prepared and ready meals a key interest for this age group. It is very easy to over-simplify the age debate, especially given the growing demands of our aging population. There is a widening market for simple, quick and easy to prepare dishes, as well as healthy convenience food, to entice all age groups. A bit of education about where our food comes from to allow young people to make informed choices about their diet would also help.

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SHOWCASE PRODUCT OF THE MONTH



Gu Mousse Fusions: a top-quality presentation with a restaurant standard finish. Rated 48/50 (Review: 180410)



Safari Fruit Roll
Guava: A Vegan snack that “sounded exotic” (Review: 180409)



Walkers crank up the flavour with their new range of **Max Strong Crisps**. Chili & Lime proved a hit. (Review: 180415)



Betty’s & Taylor’s of Harrogate add some fun to the tea fixture with their novel Tea Biscuit Brew. (Review: 180411)



Reduced Salt Marmite proved as divisive as the original but was welcomed by health-conscious regular users and those buying for kids. (Review: 180431)



Premier’s inclusion of Prosecco in its Pasta ‘n’ Sauce Mushroom variant appealed to younger testers as a novel treat and was certainly convenient. (Review: 180428)

¹ Source: Cambridge Shopper Survey, Base: 167