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Global Eating, Drinking & Sustainability Survey

IRIS Multi-Country Study

September 2021

Introduction

- ▶ This study details the findings of a multi-country market research study, aimed to understand current eating and drinking trends around the world. The project aimed to understand:
 - the impact of COVID-19 on eating & drinking habits
 - if and how sustainability plays a role in deciding what to purchase
- ▶ Overall, 23 countries took part in this study, with all fieldwork undertaken online between 12th July and 20th October, 2021.
- ▶ A nationally representative sample of adults was interviewed in each country.

Participating Countries

Click on the logo of each company to learn more about them.

Australia  	Colombia  	Japan  	South Korea  
Austria  	Greece  	Nigeria  	Spain  
Bolivia  	India  	Panama  	Switzerland  
Bulgaria  	Indonesia  	Peru  	Turkey  
Chile  	Ireland  	Poland  	USA  
China  	Italy  	Romania  	

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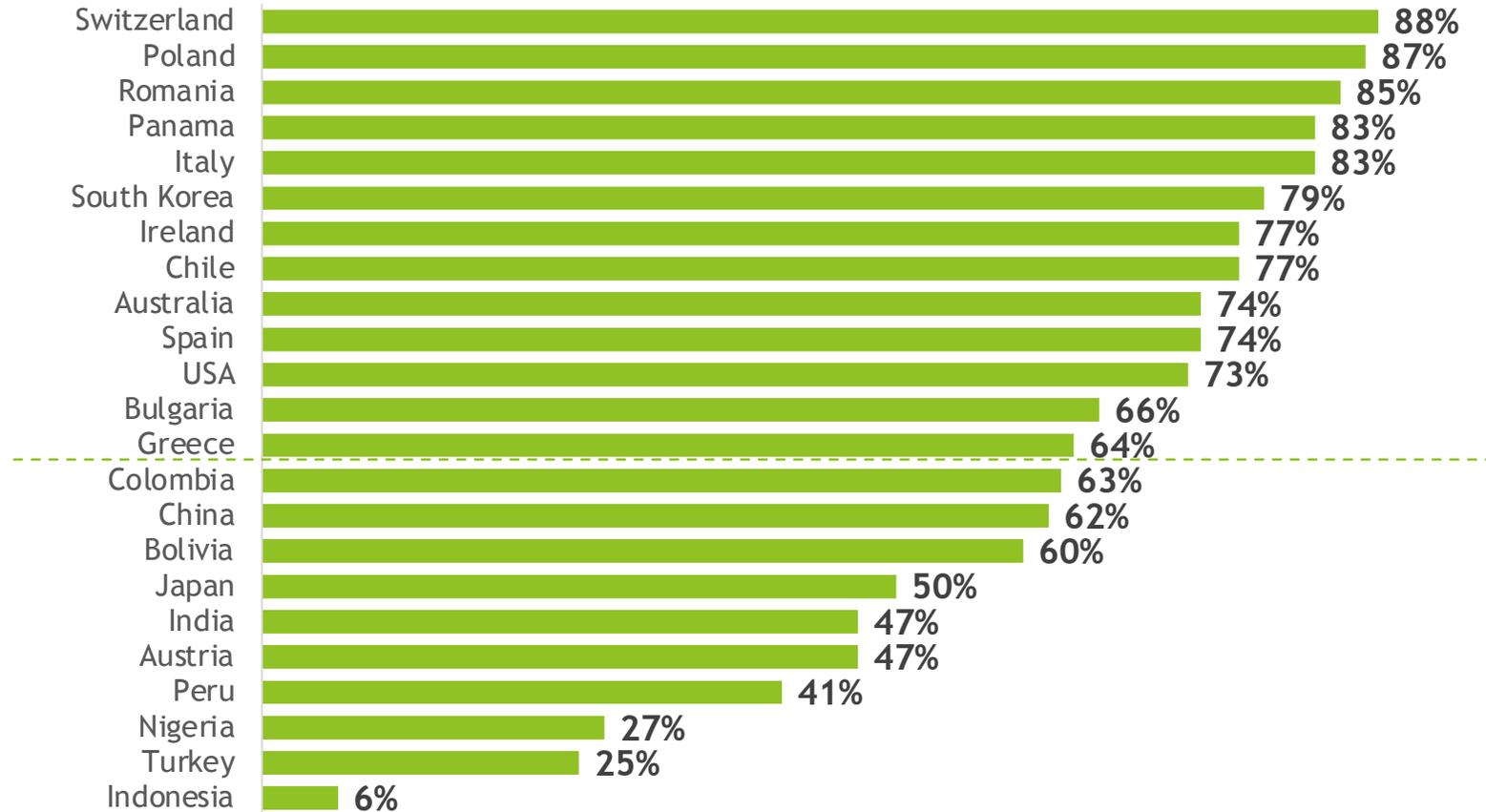
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1. Socialising Habits

Proportion of alcohol drinkers highest in Switzerland, Poland, Romania, Panama and Italy



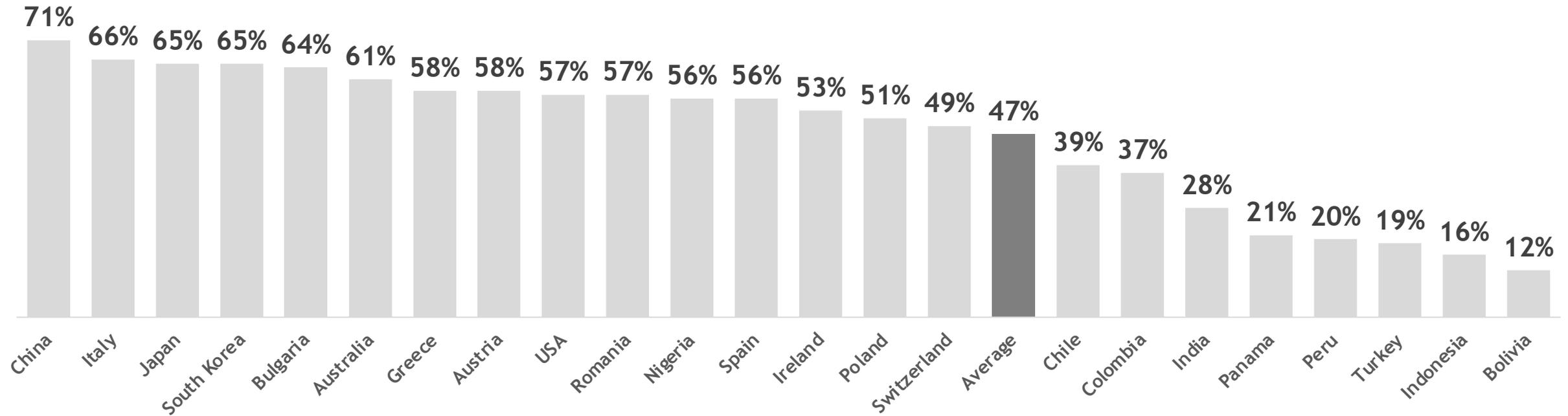
% drink alcohol nowadays



Those who consume alcohol in China are the most likely to drink alcohol at home weekly or more often. Meanwhile, although the Swiss have the highest proportion of alcohol drinkers, they are about average in terms of frequency of drinking at home.

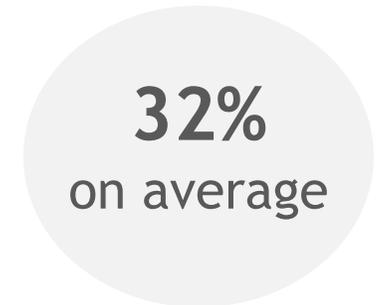
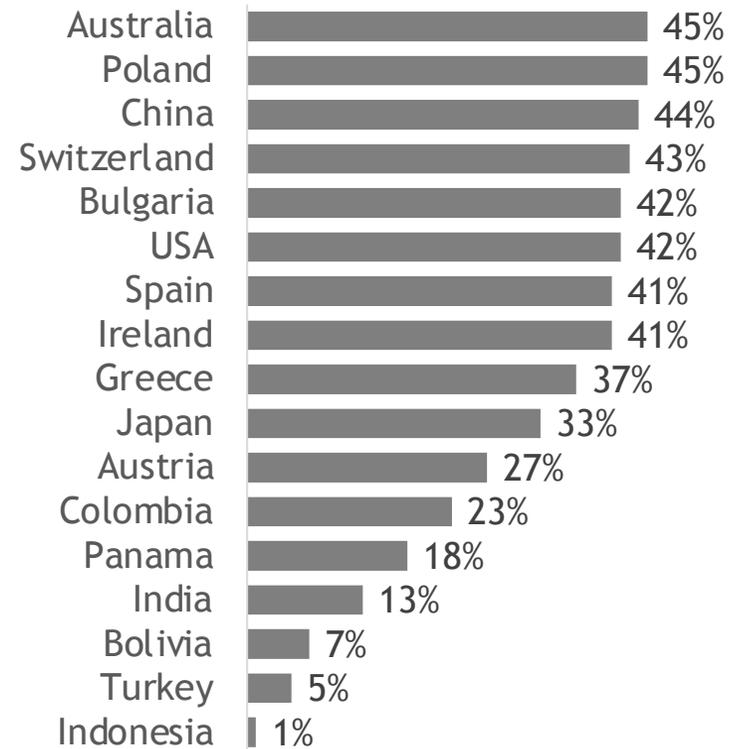
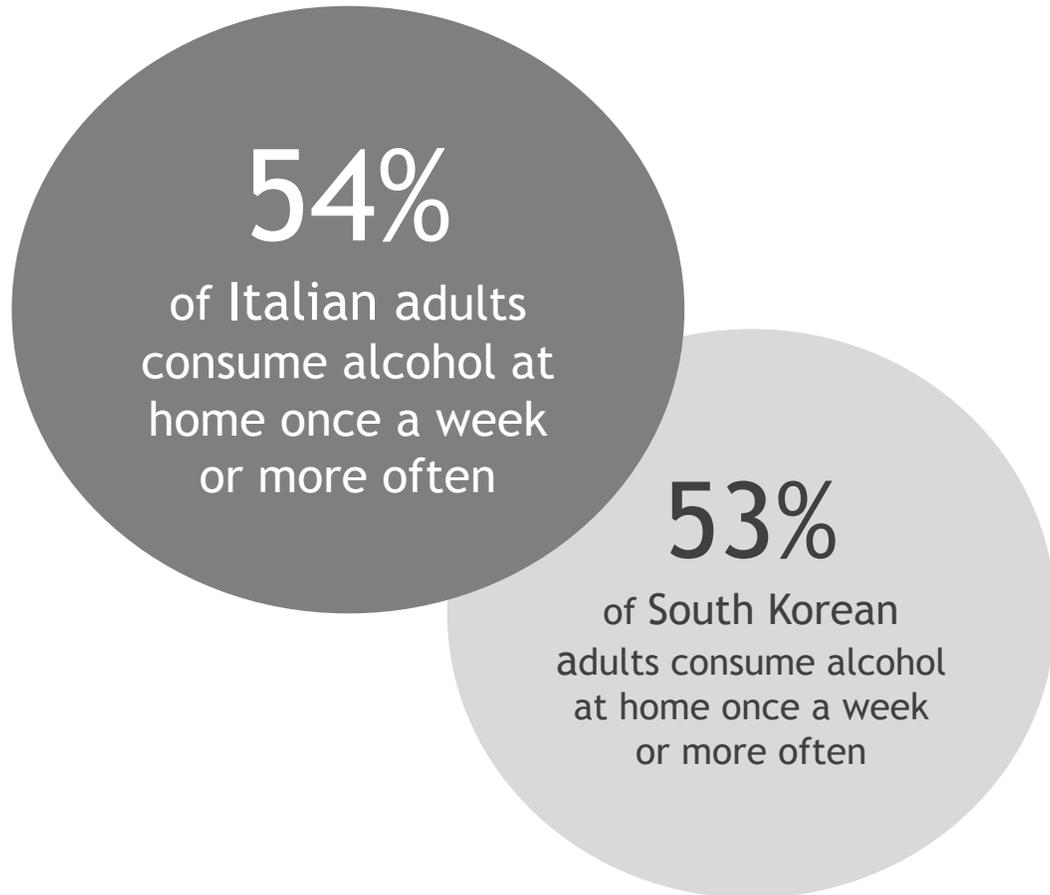
Base: All drink alcohol in each country

% of alcohol drinkers consuming alcohol weekly+ at home



Those in Italy and South Korea are the most likely to be drinking alcohol in the home on a weekly+ basis, as more than half of all adults in these countries would indicate they are doing so.

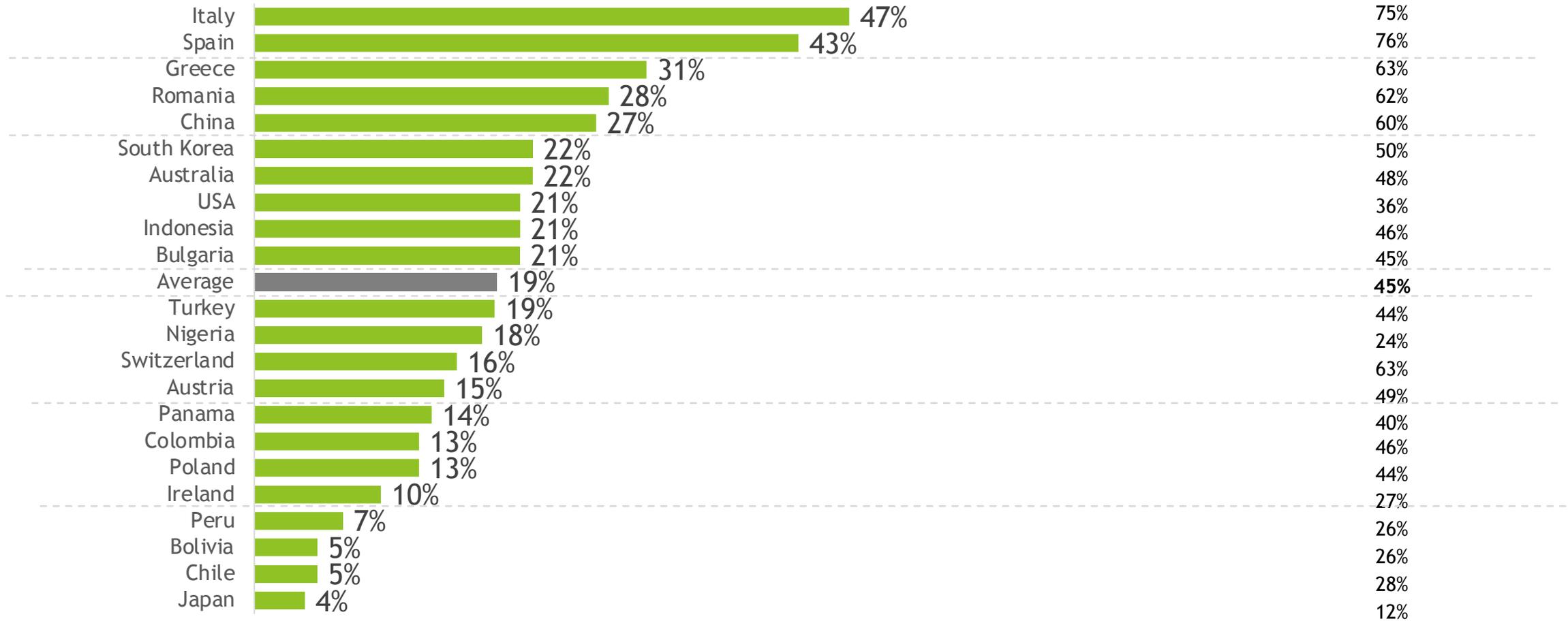
% all adults who drink alcohol at home once a week or more often



Almost half of Italians are visiting a pub, bar or café weekly or more often, with more than 2 in 5 Spanish people doing the same

% Go out for a drink to a pub, bar or café weekly+

Monthly+

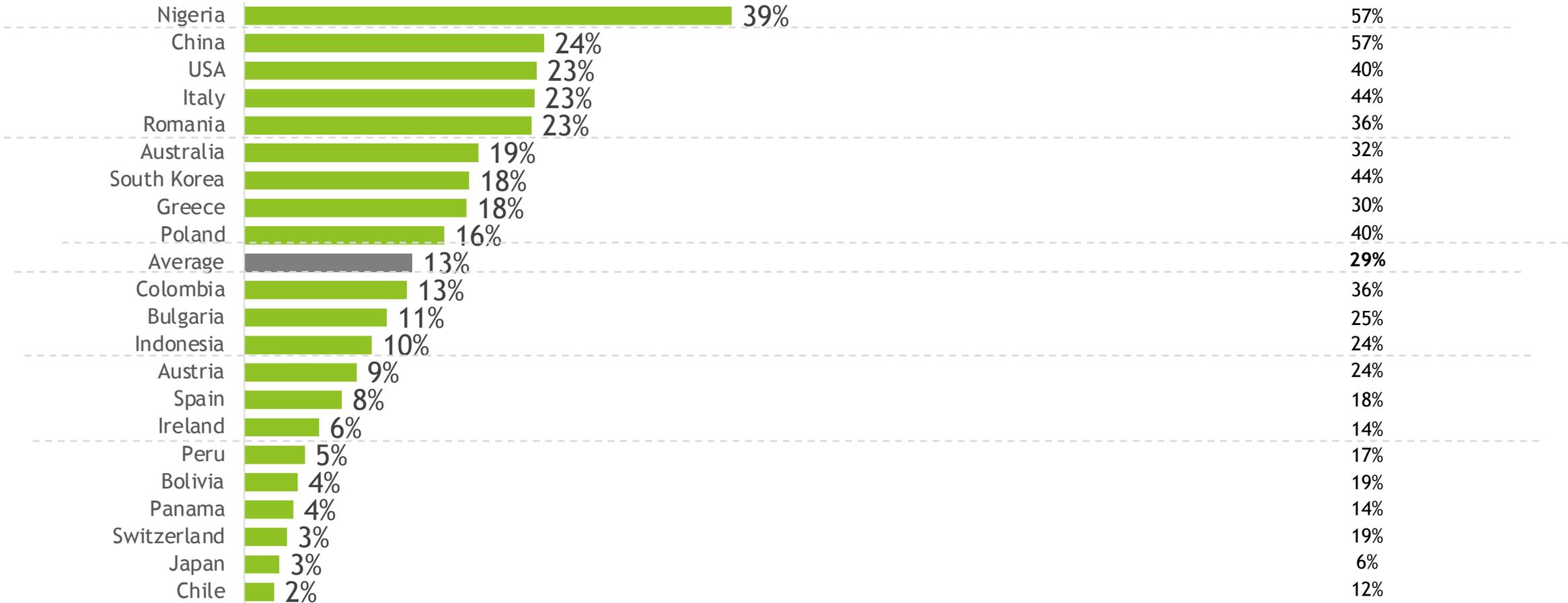


Please note, restrictions on indoor/outdoor dining differ from country to country.

Those who drink alcohol in Nigeria are the most inclined to indicate they consume it in a park/other outdoor area once a week or more often, while 57% of Chinese adults who drink alcohol suggest they do so once a month or more often.

% those who drink alcohol consuming it in a park/other outdoor area weekly+

Monthly+



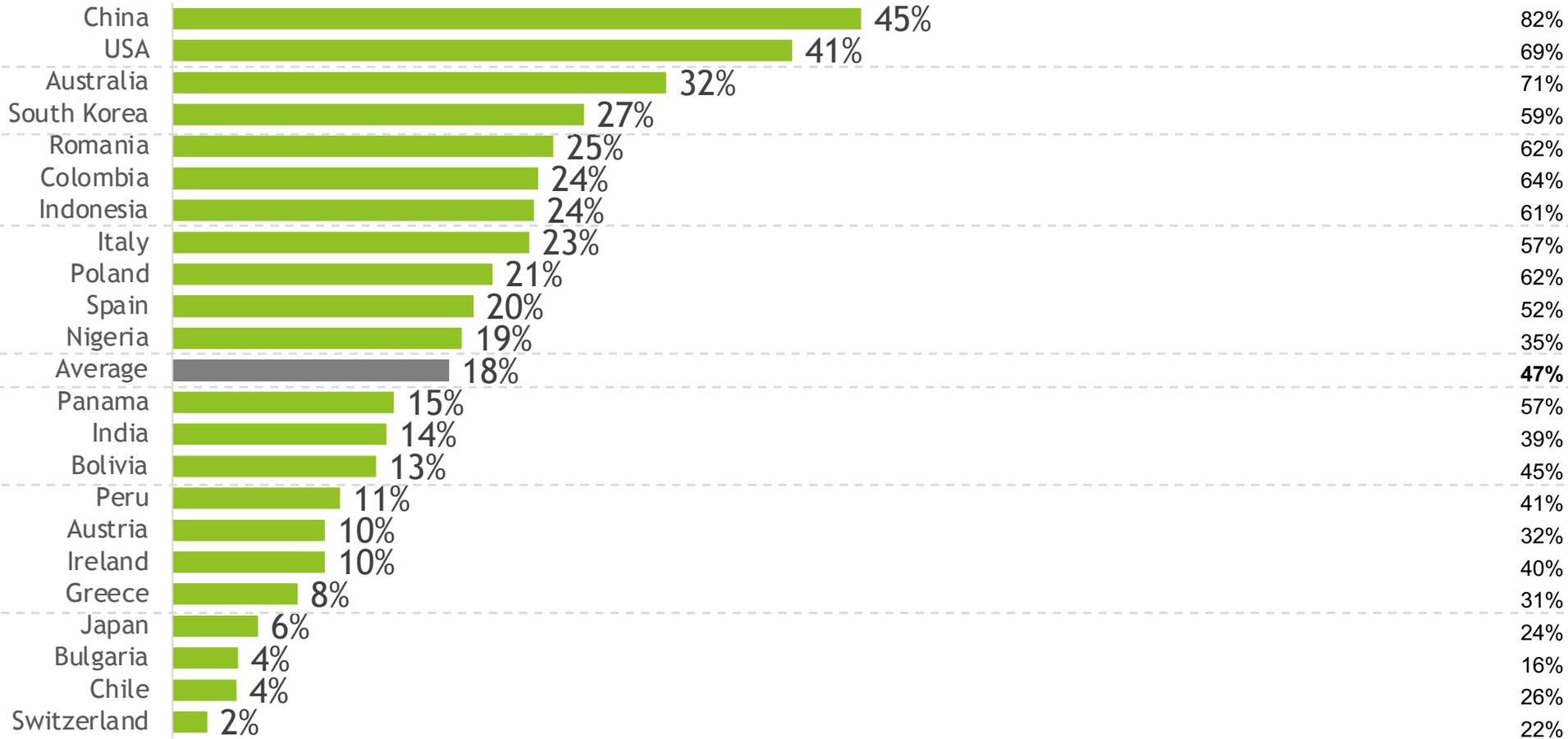
Please note, restrictions on indoor/outdoor dining differ from country to country.

Q.1 Firstly, using the scale provided, could you please tell us how often, if at all, you do each of the following nowadays... Drink alcohol of any kind in a park or other outdoor area (not including outdoor dining)

More than 2 in 5 adults in China and in the US indicate they visit a fast food restaurant once a week or more often, while 7 in 10 Australians visit at least once a month.

% visit a fast food restaurant weekly+

Monthly+



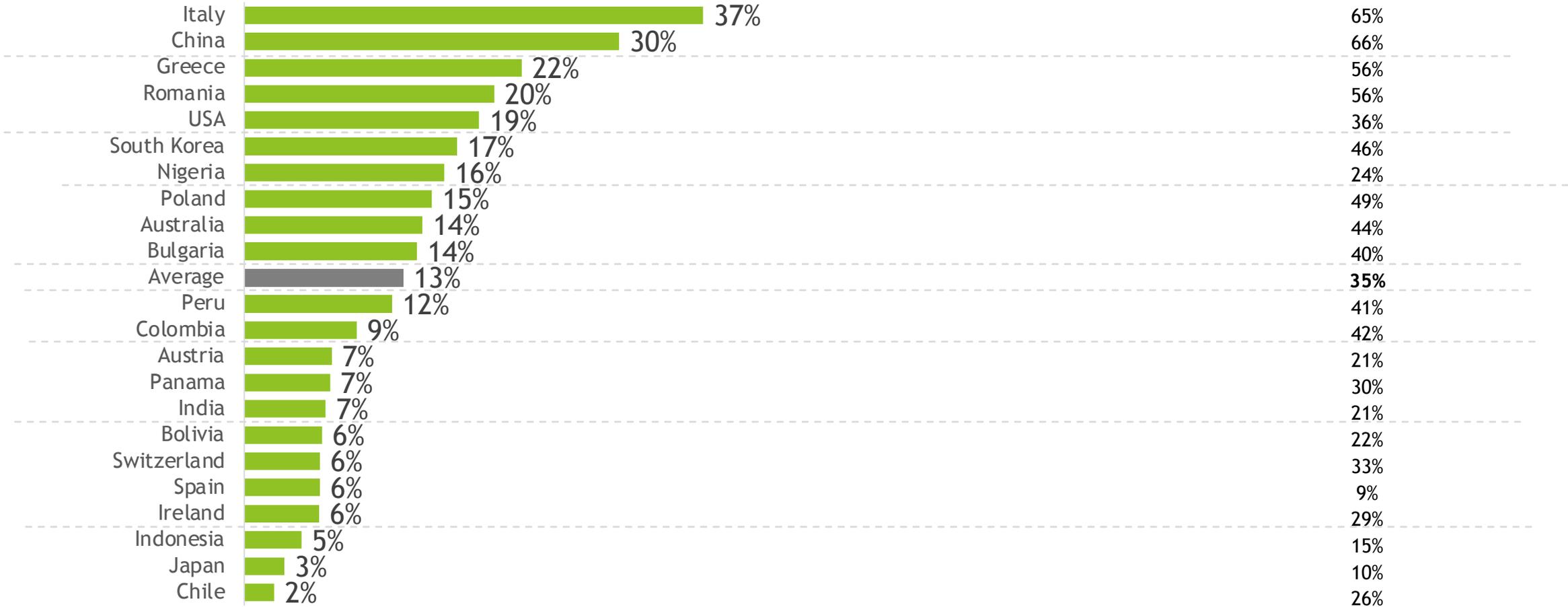
Please note, restrictions on indoor/outdoor dining differ from country to country.

Q.1 Firstly, using the scale provided, could you please tell us how often, if at all, you do each of the following nowadays... Visit any fast-food restaurants like McDonalds, Burger King etc.

Two thirds of those in Italy and in China indicate they visit a pub or gastro-pub for food at least once a month.

% visit a pub or gastro-pub for food weekly+

Monthly+

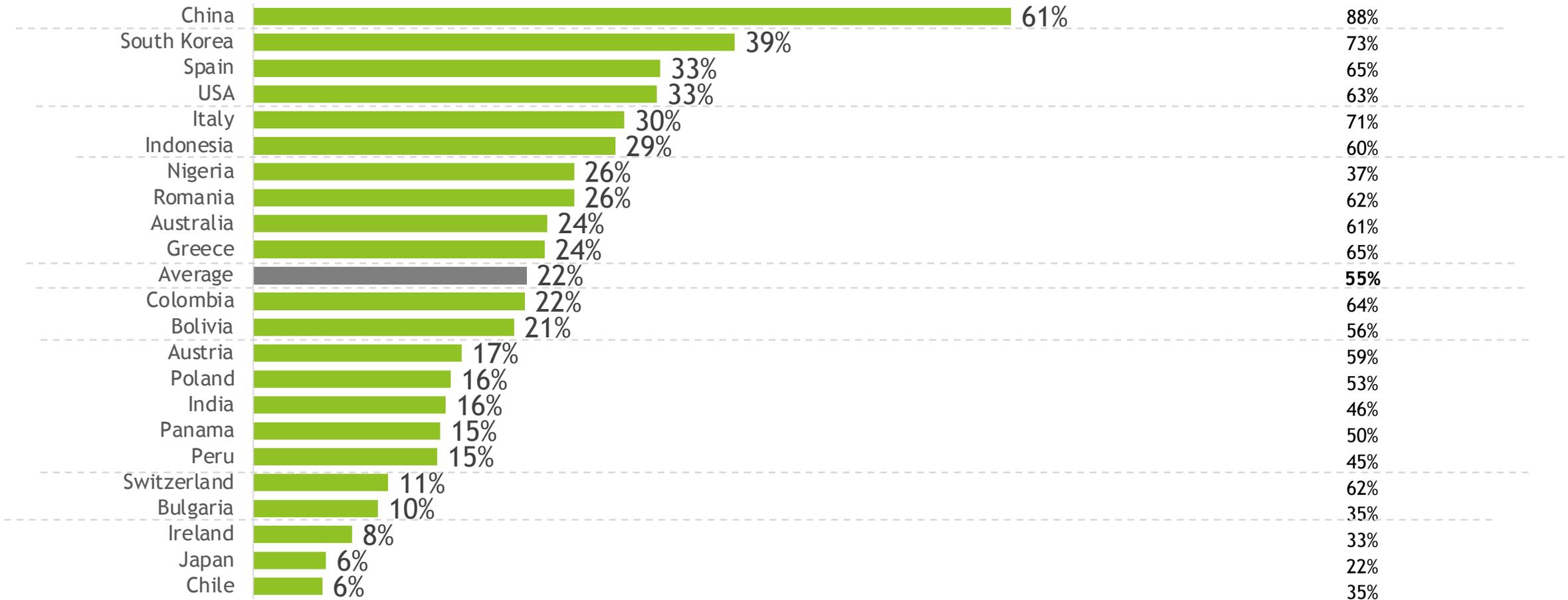


Please note, restrictions on indoor/outdoor dining differ from country to country.

More than 3 in 5 adults in China are visiting any other type of restaurant (likely more formal than fast food/gastro-pub) for food once a week or more often, with almost 9 in 10 visiting monthly+.

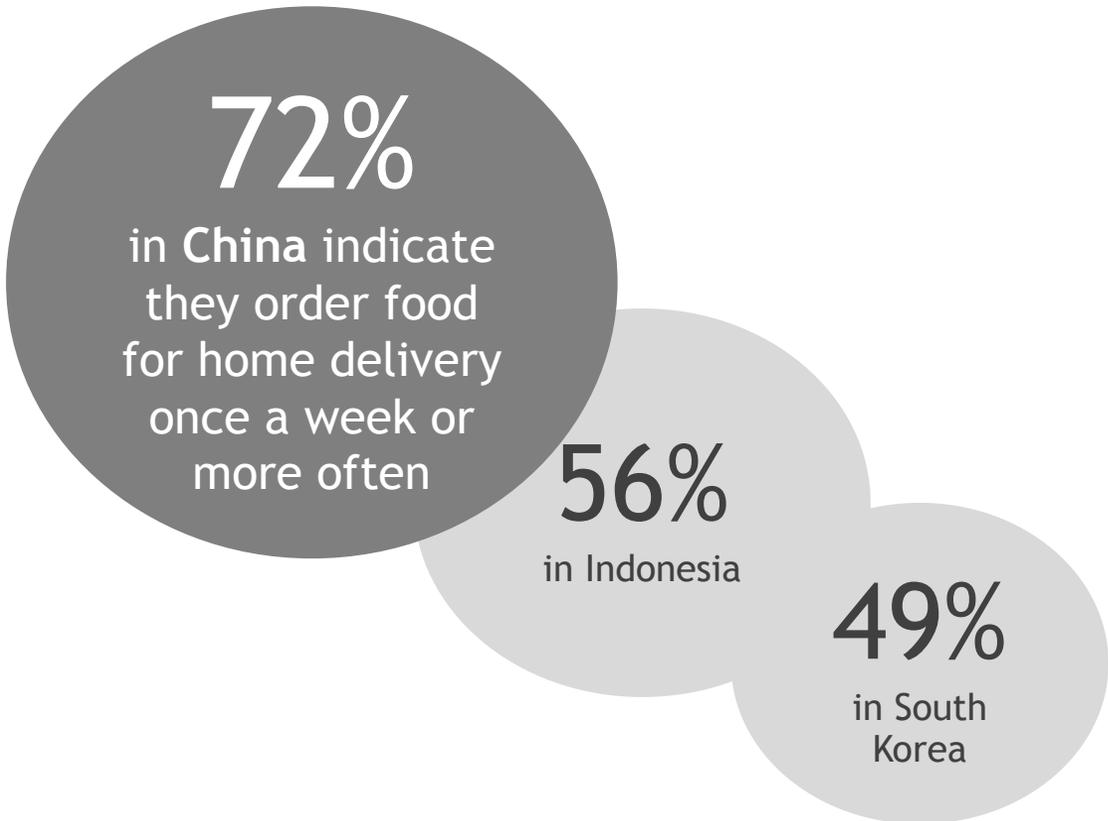
% visit any other type of restaurant for food weekly+

Monthly+

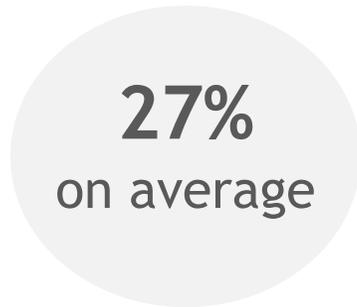
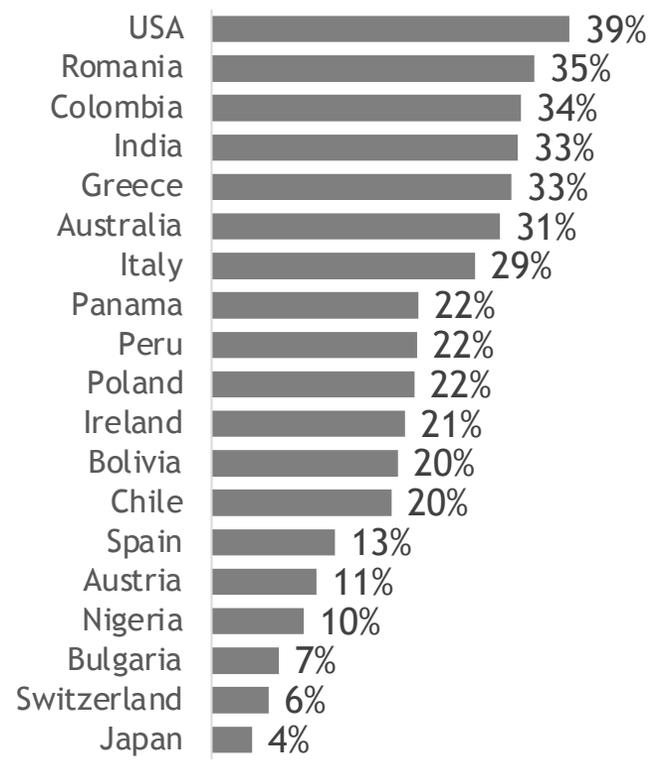


Please note, restrictions on indoor/outdoor dining differ from country to country.

7 in 10 Chinese adults are ordering food for home delivery once a week or more often, while 56% in Indonesia and 49% in South Korea would say the same



% order food for home delivery weekly+

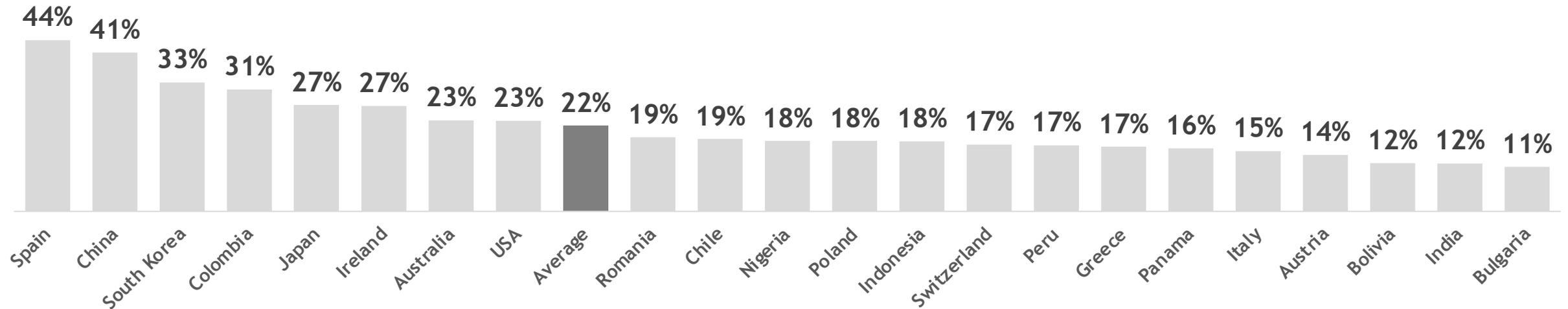


Q.1 Firstly, using the scale provided, could you please tell us how often, if at all, you do each of the following nowadays... Order food (take-away) for home delivery

Those consuming alcohol at home in Spain or in China are the most likely to be doing so more often nowadays than they were two years ago. On average, a quarter of those drinking at home are doing so more often than they were pre-pandemic

Base: All who drink alcohol at home in each country

% drinking alcohol at home more often than two years ago

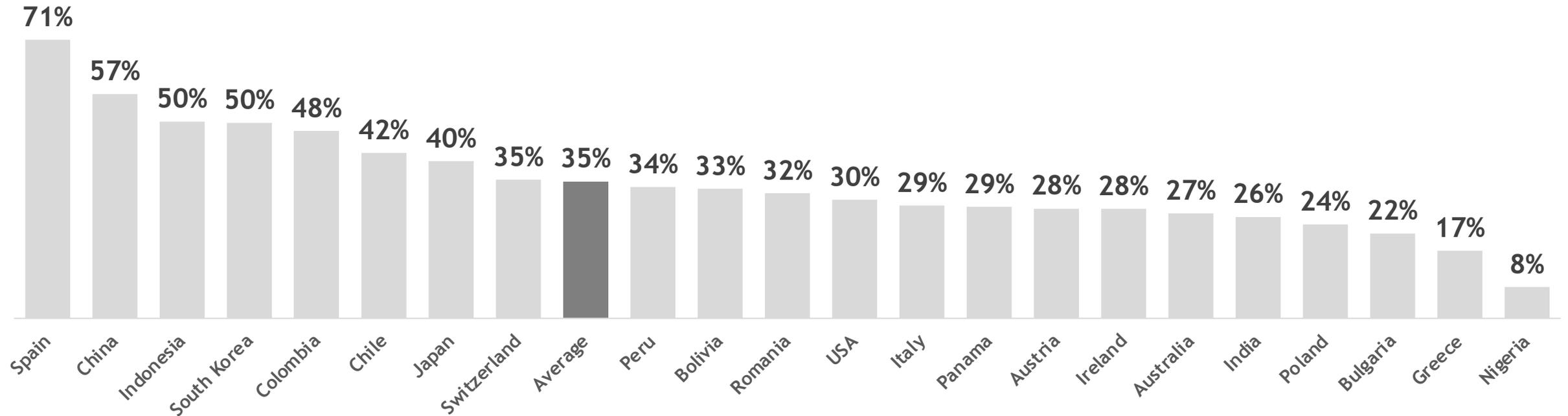


Q.2a And thinking about now compared to say two years ago, would you say you are doing each of the following more often, as often or less often? Drink alcohol of any kind at home (including wine)

7 in 10 Spanish adults who order food for home delivery are doing so more often now than they were two years ago.

Base: All who order food for home delivery

% ordering food for home delivery more often than two years ago



Q.2a And thinking about now compared to say two years ago, would you say you are doing each of the following more often, as often or less often? Order food (take-away) for home delivery

On average, we're spending marginally more on food ordered for home delivery than on alcohol in the home

Average Spend in Past Fortnight

Australia Food €38 Alcohol €34	Austria Food €35 Alcohol €25	Bolivia Food €19 Alcohol €28	Bulgaria Food €11 Alcohol €6	Chile Food €23 Alcohol €12
China Food €49 Alcohol €58	Colombia Food €18 Alcohol €14	India Food €8 Alcohol €5	Indonesia Food €11 Alcohol n/a	Ireland Food €32 Alcohol €28
Italy Food €32 Alcohol €36	Japan Food €25 Alcohol €31	Nigeria Food €7 Alcohol €12	Panama Food €31 Alcohol €20	Peru Food €27 Alcohol €34
Poland Food €19 Alcohol €13	Romania Food €23 Alcohol €12	South Korea Food €43 Alcohol €39	Spain Food €47 Alcohol €33	Switzerland Food €49 Alcohol €36
USA Food €39 Alcohol €33	Turkey Food €12 Alcohol €14	Average Food €28 Alcohol €25	<p><i>Average spend in the past fortnight on ordering food (take-away) for home delivery and on drinking alcohol of any kind at home (including wine)</i></p>	

Q.2b In the past fortnight (two weeks), how much, if anything would you say you have spent on each of the following – even a rough guess will do?

On average, more suggest they would stay home and cook a special meal to celebrate something rather than go to a restaurant

How would you celebrate something special?

Go to a restaurant for a meal



Cook special meal at home



<i>Higher in....</i>	
Switzerland	66%
Austria	64%
Spain	62%
Italy	60%
South Korea	59%
Australia	58%
Ireland	56%

<i>More Polarised Opinion</i>	
<i>% would go to restaurant</i>	
USA	49%
Romania	49%
Japan	48%
Greece	45%
Poland	44%
Bulgaria	43%
China	42%

<i>Higher in....</i>	
Bolivia	88%
Chile	76%
Peru	75%
Panama	75%
India	73%
Nigeria	72%
Colombia	69%
Indonesia	66%

More than 3 in 5, on average, would invite family/friends to their home to celebrate a birthday, while 38% would go to a restaurant/bar

How would you celebrate your birthday?

Go to a restaurant/bar to celebrate



Invite family/friends to your home to celebrate



<i>Higher in....</i>	
Spain	60%
Japan	63%
South Korea	64%

<i>More Polarised Opinion</i>	
<i>% would go to restaurant/bar</i>	
Greece	35%
China	39%
Austria	42%
Bulgaria	43%
Italy	44%
Romania	44%
Ireland	47%
Australia	49%
USA	49%

<i>Higher in....</i>	
Bolivia	87%
Chile	85%
Peru	75%
Poland	74%
Nigeria	73%
Indonesia	73%
Switzerland	69%
India	68%
Colombia	67%

Just over half, on average, indicate they would spend quality time with family by having a meal at home together: rises to three quarters in Japan, Bolivia and Nigeria

How would you spend quality time with your family?

Go on a day trip together



Have a meal at home together



Higher in....

Spain	83%
Romania	68%
South Korea	58%
Greece	56%
Italy	54%
Switzerland	53%
Austria	50%

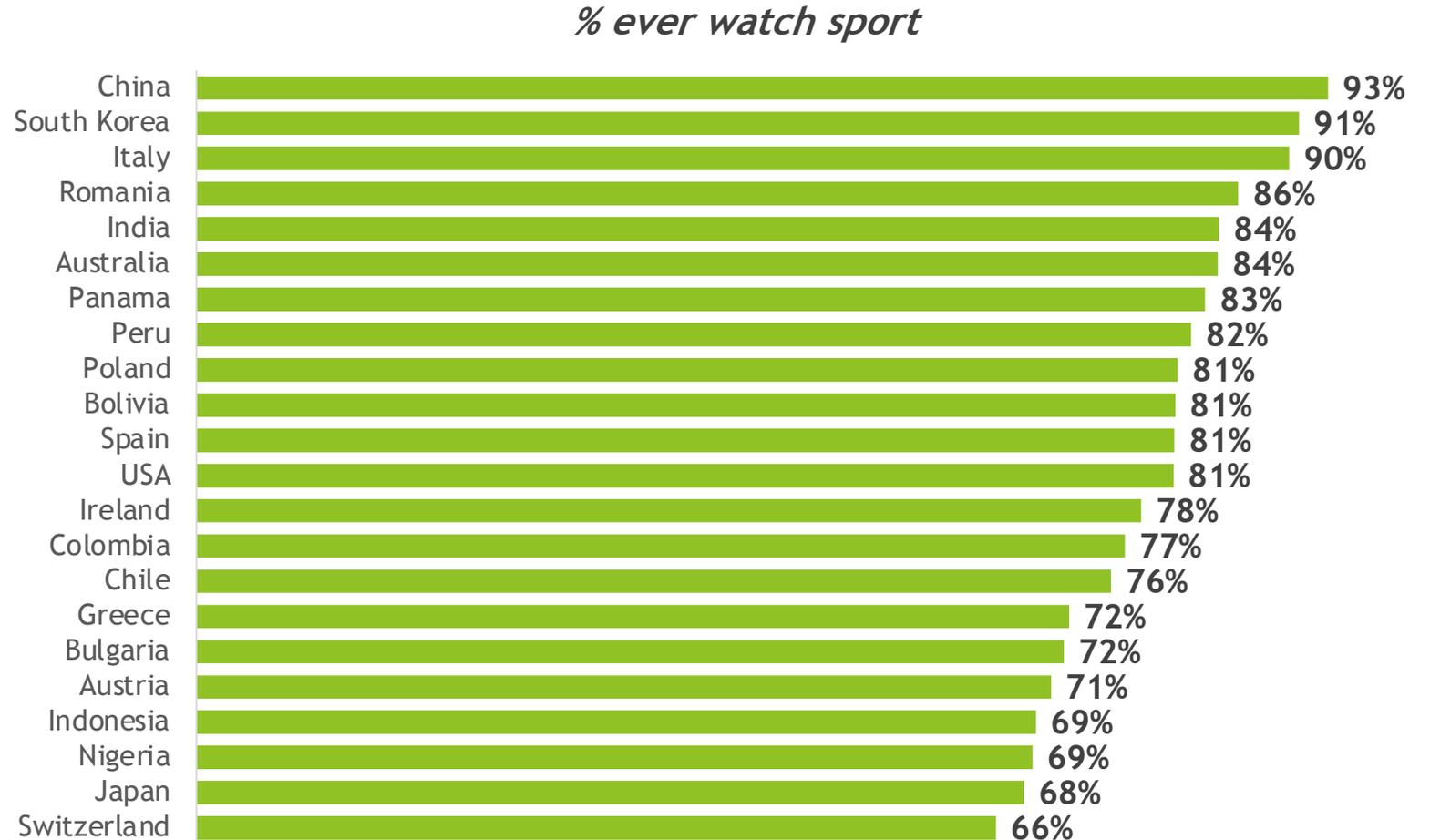
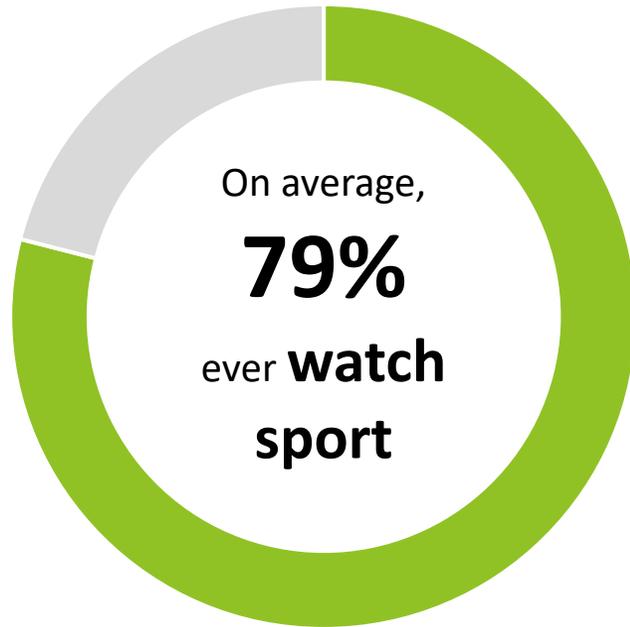
More Polarised Opinion

% would go on a day trip together	
China	49%
Indonesia	47%
Poland	45%
Colombia	44%
Ireland	43%

Higher in....

Japan	76%
Bolivia	75%
Nigeria	73%
USA	67%
Australia	66%
Bulgaria	63%
India	63%
Chile	62%
Peru	62%
Panama	60%

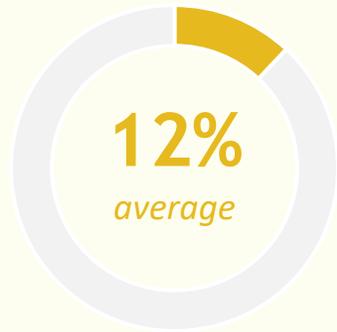
Incidence of watching sport is lowest in Switzerland, Japan, Nigeria and Austria (although still at least two thirds in these countries ever do so)



On average, over half would watch a sporting event at home, while 1 in 9 would watch it at a sports bar or venue (rising to 3 in 10 in Spain and 28% in Romania)

How would you watch a sporting event?

Attend the sports event
in person



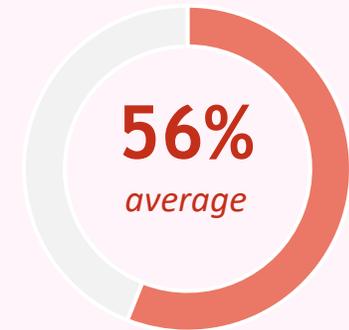
<i>Higher among....</i>	
South Korea	31%
Switzerland	21%
China	17%
Poland	17%

Watch it at a sports
bar/other venue



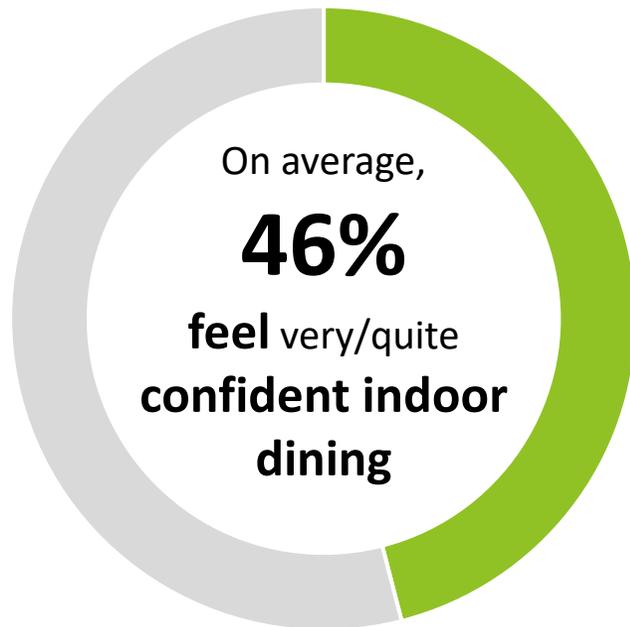
<i>Higher among....</i>	
Spain	30%
Romania	28%
China	23%
Nigeria	20%

Watch it at home

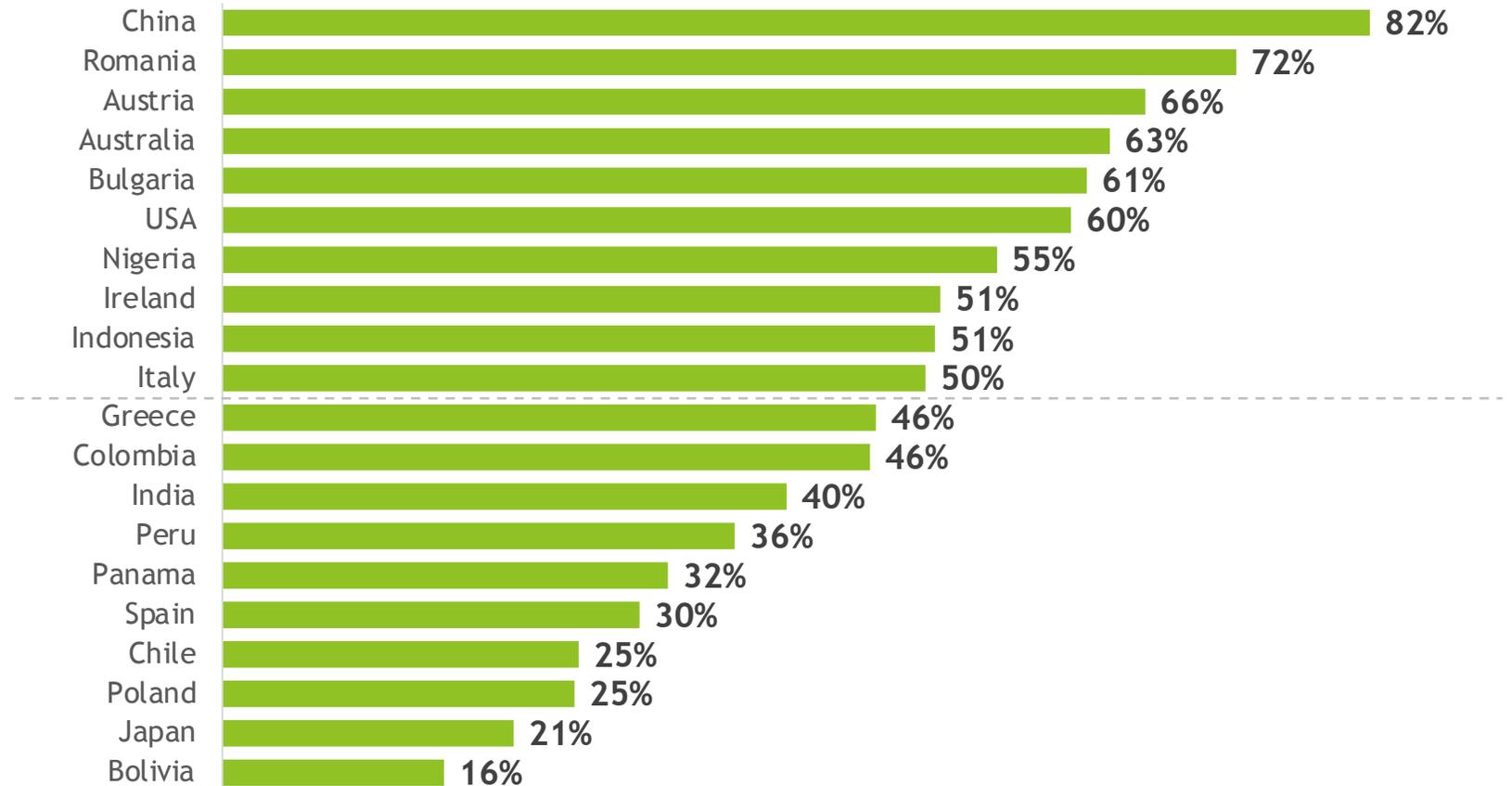


<i>Higher among....</i>	
Peru	71%
Bolivia	71%
India	69%
Panama	67%
USA	65%
Colombia	63%
Italy	62%
Australia	62%
Chile	61%
Ireland	60%

Confidence in indoor dining is highest in China and Romania, while weakest in Bolivia and Japan



% confident going to a restaurant/bar or other venue for a meal or a drink and sitting indoors (i.e. indoor dining)

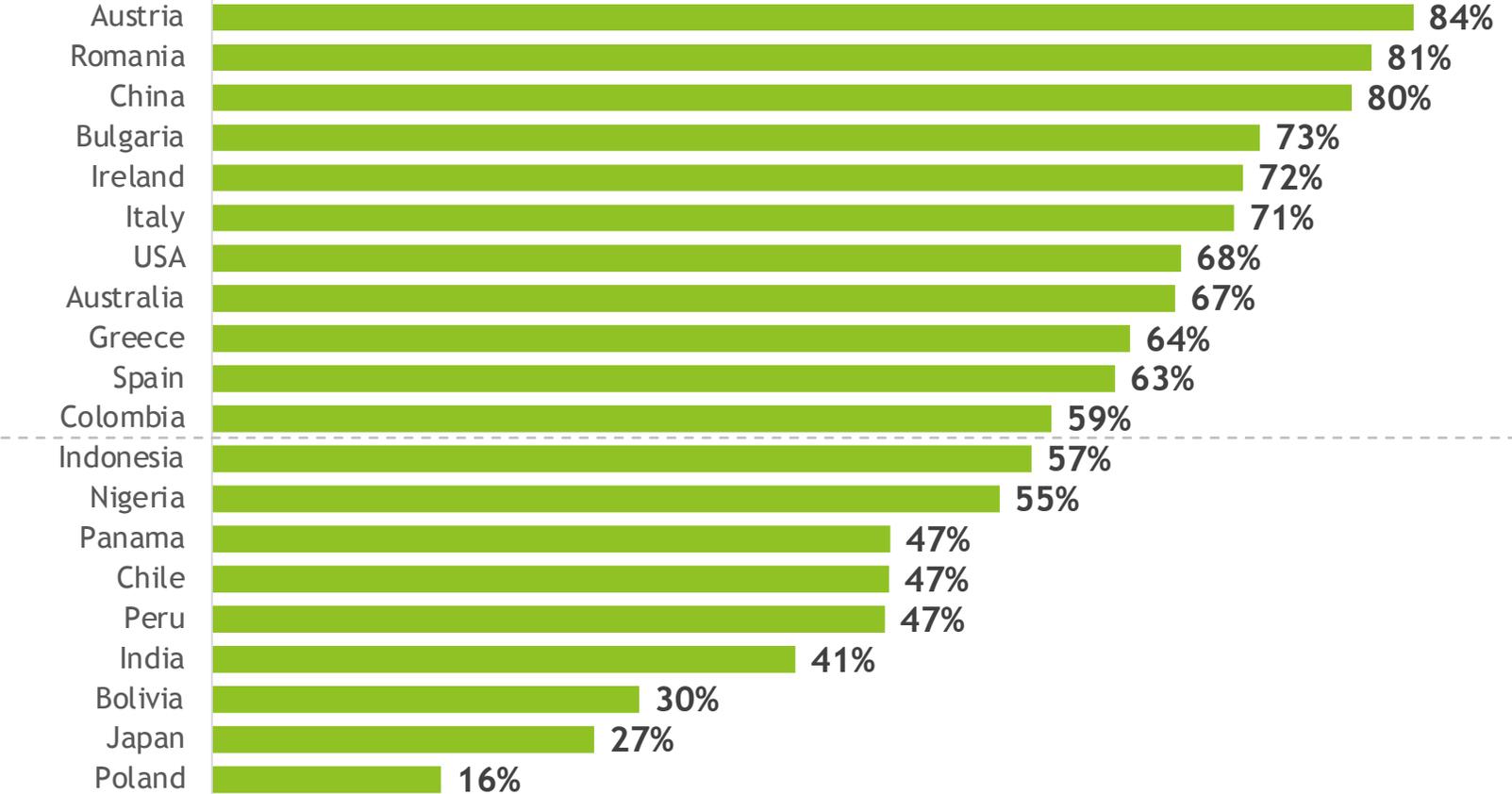


Q.8 Using the scale provided, could you please tell us how confident you would feel in doing each of the following things over the next few weeks in the context of it being safe from COVID-19 transmission? - Going to a restaurant/bar or other venue for a meal or a drink and sitting indoors (i.e. indoor dining)

Confidence in indoor dining is highest in China and Romania, while weakest in Bolivia and Japan



% confident going to a restaurant/bar or other venue for a meal or a drink and sitting outdoors (i.e. outdoor dining)



QQ.8 Using the scale provided, could you please tell us how confident you would feel in doing each of the following things over the next few weeks in the context of it being safe from COVID-19 transmission? - Going to a restaurant/bar or other venue for a meal or a drink and sitting outdoors (i.e. outdoor dining)

On average, confidence is higher in outdoor dining than indoor dining. Those in China are the most confident in indoor dining, while those in Austria are the most confident in outdoor dining

Confidence in Indoor vs. Outdoor Dining

Indoor dining



Highest in...	
China	82%
Romania	72%
Austria	66%
Australia	63%
Bulgaria	61%
USA	60%

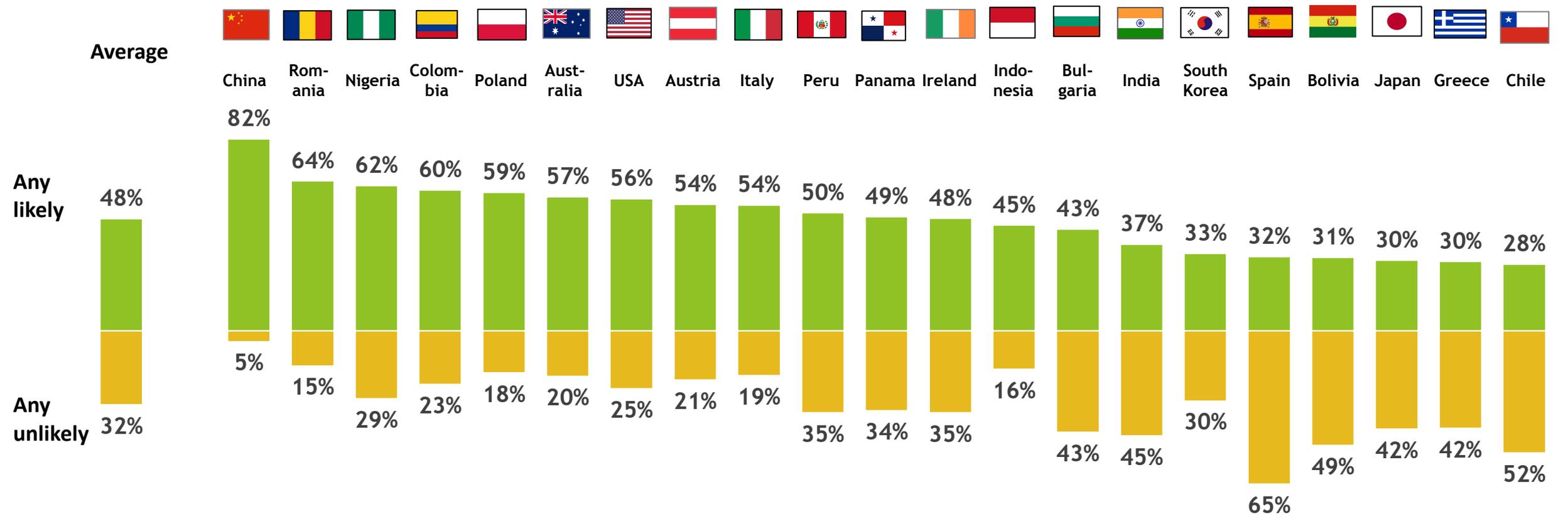
Outdoor dining



Highest in...	
Austria	84%
Romania	81%
China	80%
Bulgaria	73%
Ireland	72%
Italy	71%
USA	68%
Australia	67%
Greece	64%
Spain	63%

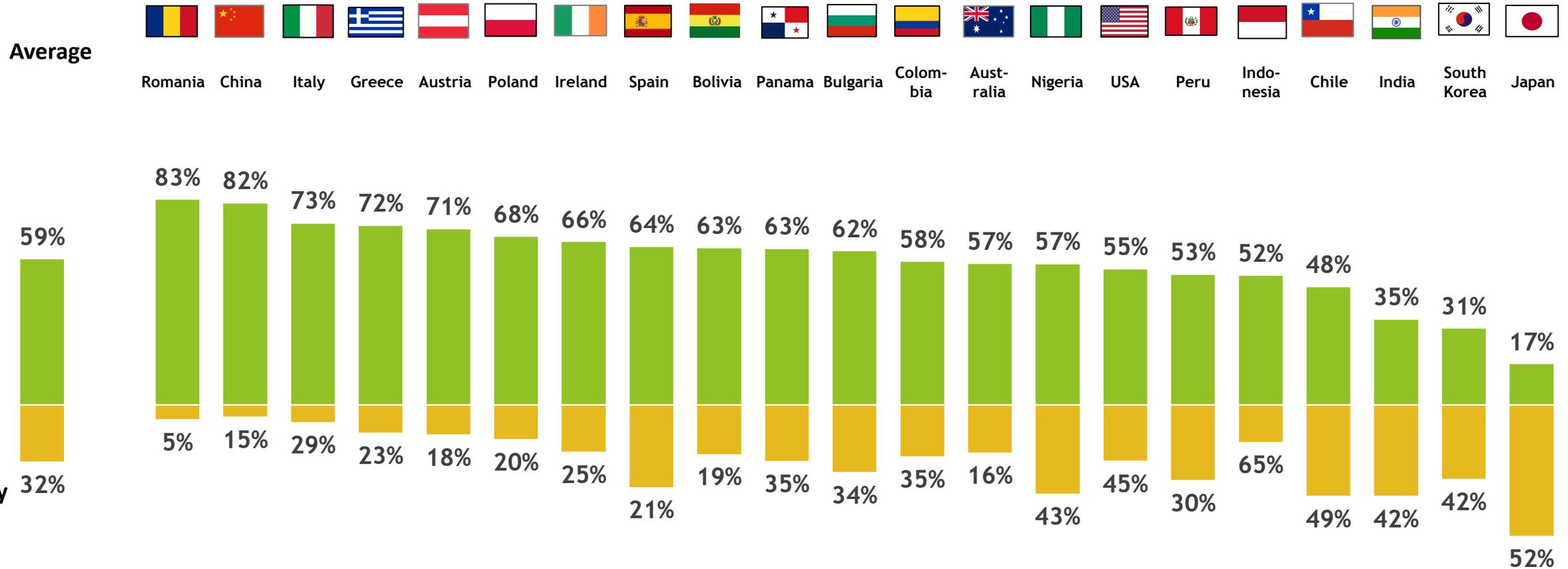
Those in China are the most likely to suggest they will be going for indoor dining, whereas those in Spain are the most inclined to suggest they are unlikely to do so

Go out for indoor dining over next three months (July-September)



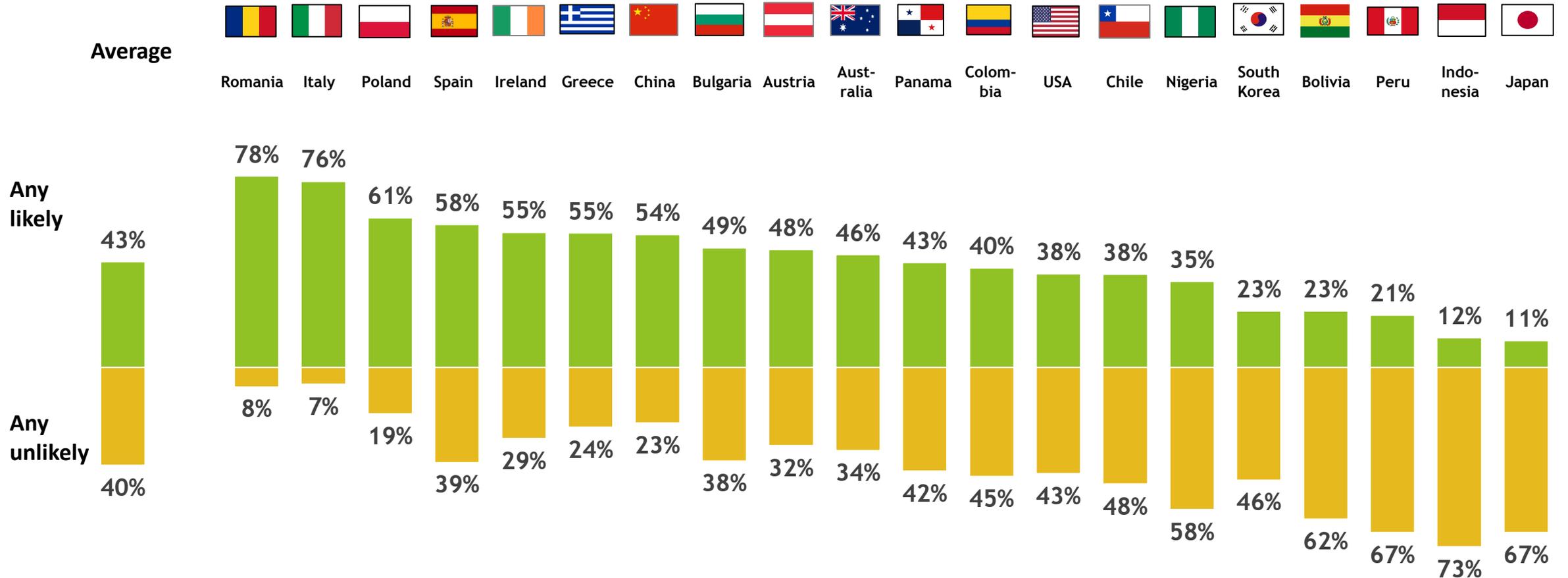
On average, 3 in 5 indicate they are likely to go for outdoor dining over the next three months, rising to 4 in 5 in Romania and in China

Go out for outdoor dining over next three months (July-September)



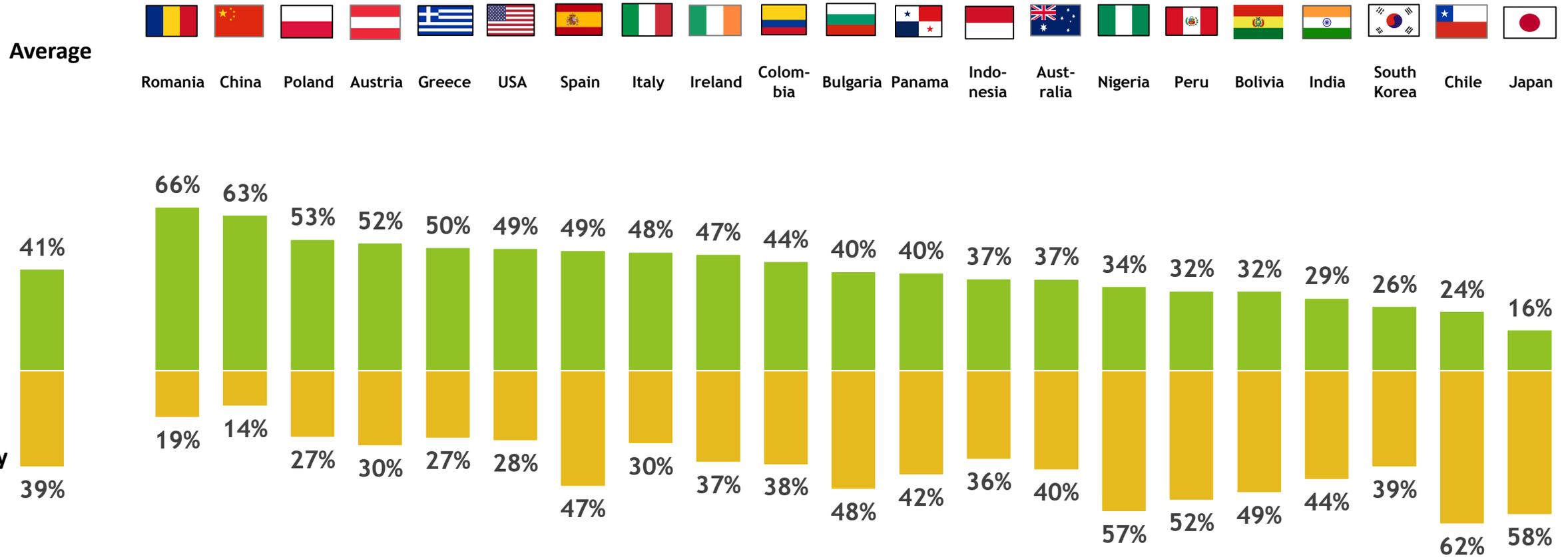
More than three quarters in Romania and in Italy are likely to go to drink outside a bar over the next three months

Drink at a bar outside over next three months (July-September)



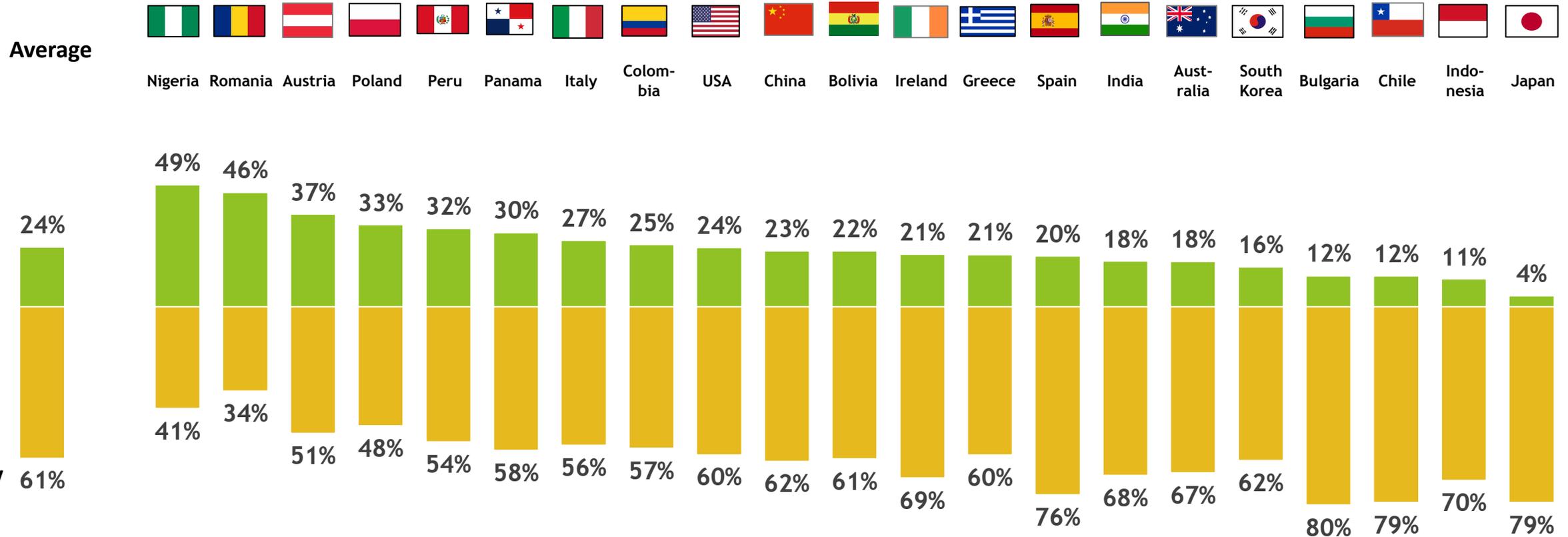
Opinion most divided in Spain, as almost half are likely to stay in a hotel over next three months and almost half are unlikely to

Stay in a hotel over next three months (July-September)



Those in Bulgaria, Chile, Japan and Spain are the most inclined to suggest they are unlikely to go on a foreign holiday in the next three months

Go on a foreign holiday over next three months (July-September)



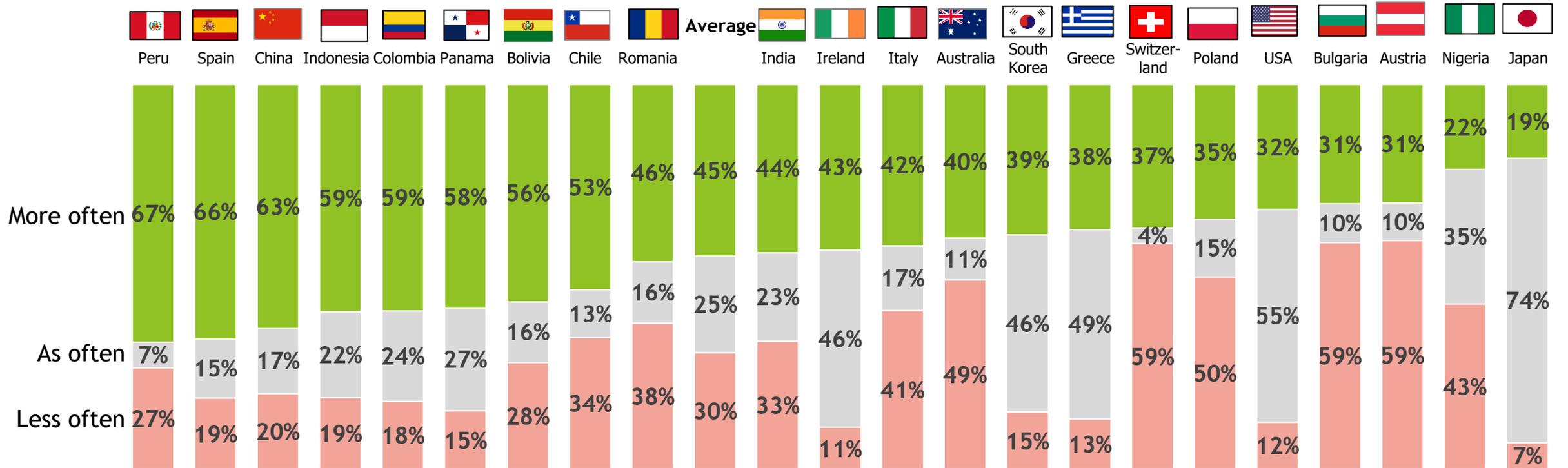


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2. Impact of COVID

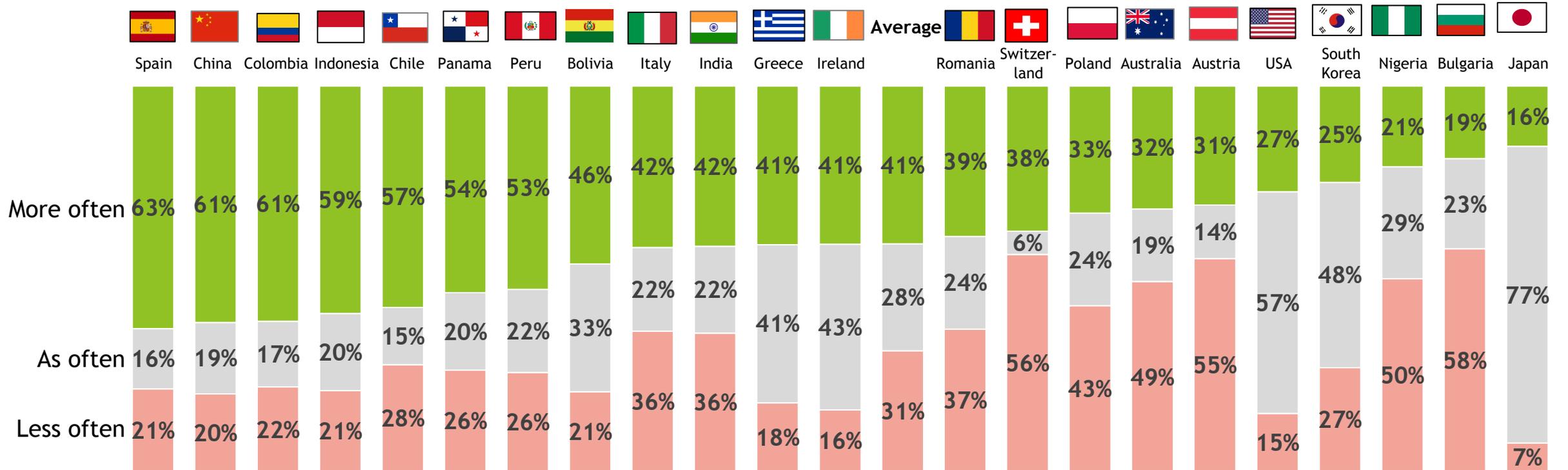
On average, more than 2 in 5 (45%) are cooking meals from scratch more often than they were pre-pandemic, rising to 67% in Peru, 66% in Spain and 63% in China

Cooking meals from scratch



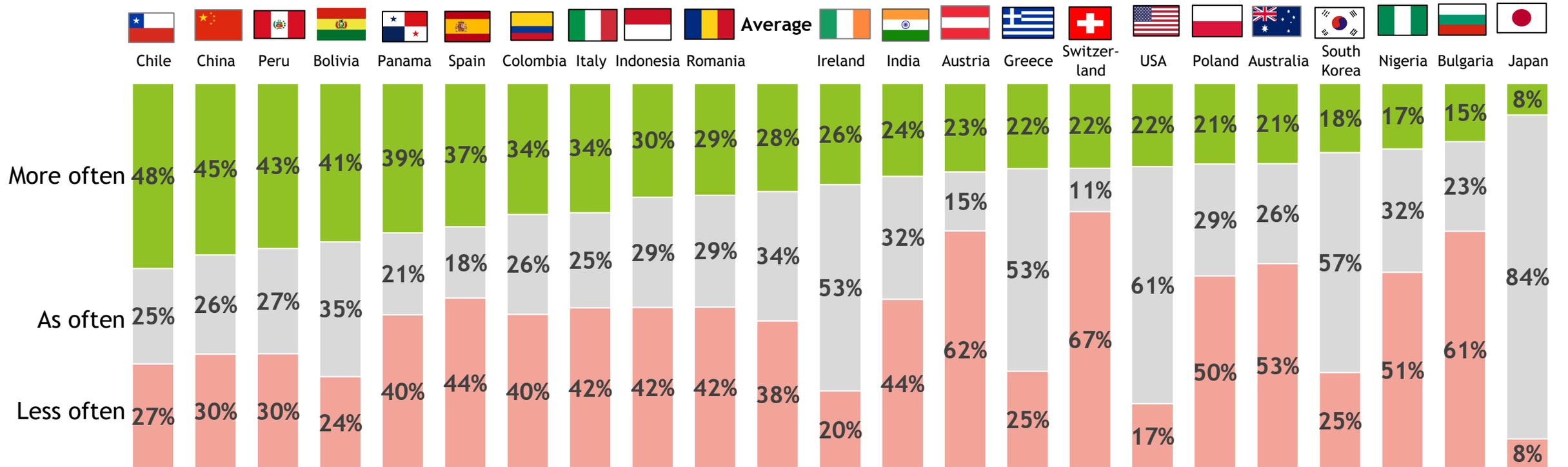
More than 3 in 5 adults in Spain, in China and in Colombia are trying out new meal recipes more often nowadays than they were pre-pandemic

Trying out new meal recipes



More than a quarter are baking more often these days than they were before the pandemic began, while almost 2 in 5 suggest they are doing so less often

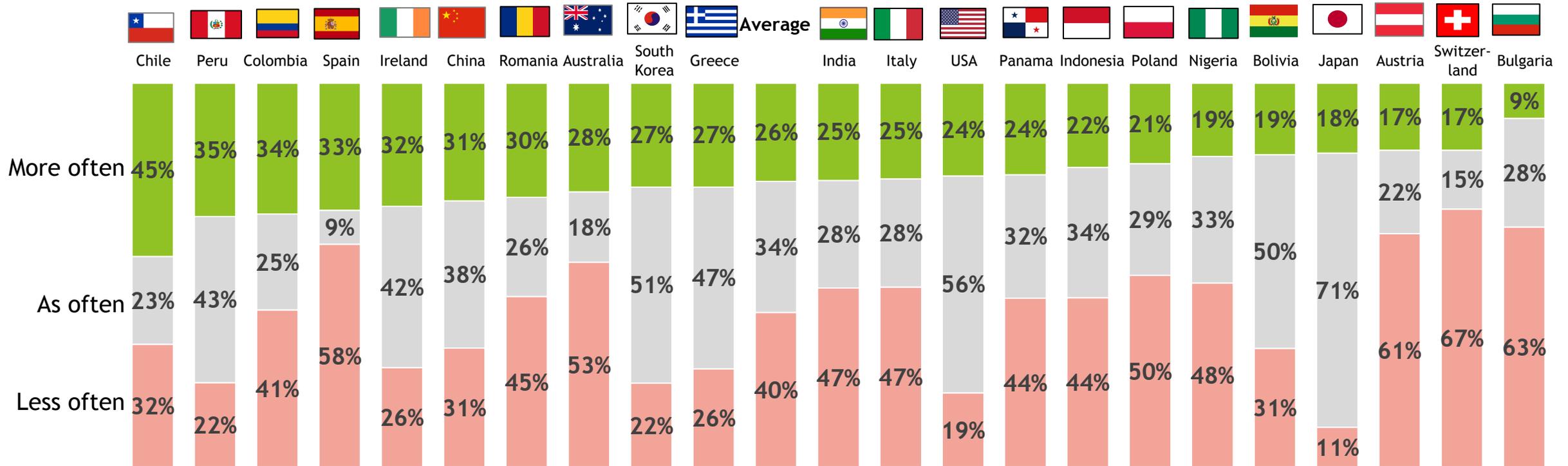
Baking (bread or cakes)



Q.3 For each of the following activities, could you please tell us whether you are doing them more often, less often or the same amount as before the COVID-19 pandemic began? Baking (bread or cakes)

On average, 2 in 5 (40%) are eating chocolate/sweets/confectionary less often nowadays than they were before the pandemic

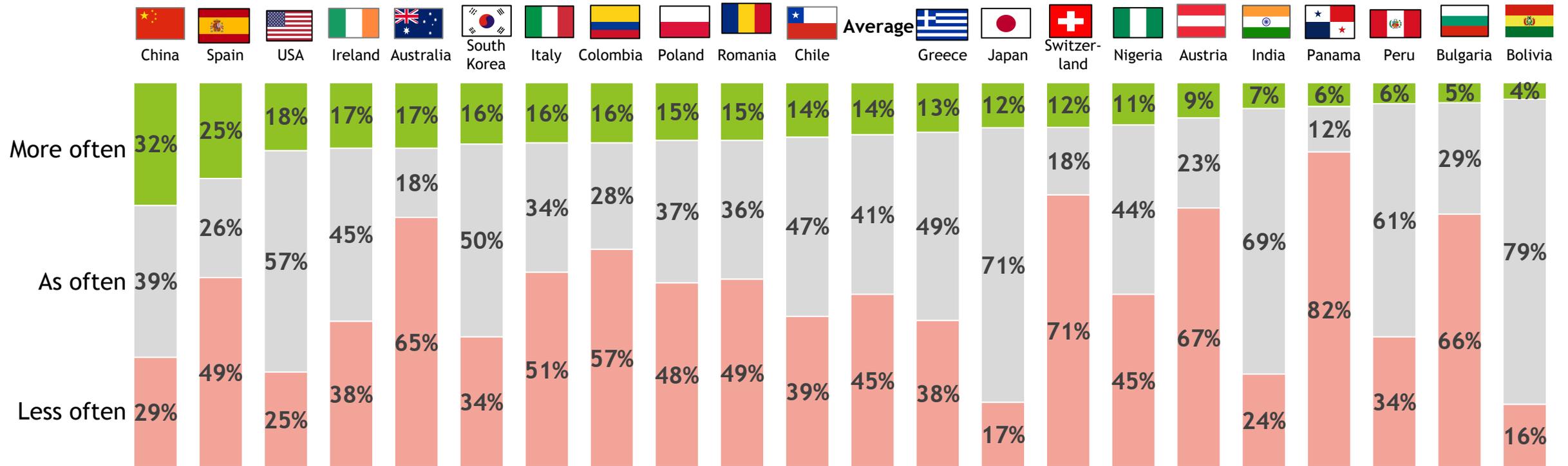
Eating chocolate/sweets/confectionary



Q.3 For each of the following activities, could you please tell us whether you are doing them more often, less often or the same amount as before the COVID-19 pandemic began? Eating chocolate/sweets/confectionary

On average, 1 in 7 adults taking part in this survey were drinking alcohol more often than before the pandemic, rising to 1 in 3 in China and 1 in 4 in Spain

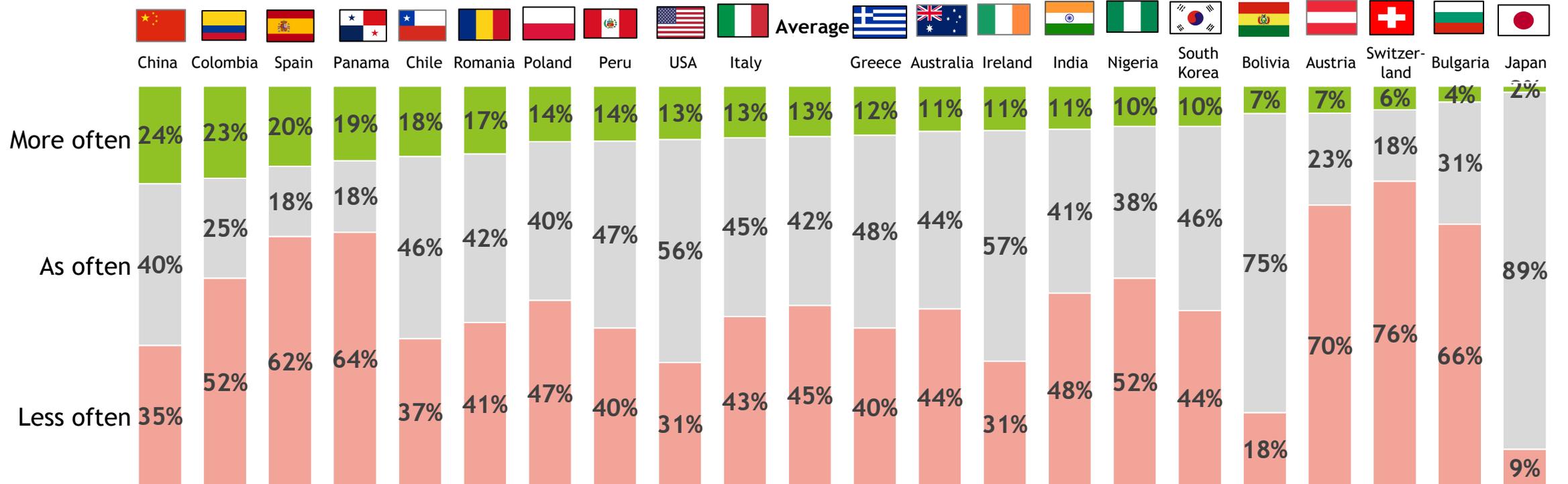
Drinking alcohol



Q.3 For each of the following activities, could you please tell us whether you are doing them more often, less often or the same amount as before the COVID-19 pandemic began? Drinking alcohol

Almost a quarter (24%) in China and (23%) in Colombia are trying out new cocktail recipes more often nowadays than they were pre-pandemic

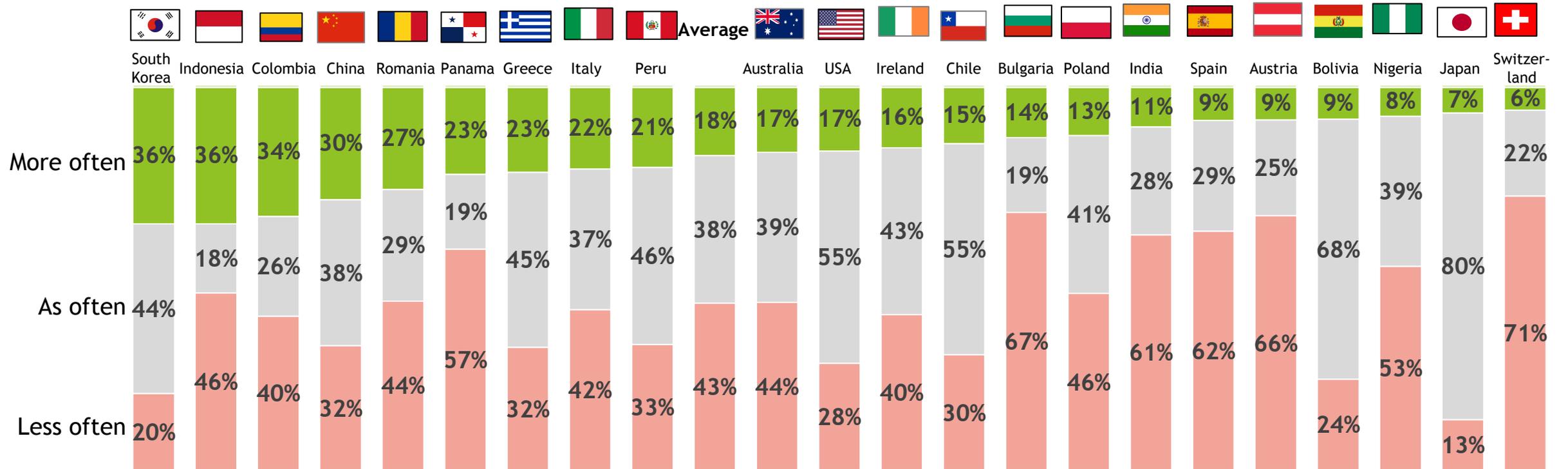
Trying out new cocktail recipes



Q.3 For each of the following activities, could you please tell us whether you are doing them more often, less often or the same amount as before the COVID-19 pandemic began? Eating chocolate/sweets/confectionary

More than a third of adults in South Korea, in Indonesia and in Colombia are buying take-away coffee more often nowadays than they were before the start of COVID-19

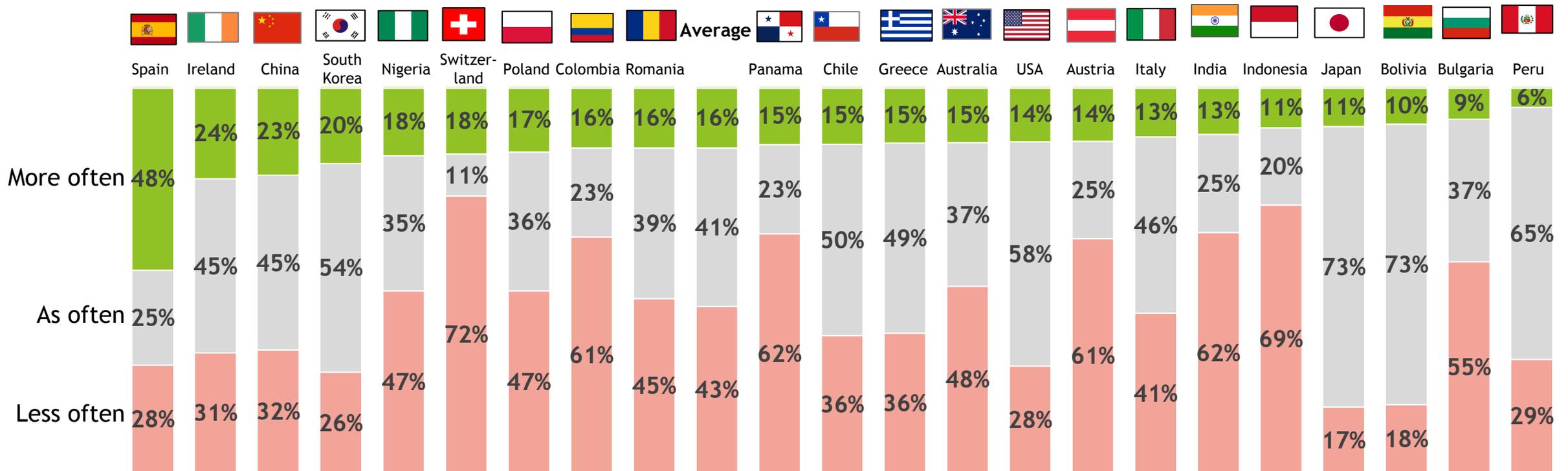
Buying take-away coffee



Q.3 For each of the following activities, could you please tell us whether you are doing them more often, less often or the same amount as before the COVID-19 pandemic began? Buying take-away coffee

Those in Spain are the most likely to indicate they are treating themselves to more luxury/premium foods nowadays than they were before the pandemic, while those in Switzerland and in Indonesia are most inclined to be doing so less often

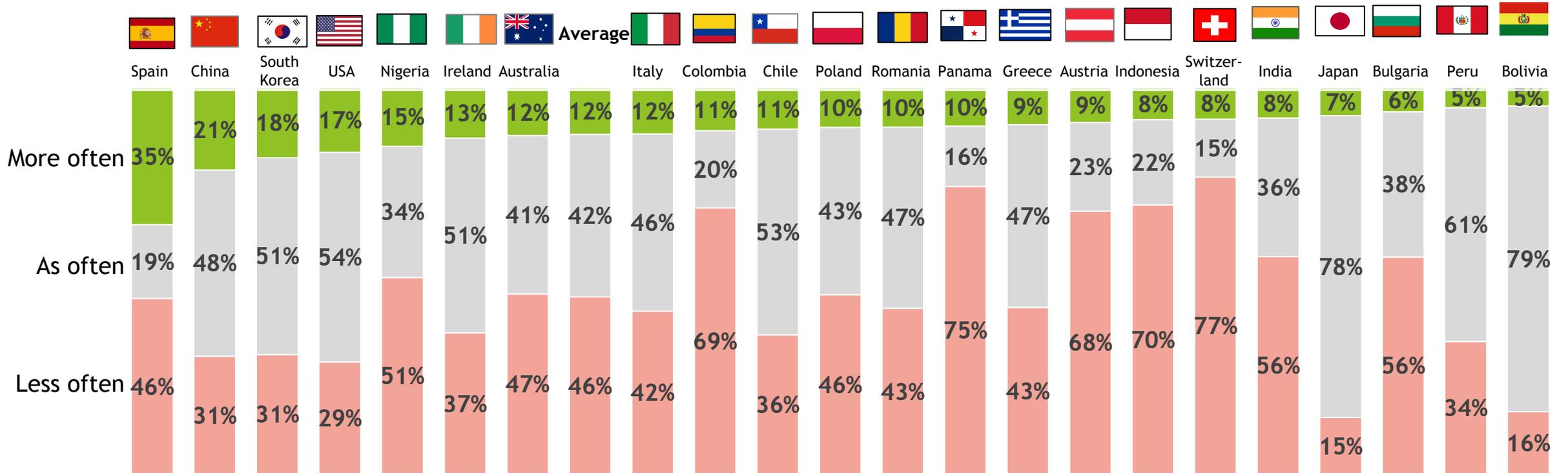
Treating myself to more luxury/premium foods



Q.3 For each of the following activities, could you please tell us whether you are doing them more often, less often or the same amount as before the COVID-19 pandemic began? Treating myself to more luxury/premium foods

On average, more than 2 in 5 (46%) are treating themselves to more luxury/premium drinks less often than they were before the pandemic.

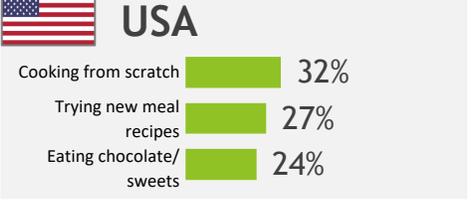
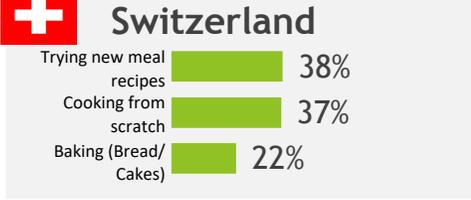
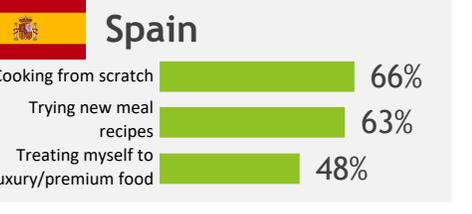
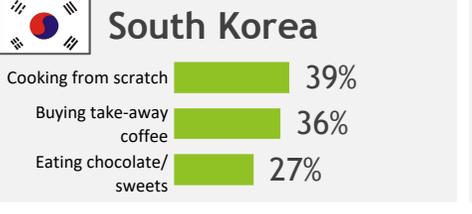
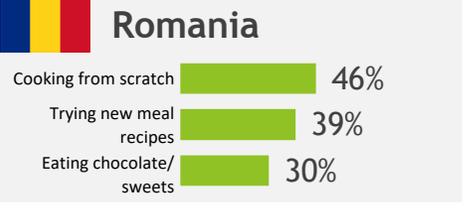
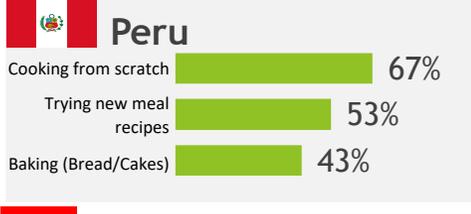
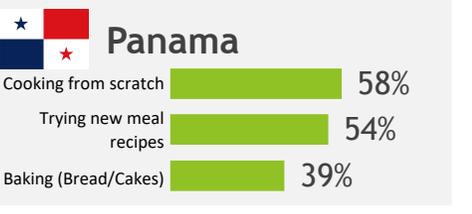
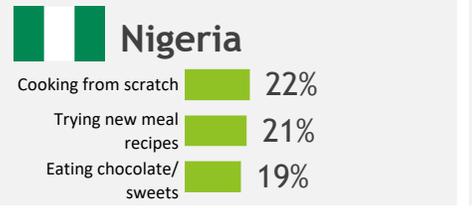
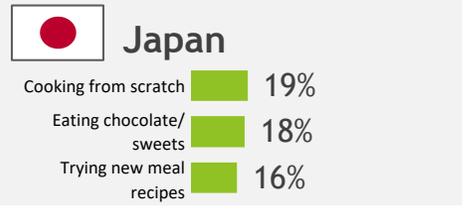
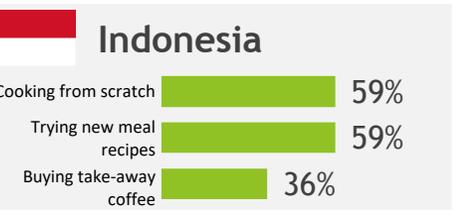
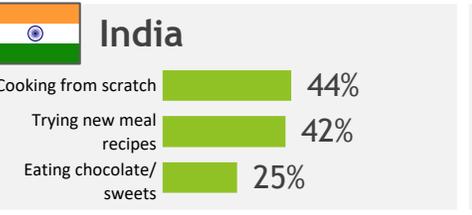
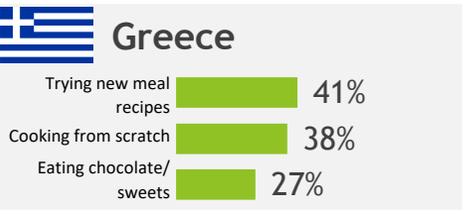
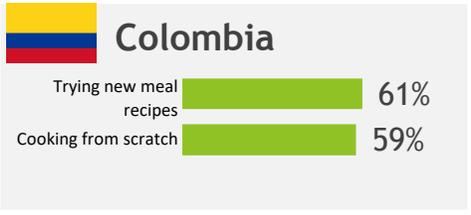
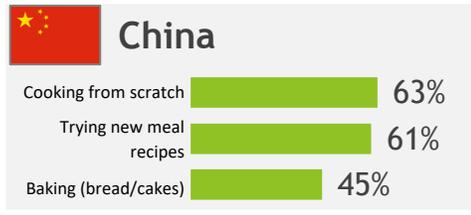
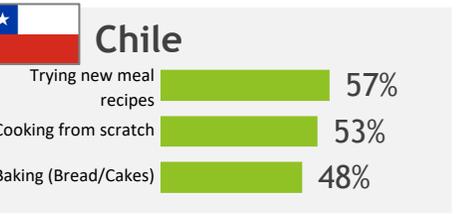
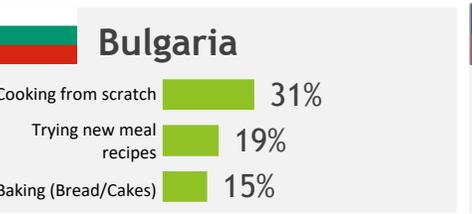
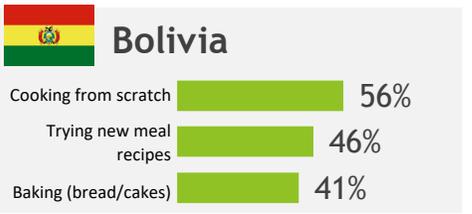
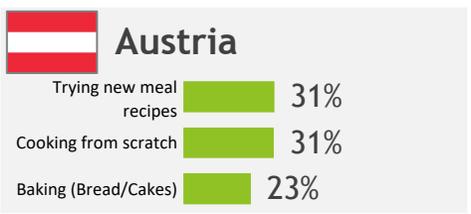
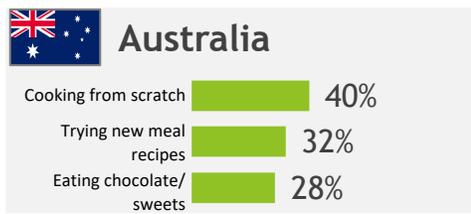
Treating myself to more luxury/premium drinks



Q.3 For each of the following activities, could you please tell us whether you are doing them more often, less often or the same amount as before the COVID-19 pandemic began? Treating myself to more luxury/premium foods

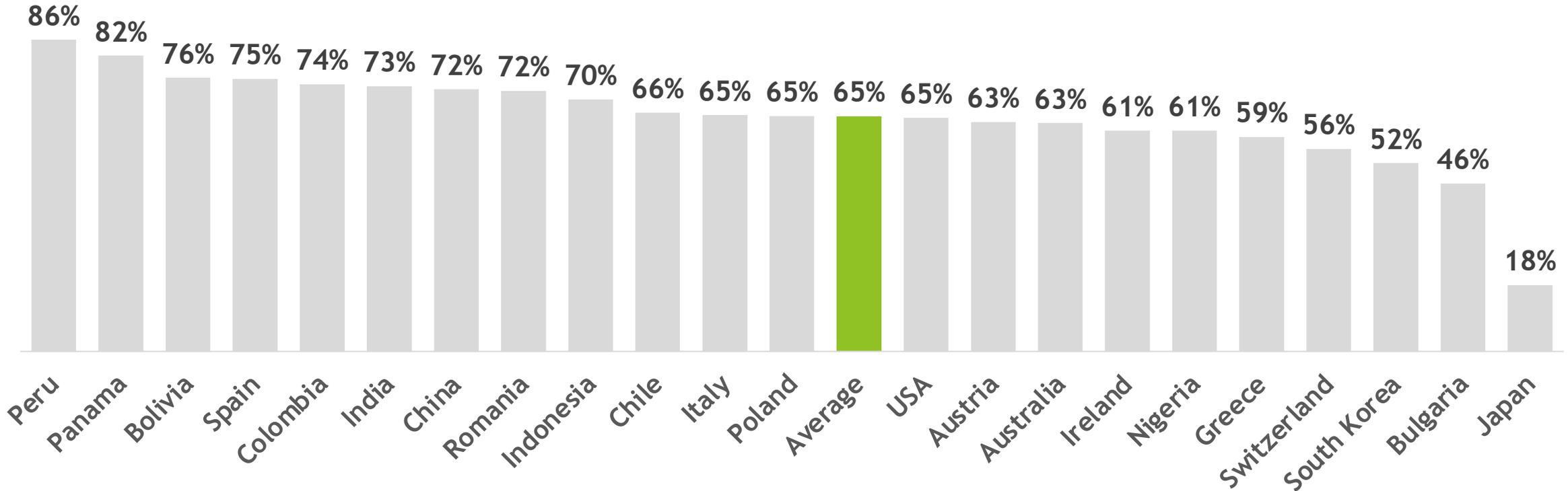
Quite a few around the world have been cooking more from scratch or trying new recipes since the start of the pandemic

% doing more of each activity since COVID



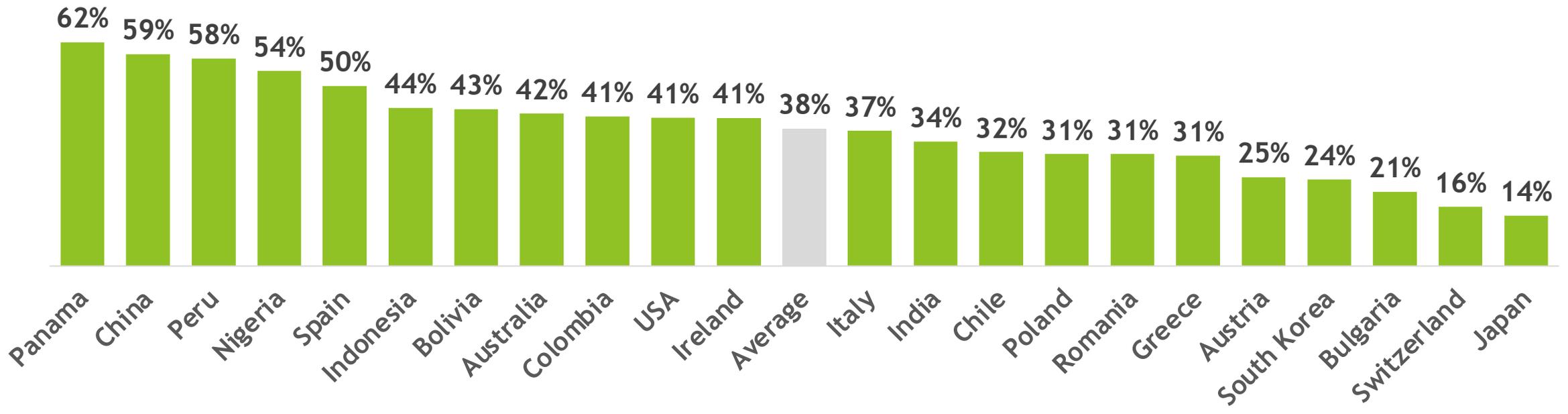
Majority in most countries would agree that they tend to make a grocery list and stick to it, although agreement level drops to just 18% in Japan

% agree that they tend to make a grocery list before I go shopping and stick to it



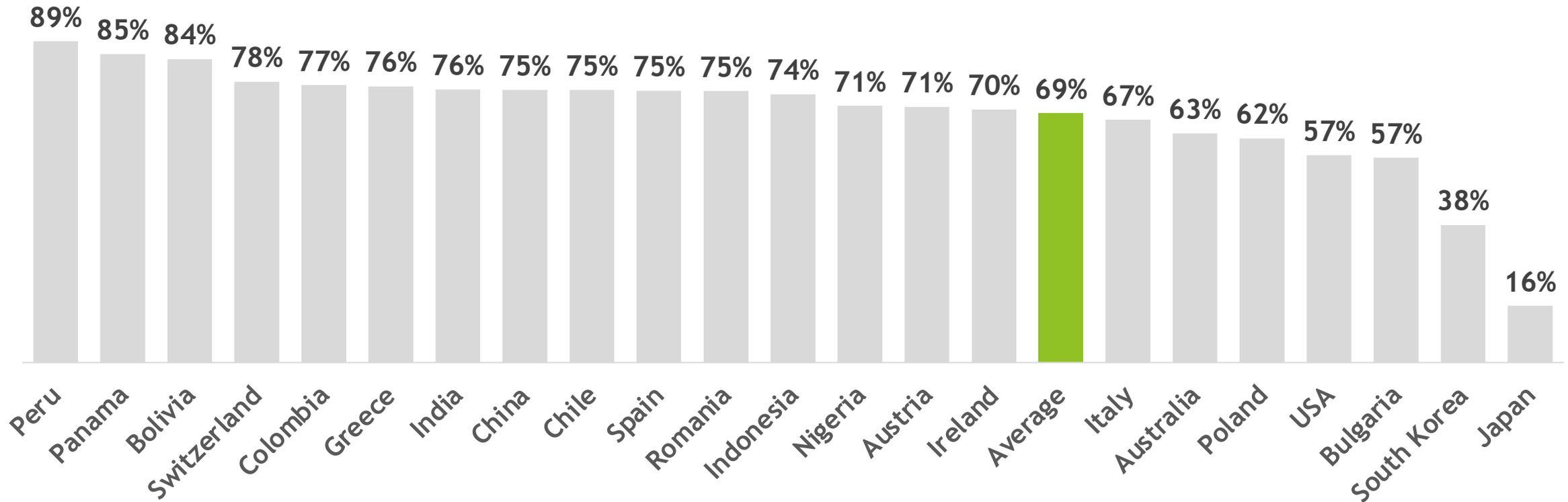
Those in Panama, China and in Peru are the most likely to agree that they plan out meals for each day at the start of the week

% agree that they plan out my meals for each day at the start of the week



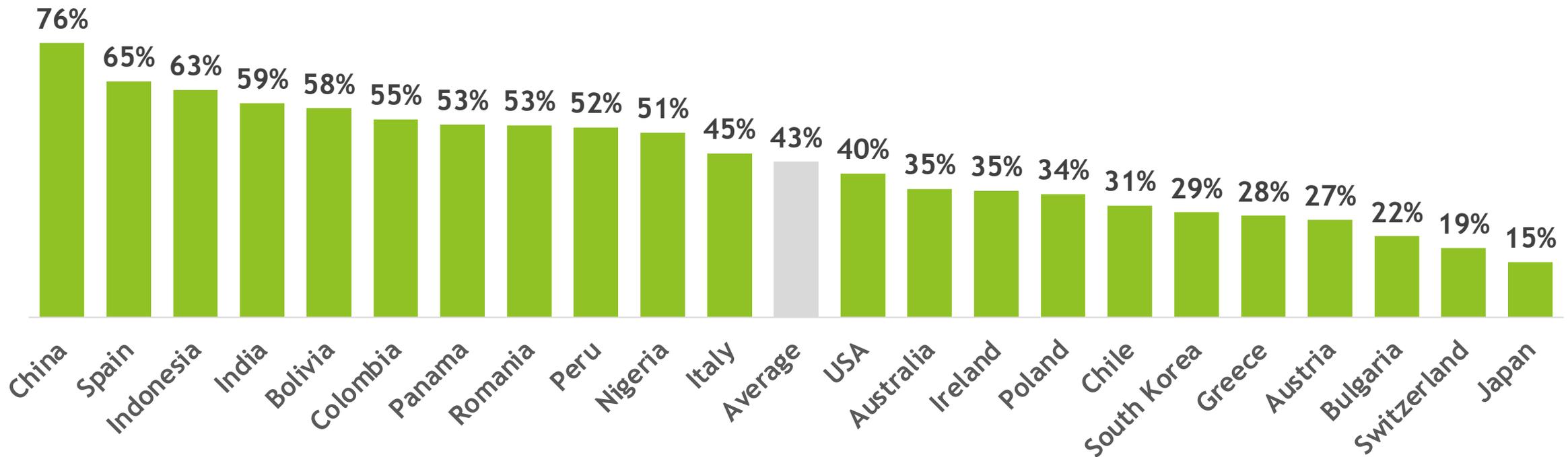
Those in South Korea and in Japan are far less inclined than others to agree that they prefer to cook with natural ingredients or to cook meals from scratch

% agree that they prefer to cook with natural ingredients/to cook meals from scratch

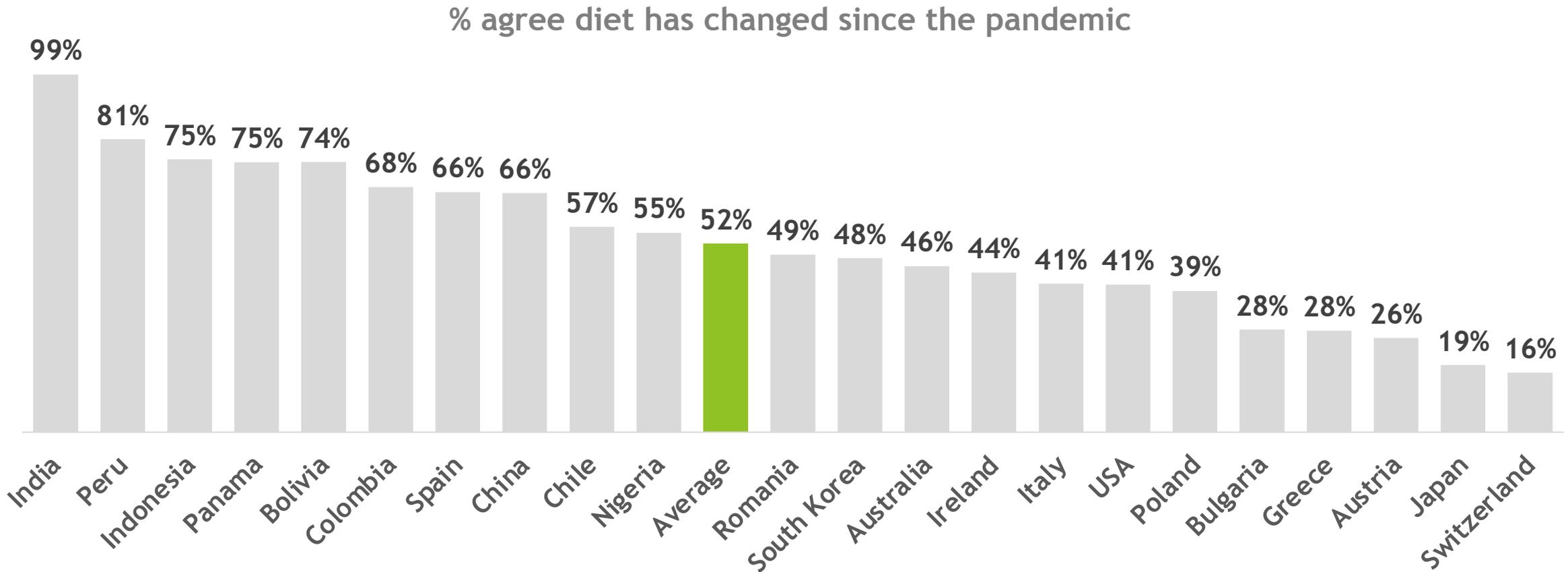


On average, more than 2 in 5 would say that their diet has improved a lot since before the pandemic, rising to 76% in China

% agree that their diet has improved a lot since before the pandemic

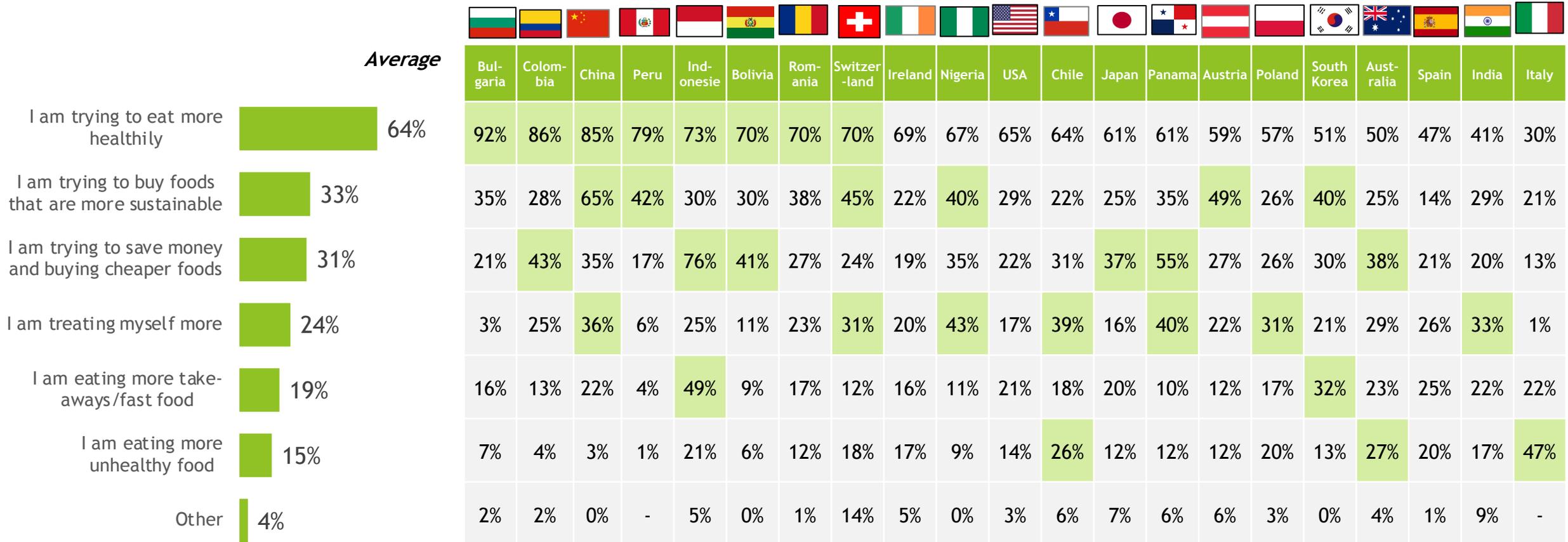


On average, half would agree that their diet has changed since the pandemic, rising to 99% in India



On average, two thirds of those whose diet has changed suggest they are trying to eat more healthily

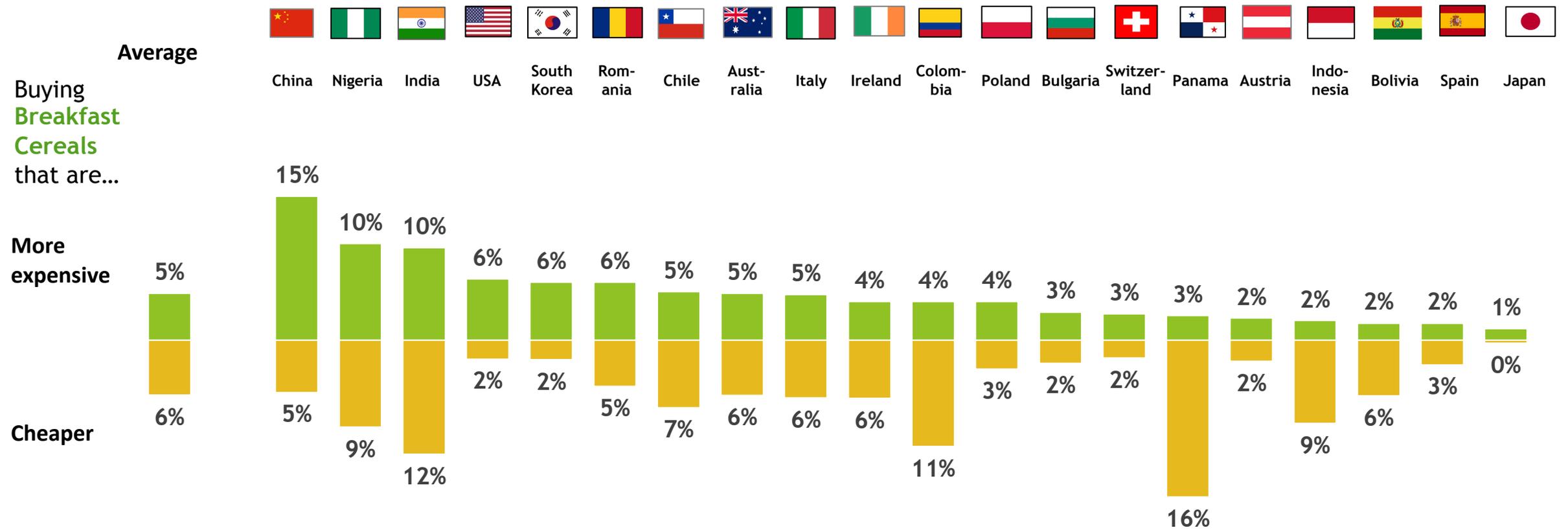
Base: All agree their diet has changed since the pandemic



On average, just under a fifth have changed their brand of cookies, ice cream and/or coffee. Those in India and China are the most likely to have changed a range of brands since the pandemic began

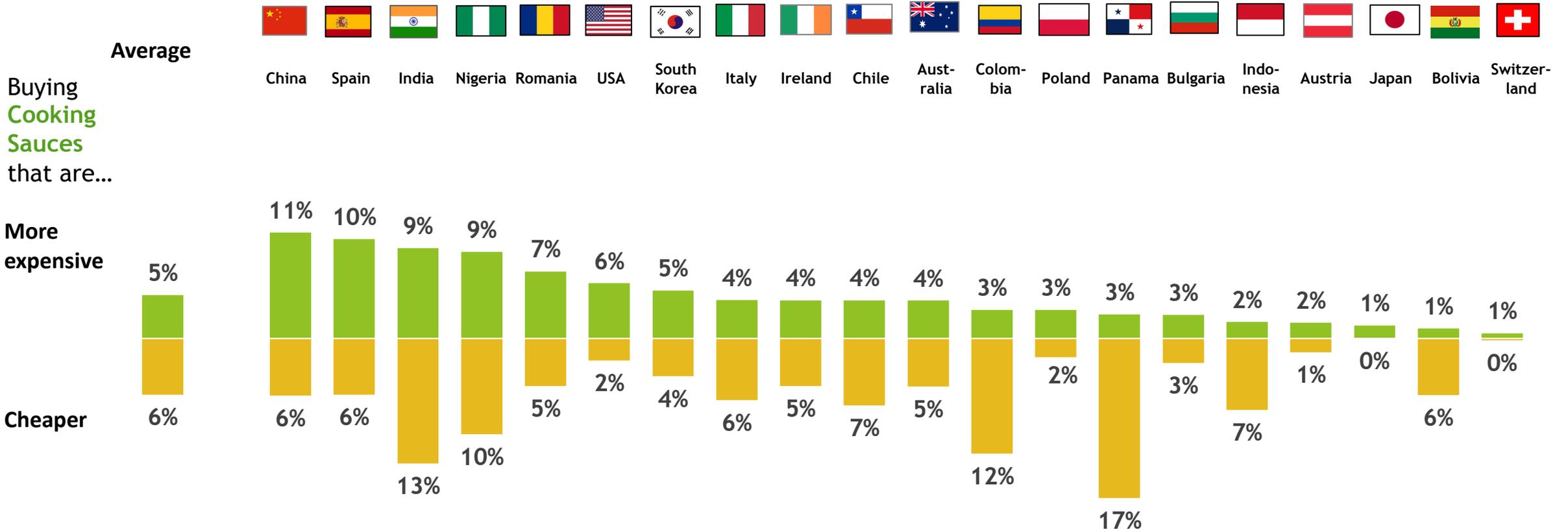
Changed brand of during pandemic:	Average																					
		India	Ind-onesie	China	Bul-garia	Panama	Italy	Nigeria	Chile	Rom-ania	Col-ombia	USA	Ireland	South Korea	Peru	Aust-ralia	Poland	Bolivia	Spain	Austria	Switzer-land	Japan
Biscuits/Cookies	18%	62%	34%	30%	28%	21%	20%	20%	17%	17%	17%	15%	14%	14%	14%	14%	11%	11%	8%	4%	4%	2%
Ice Cream	18%	58%	28%	32%	28%	15%	21%	10%	13%	22%	17%	18%	14%	16%	11%	16%	14%	11%	15%	7%	7%	3%
Coffee	18%	58%	23%	27%	24%	19%	15%	8%	21%	17%	21%	12%	16%	18%	14%	14%	12%	10%	18%	9%	10%	6%
Crisps/Snacks	16%	59%	36%	26%	13%	18%	16%	18%	11%	10%	15%	13%	13%	17%	13%	17%	10%	9%	8%	5%	3%	3%
Cooking sauces	15%	53%	15%	26%	10%	23%	14%	23%	15%	17%	19%	15%	12%	13%	13%	14%	7%	9%	18%	4%	2%	2%
Breakfast cereals	15%	26%	16%	29%	12%	23%	14%	20%	18%	17%	18%	17%	14%	11%	14%	15%	9%	9%	7%	5%	8%	3%
Soft drinks/Sodas	14%	51%	19%	29%	19%	13%	13%	17%	12%	14%	11%	13%	8%	12%	11%	13%	13%	8%	13%	6%	4%	4%
Mixers (e.g. tonic water, soda water, etc.)	8%	6%	1%	24%	11%	5%	12%	7%	7%	13%	8%	11%	8%	14%	8%	9%	7%	5%	2%	5%	1%	2%

While those in China are the most likely to suggest they are buying more expensive breakfast cereals nowadays, those in Japan are the least likely to say the same

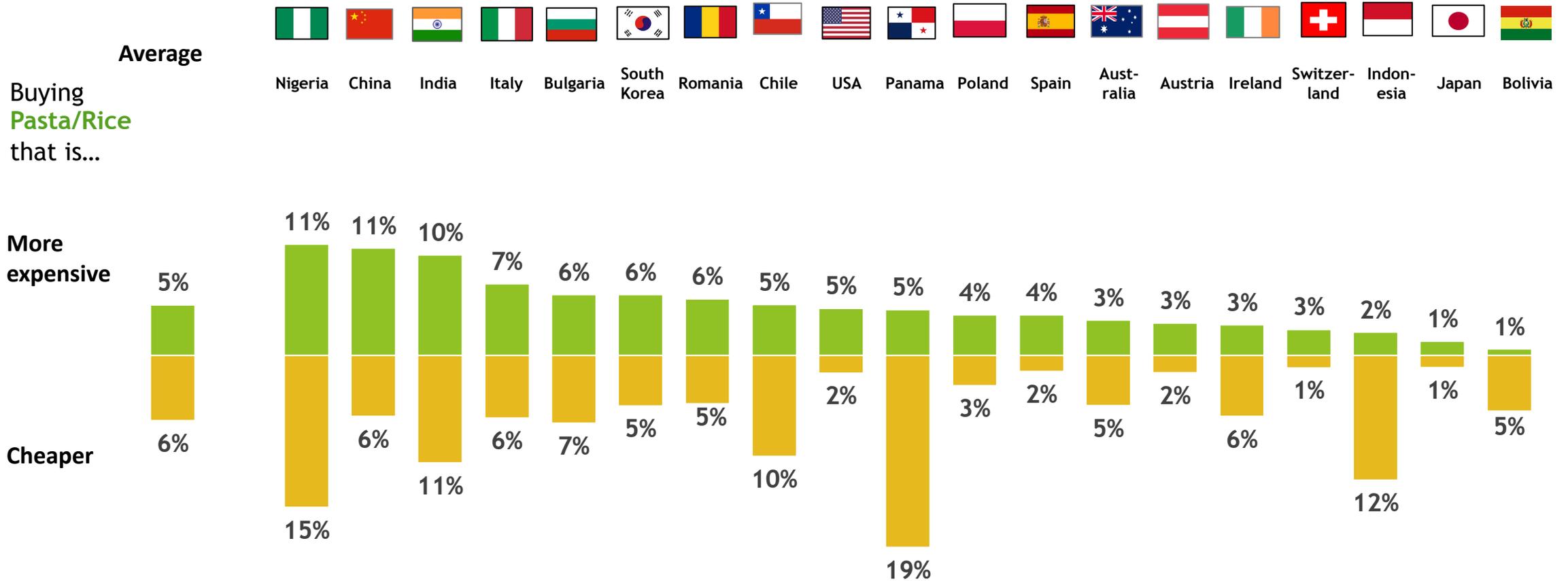


Q.5b For each of those you switched, could you please tell us whether you switched to a more expensive brand or to a cheaper brand? Breakfast cereals

Those in Panama, India, Colombia and Nigeria are the most inclined to have switched to a cheaper brand of cooking sauce since COVID-19 began

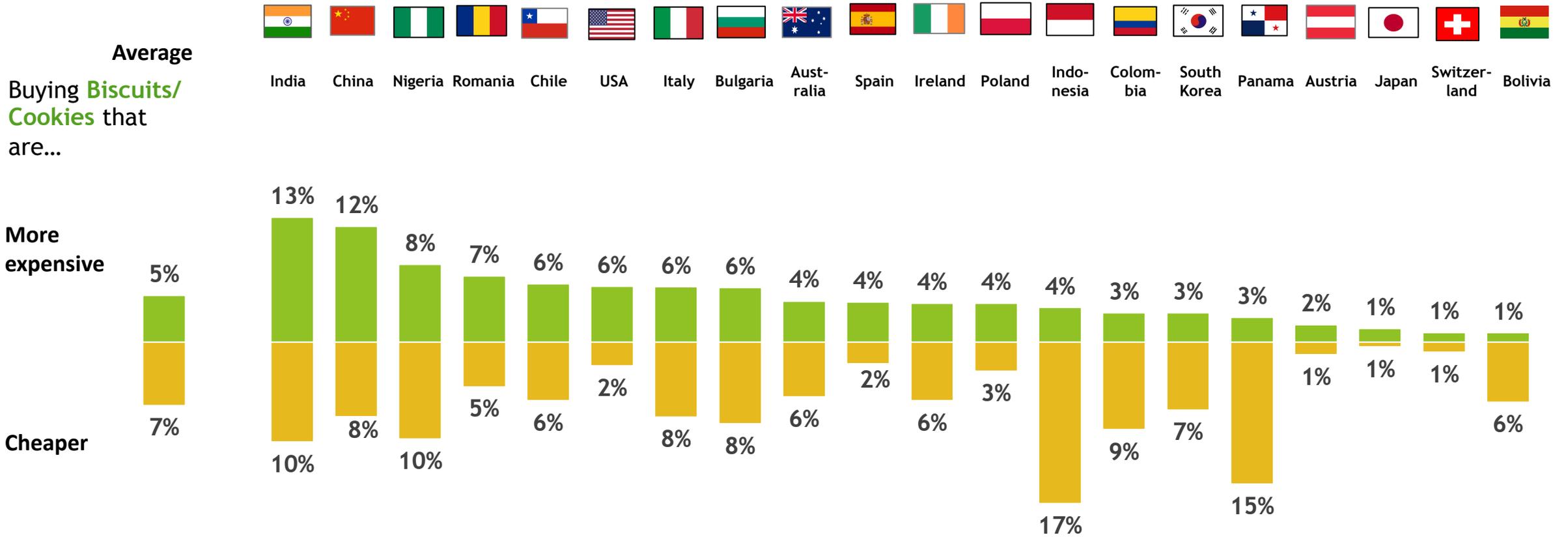


Almost a fifth in Panama have switched to a cheaper brand of pasta/rice, while 15% of those in Nigeria and 12% in Indonesia would say the same

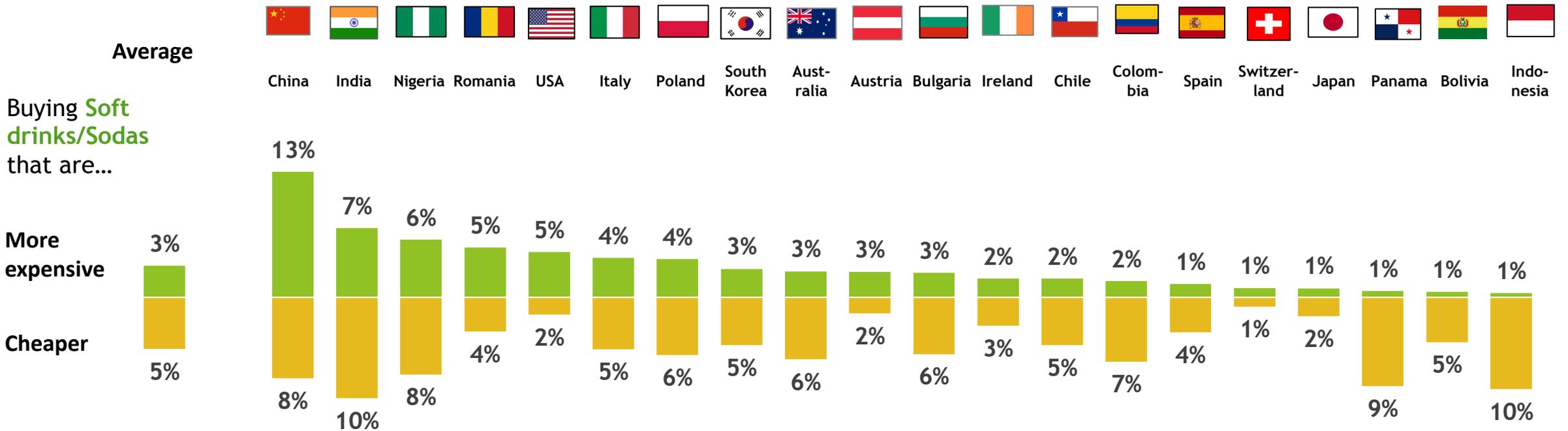


Q.5b For each of those you switched, could you please tell us whether you switched to a more expensive brand or to a cheaper brand? Pasta/Rice

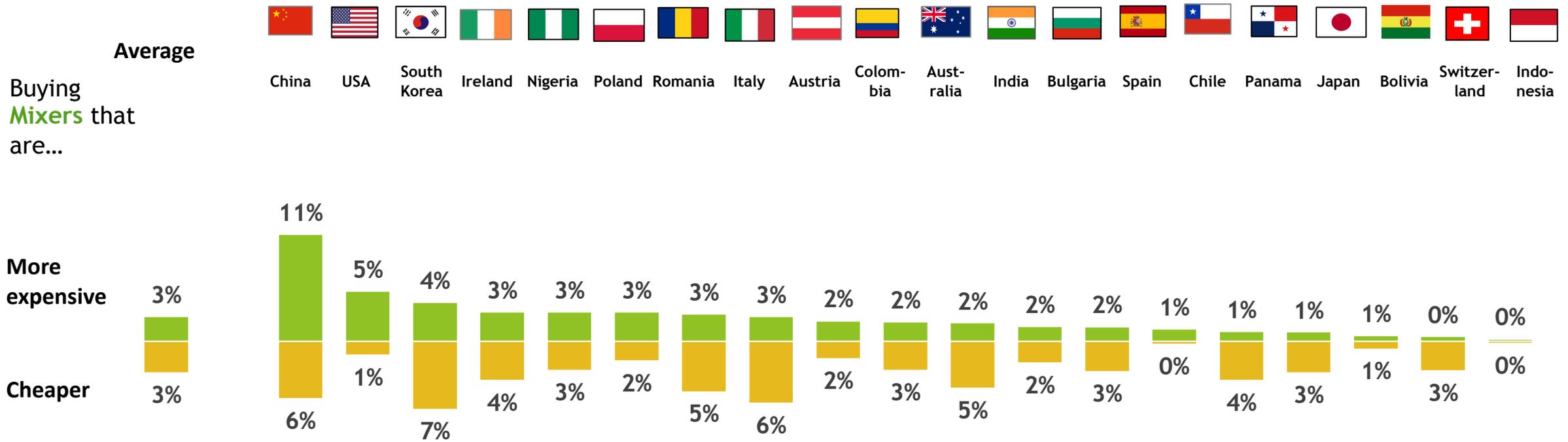
While those in India and China were the most inclined to have switched to a more expensive brand of biscuits/cookies, those in Indonesia and Panama were the most likely to have swapped to a cheaper brand



On average, few have started purchasing more expensive soft drinks/sodas since the pandemic began: higher in China than elsewhere



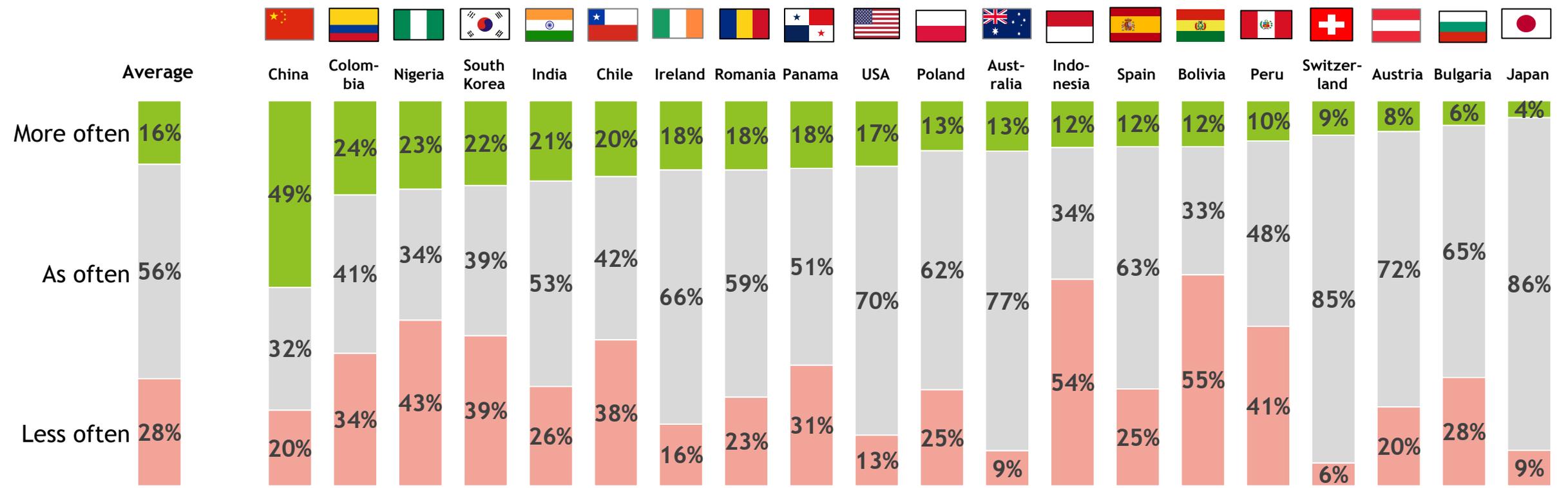
1 in 9 Chinese adults are buying more expensive mixers (e.g. tonic water, etc.) since the start of the pandemic, with little change in most other countries



Q.5b For each of those you switched, could you please tell us whether you switched to a more expensive brand or to a cheaper brand? Mixers (e.g. tonic, soda water, etc.)

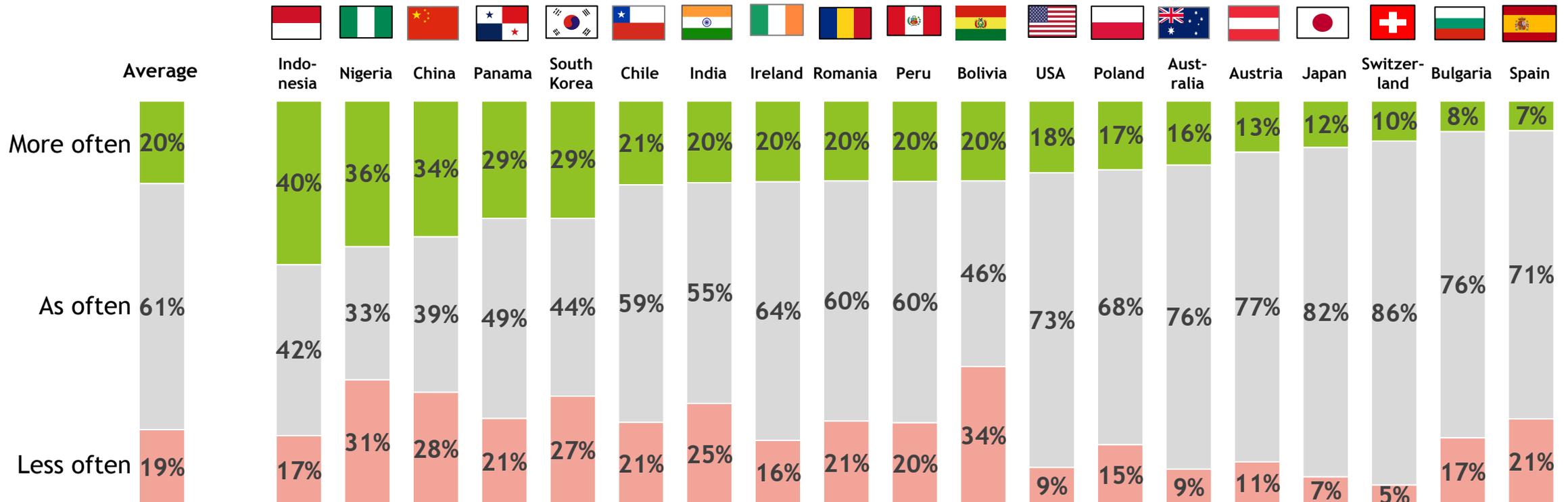
Almost half of those in China have started purchasing breakfast cereals more often since the start of the pandemic

Purchasing Breakfast Cereals...



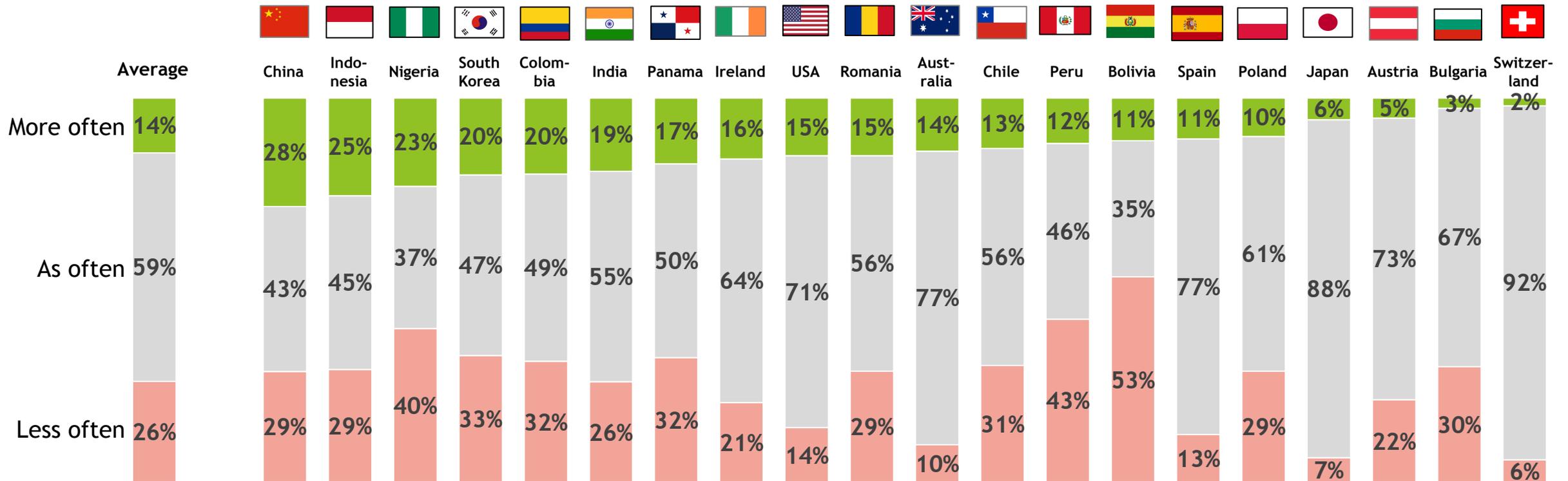
Those in Indonesia, Nigeria and in China are the most inclined to indicate that they are buying pasta/rice more often since the start of the pandemic

Purchasing Pasta/Rice...



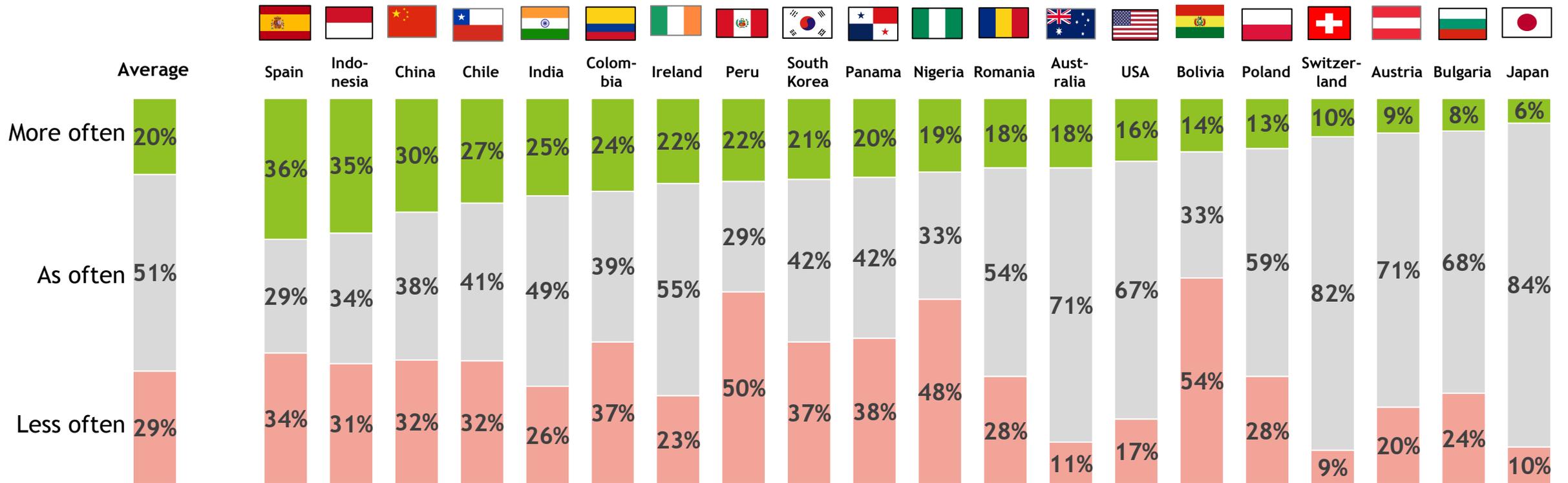
More than half (53%) in Bolivia and more than 2 in 5 (43%) in Peru indicate they are purchasing cooking sauces less often nowadays than they were pre-pandemic

Purchasing Cooking Sauces...



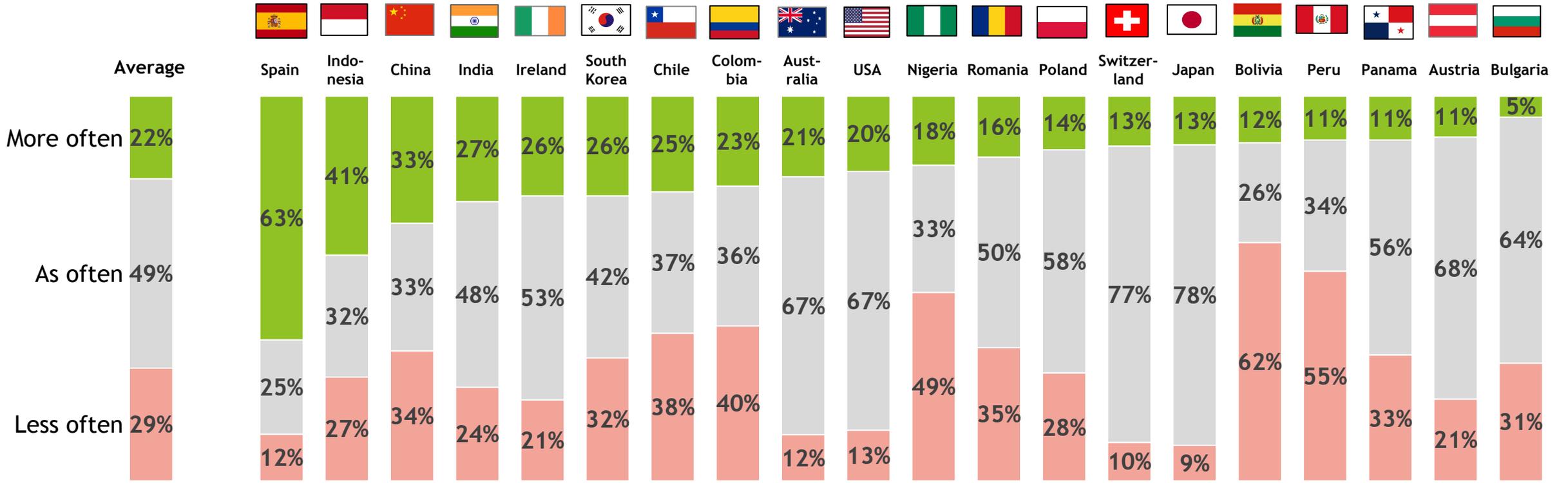
More than a third in Spain and in Indonesia are purchasing biscuits/cookies more often since COVID, while 54% of those in Bolivia and half of those in Peru are buying them less often

Purchasing Biscuits/Cookies...



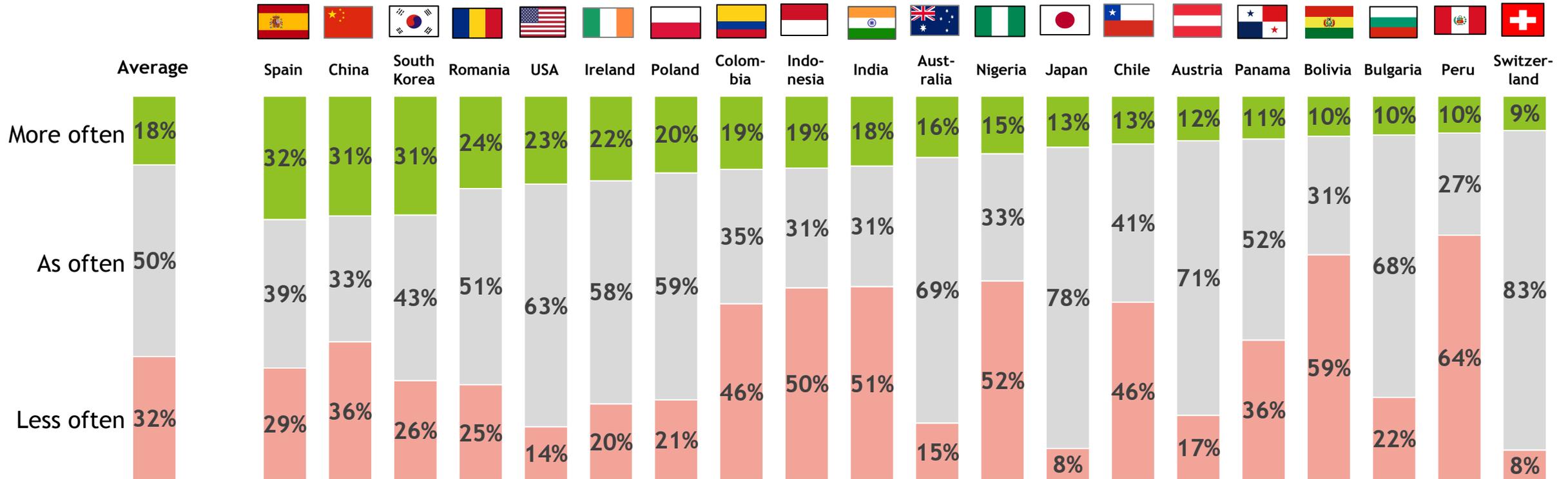
More than 3 in 5 in Spain indicate they are purchasing crisps/snacks more often nowadays than they were pre-pandemic, whereas 62% in Bolivia are purchasing them less often

Purchasing Crisps/Snacks...



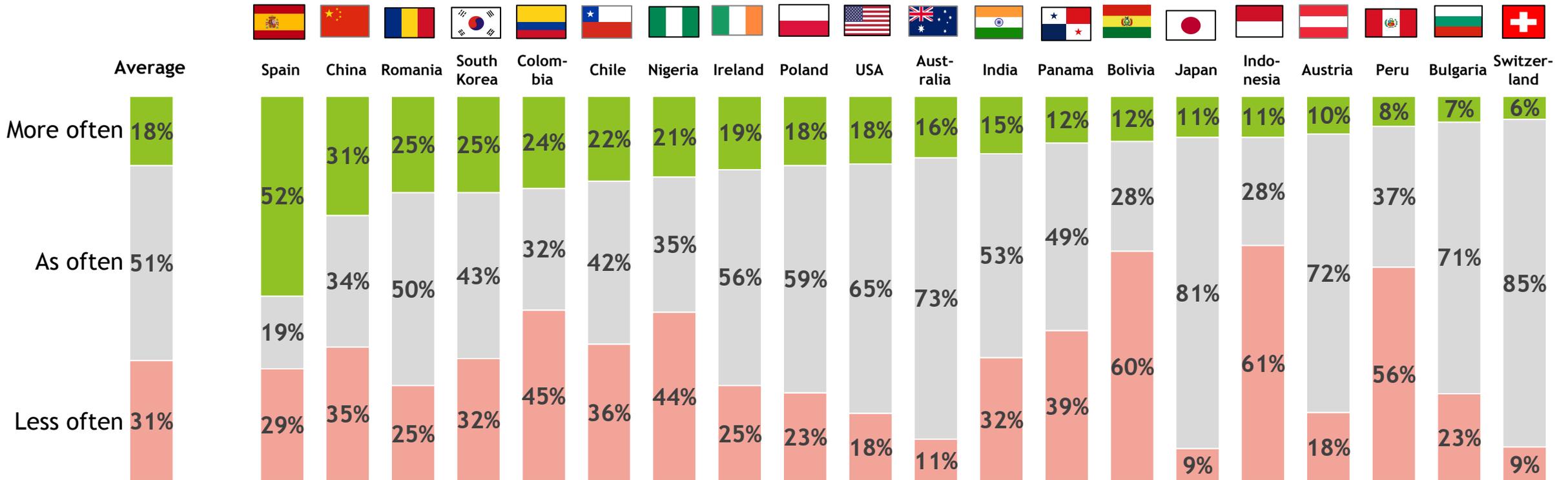
Those in Spain, China and in South Korea are the most likely to indicate they are purchasing ice cream more often nowadays than pre-pandemic

Purchasing Ice Cream....



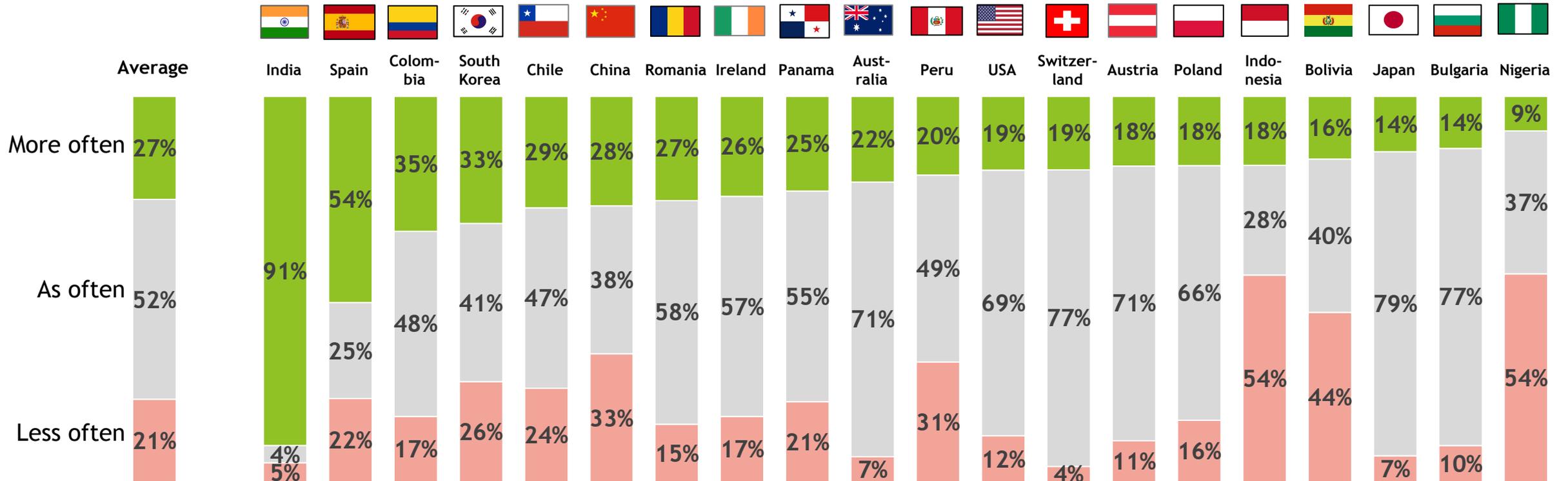
More than half of those in Spain have been purchasing sodas/soft drinks more often since the start of the pandemic, while approximately 3 in 5 in Bolivia, Indonesia and in Peru have been purchasing them less often

Purchasing Soft drinks/Sodas...



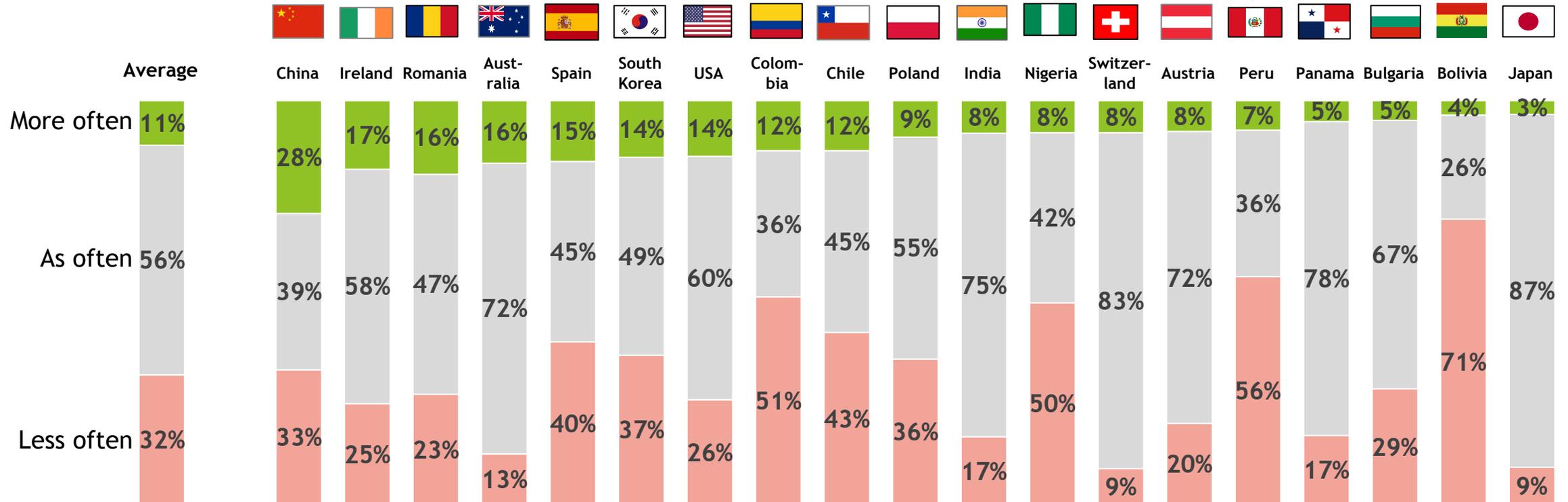
9 in 10 in India and more than half in China are purchasing coffee more often nowadays, whereas more than half in Indonesia and in Nigeria are purchasing it less often

Purchasing Coffee....



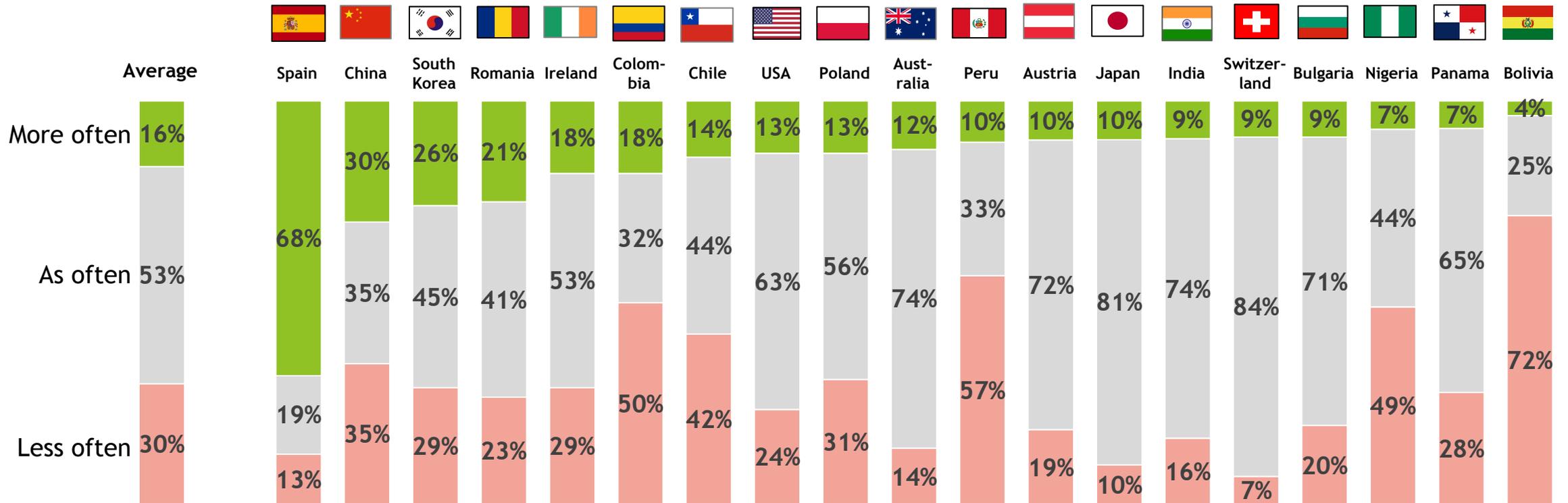
More than a quarter in China are purchasing wine more often than they were before COVID, while more than 7 in 10 in Bolivia are buying it less often

Purchasing Wine....



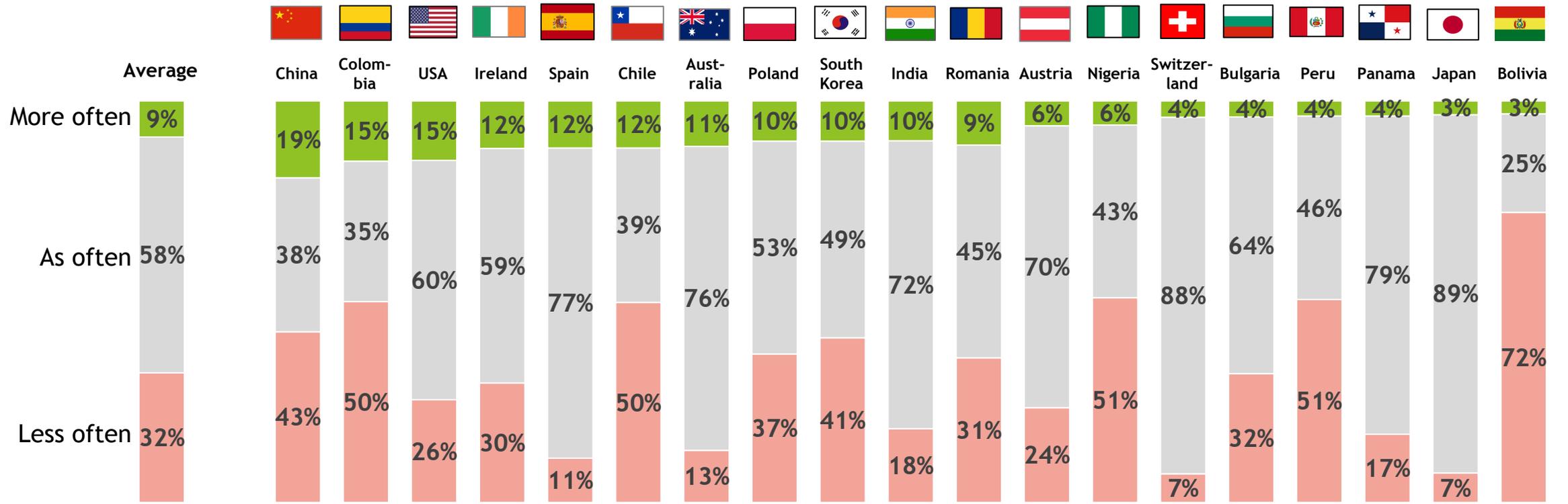
Two thirds in Spain are purchasing beer/cider more often nowadays than they were before the pandemic, whereas 7 in 10 Bolivia and 3 in 5 in Peru are buying it less often

Purchasing Beer/Cider...



More than 7 in 10 in Bolivia are purchasing spirits less often, while half of those in Peru, Nigeria, Chile in Colombia would say the same

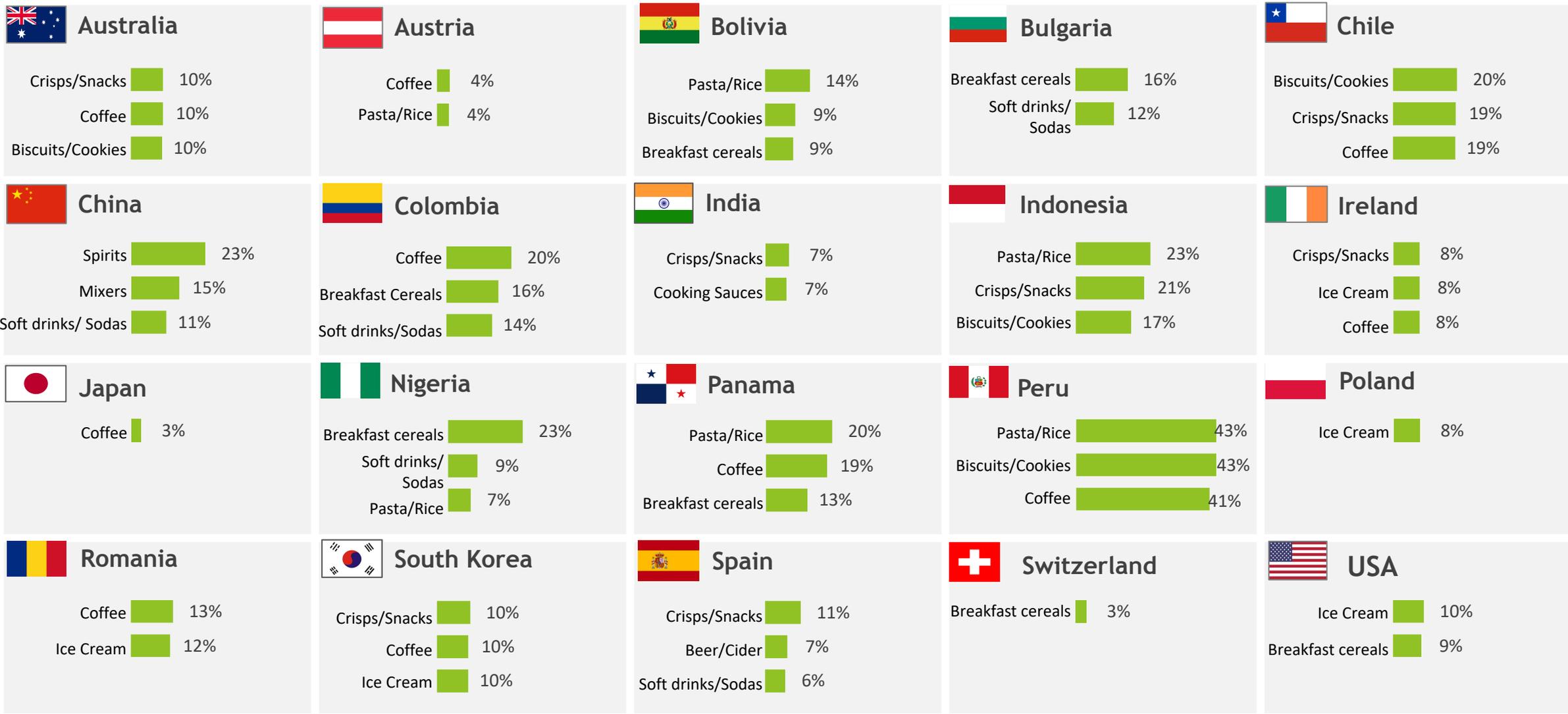
Purchasing Spirits (i.e. whiskey, vodka, gin, etc.)...



Q.5c And since the start of the pandemic, have you started purchasing these products more often, less often or the same amount? Spirits (i.e. whiskey, vodka, gin, etc.)

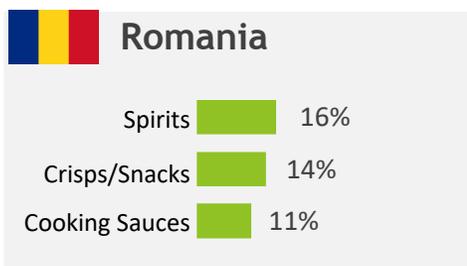
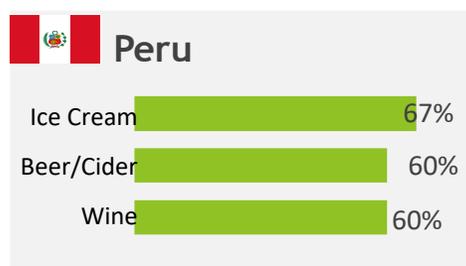
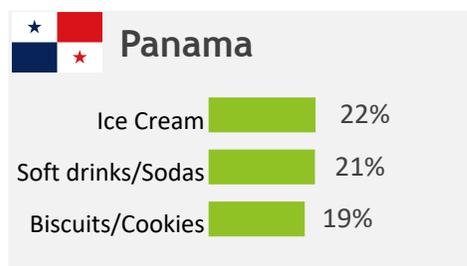
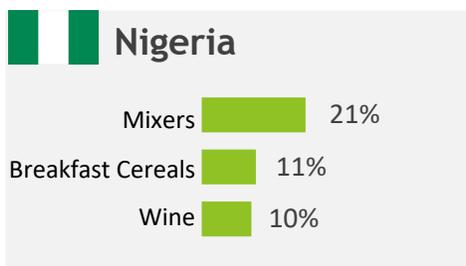
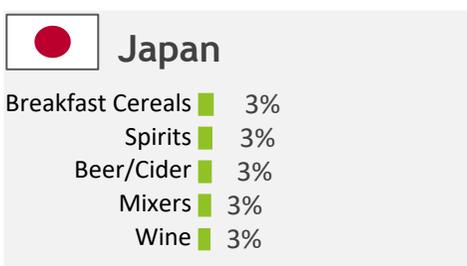
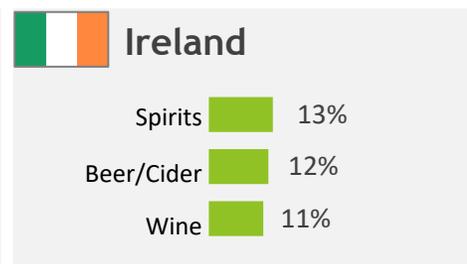
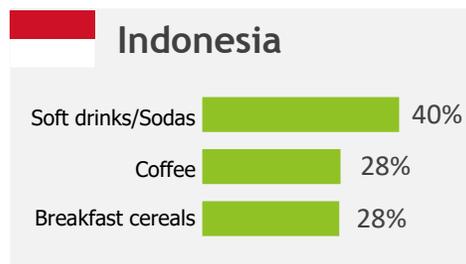
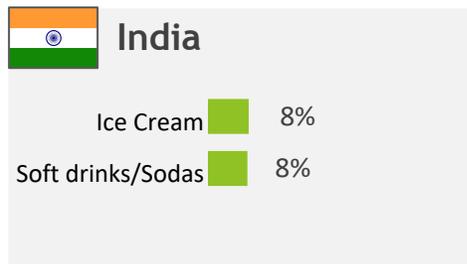
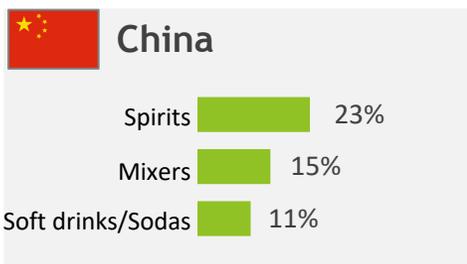
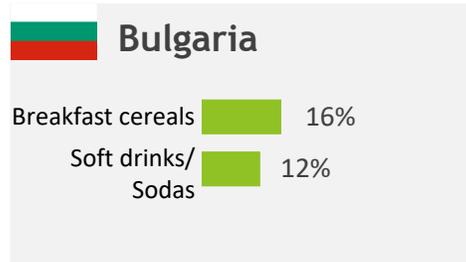
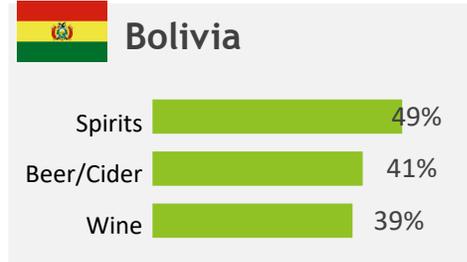
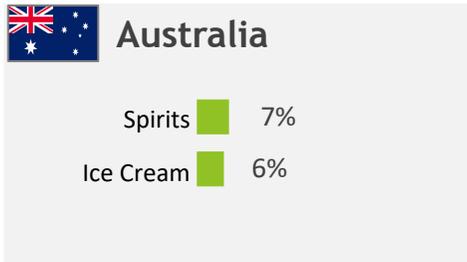
Biscuits/Cookies, Coffee and Breakfast Cereals feature among the most likely products people started purchasing since the start of the pandemic in many countries

% adults started purchasing each since COVID



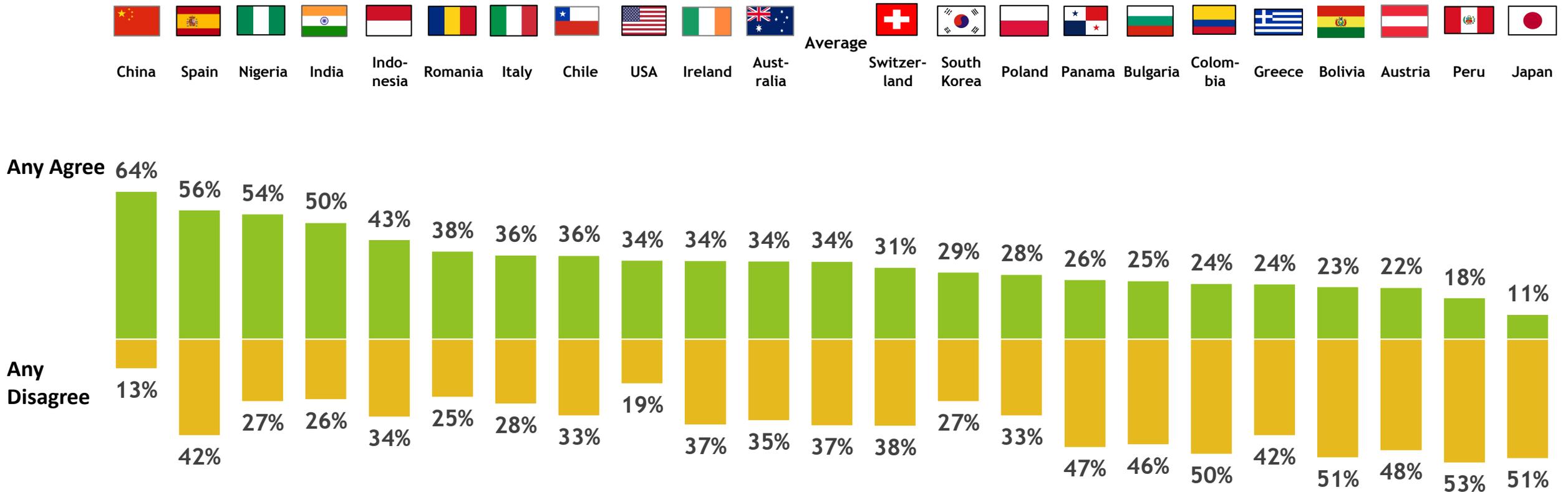
Alcoholic beverages are some of the most commonly mentioned products in terms of those adults have stopped purchasing since the pandemic, particularly in South American countries

% adults stopped purchasing each since COVID



Opinion polarised in most countries in terms of the proportion spending extra money on more expensive groceries nowadays for a treat and those who are not

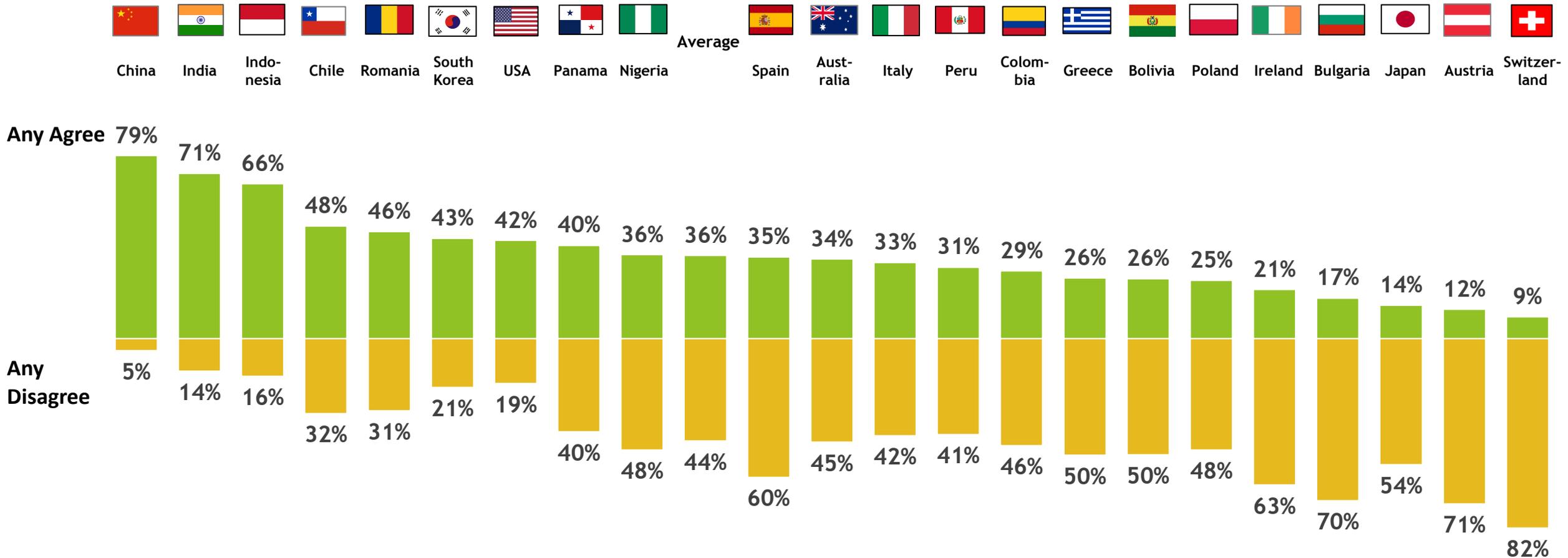
I find myself spending extra money on more expensive brands or products when grocery shopping nowadays because I feel I deserve it



Q.6 We'd now like you to think about reasons for buying. For each of the statements below, please tell us how strongly or otherwise you agree or disagree with each of them. - I find myself spending extra money on more expensive brands or products when grocery shopping nowadays because I feel I deserve it

Those in China, India and Indonesia are the most inclined to indicate that they started doing some grocery shopping online since COVID, whereas those in Bulgaria, Austria and Switzerland are the most likely to disagree with this statement

I have started doing some of my grocery shopping online since the pandemic began



Q.6 We'd now like you to think about reasons for buying. For each of the statements below, please tell us how strongly or otherwise you agree or disagree with each of them. - I have started doing some of my grocery shopping online since the pandemic began

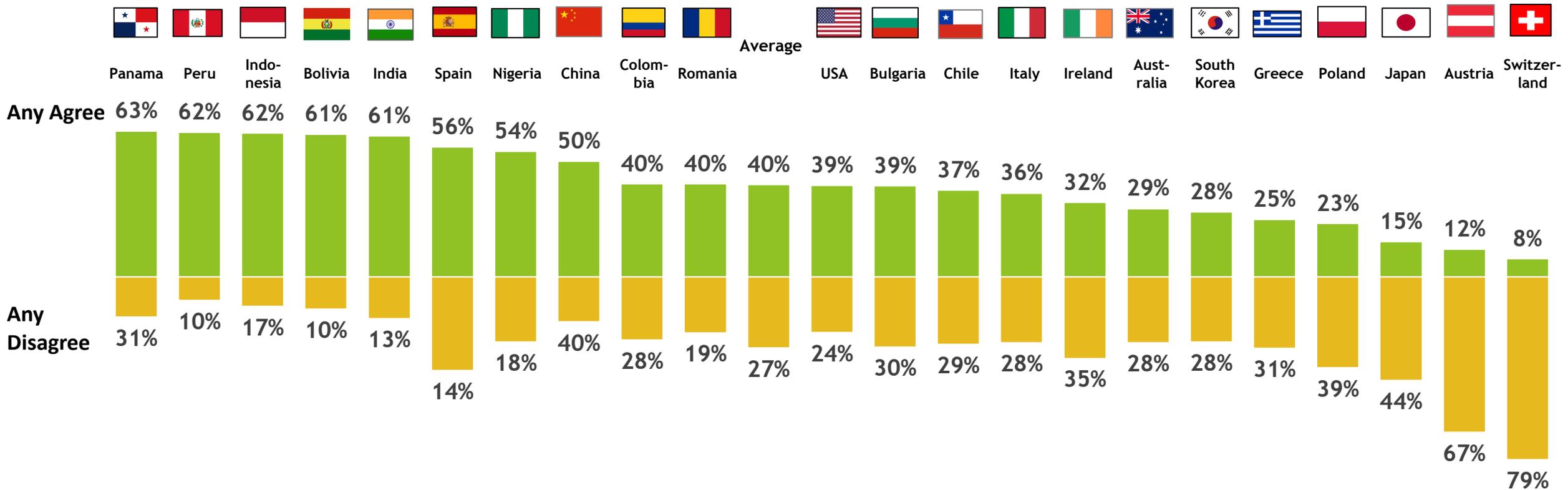


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3. Impact of Sustainability

Those in Panama, Peru, Indonesia, Bolivia and India are the most likely to agree that they prefer to buy food that is wrapped in plastic due to the risk of COVID-19, while those in Austria and Switzerland are the most inclined to disagree with this

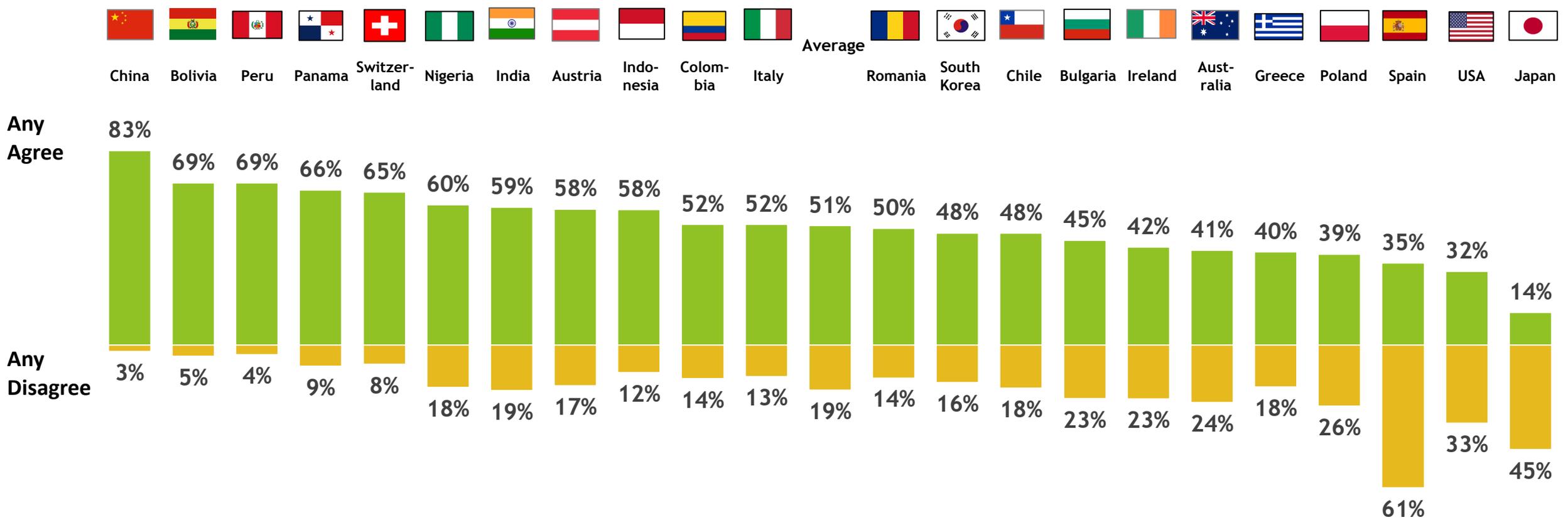
I prefer to buy food that is wrapped in plastic nowadays because of the risk of COVID-19



Q.6 We'd now like you to think about reasons for buying. For each of the statements below, please tell us how strongly or otherwise you agree or disagree with each of them. - I prefer to buy food that is wrapped in plastic nowadays because of the risk of COVID-19

Those in China are the most inclined to agree that they often choose products based on whether they are sustainable/environmentally friendly or not, whereas those in Spain and Japan are the most inclined to disagree. Opinion most divided in the US.

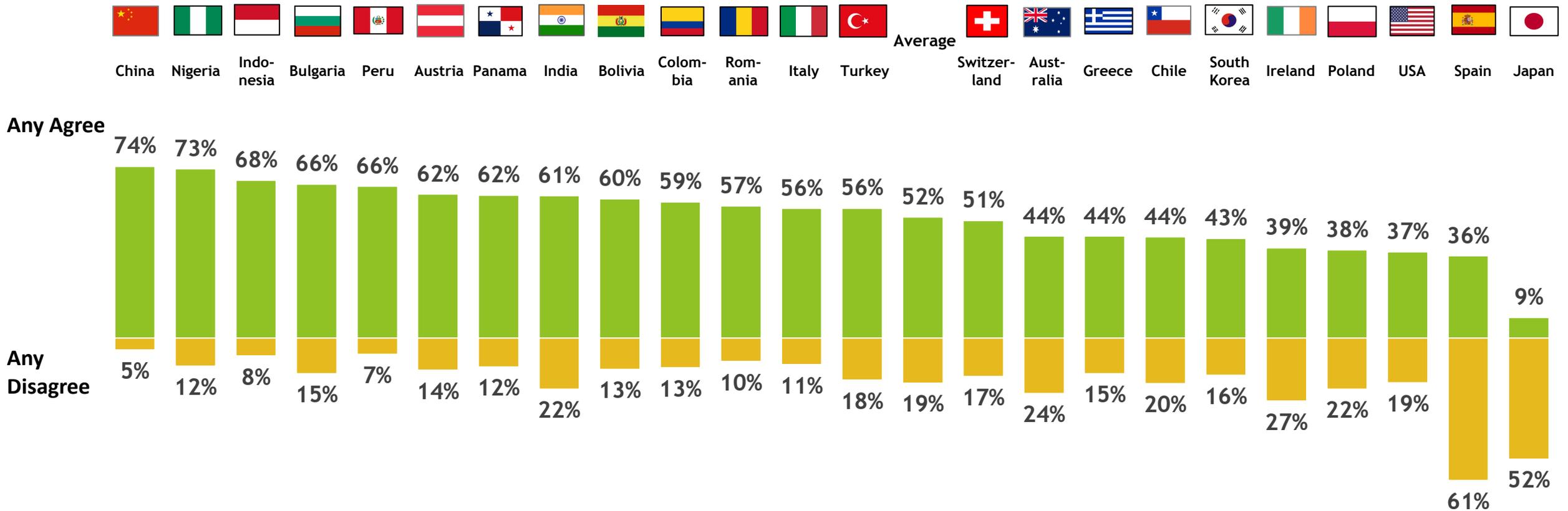
I often choose products based on whether they are sustainable/ environmentally friendly or not



Q.6 We'd now like you to think about reasons for buying. For each of the statements below, please tell us how strongly or otherwise you agree or disagree with each of them. - I often choose products based on whether they are sustainable/ environmentally friendly or not

While the majority in many countries would agree that they give a lot of consideration to sustainability with grocery shopping, those in Spain and Japan are the most inclined to disagree

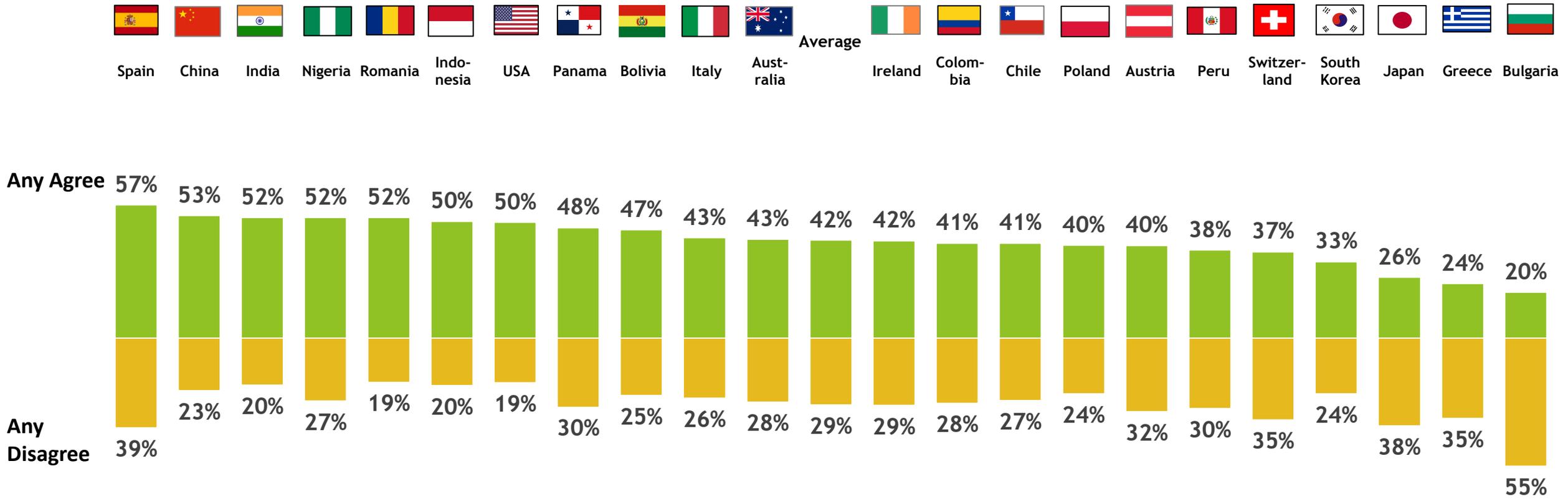
I give a lot of consideration to sustainability when shopping for groceries



Q.6 We'd now like you to think about reasons for buying. For each of the statements below, please tell us how strongly or otherwise you agree or disagree with each of them. - I give a lot of consideration to sustainability when shopping for groceries

Almost 3 in 5 (57%) in Spain would agree that they tend not to check whether packaging is recyclable or not before buying a product, while 55% in Bulgaria would disagree

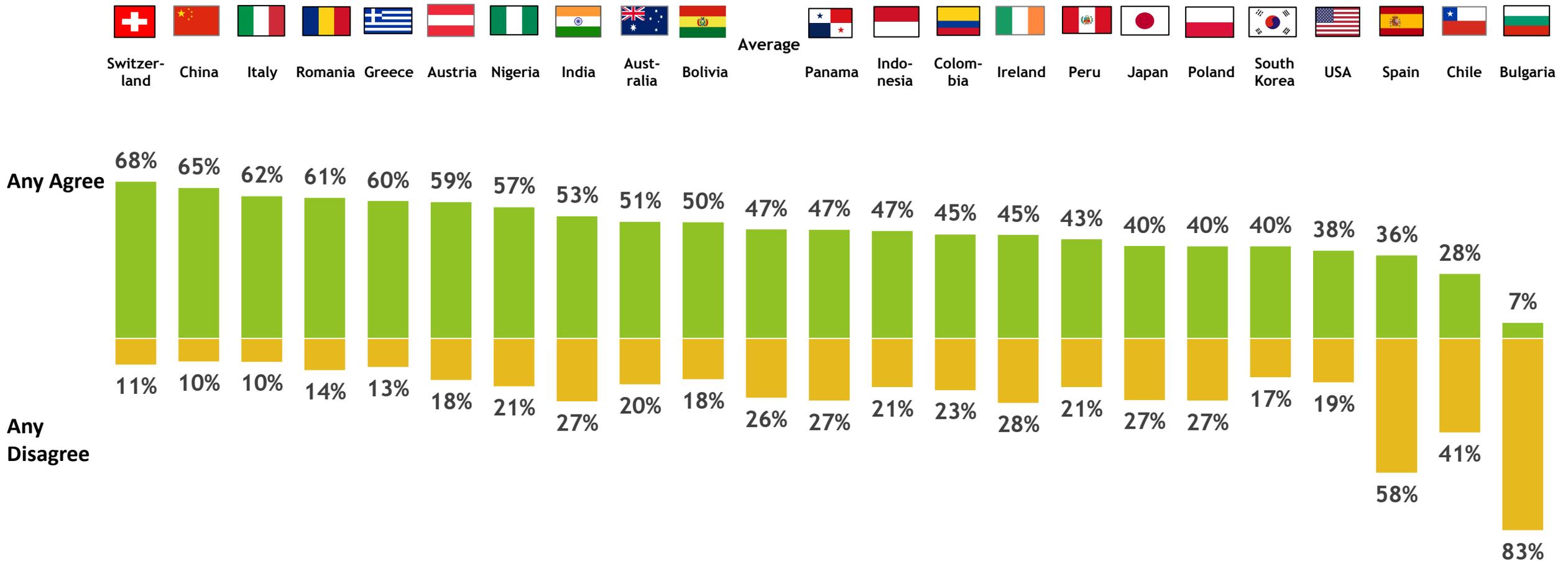
I tend not to check whether a product's packaging is recyclable or not before buying when doing my grocery shopping



Q.6 We'd now like you to think about reasons for buying. For each of the statements below, please tell us how strongly or otherwise you agree or disagree with each of them. - I tend not to check whether a product's packaging is recyclable or not before buying when doing my grocery shopping

More than two thirds in Switzerland and 3 in 5 in China, Italy, Romania and Greece agree that they make sure to check whether a product has been made in their country before buying when grocery shopping. Those in Spain and Bulgaria are the least concerned about this

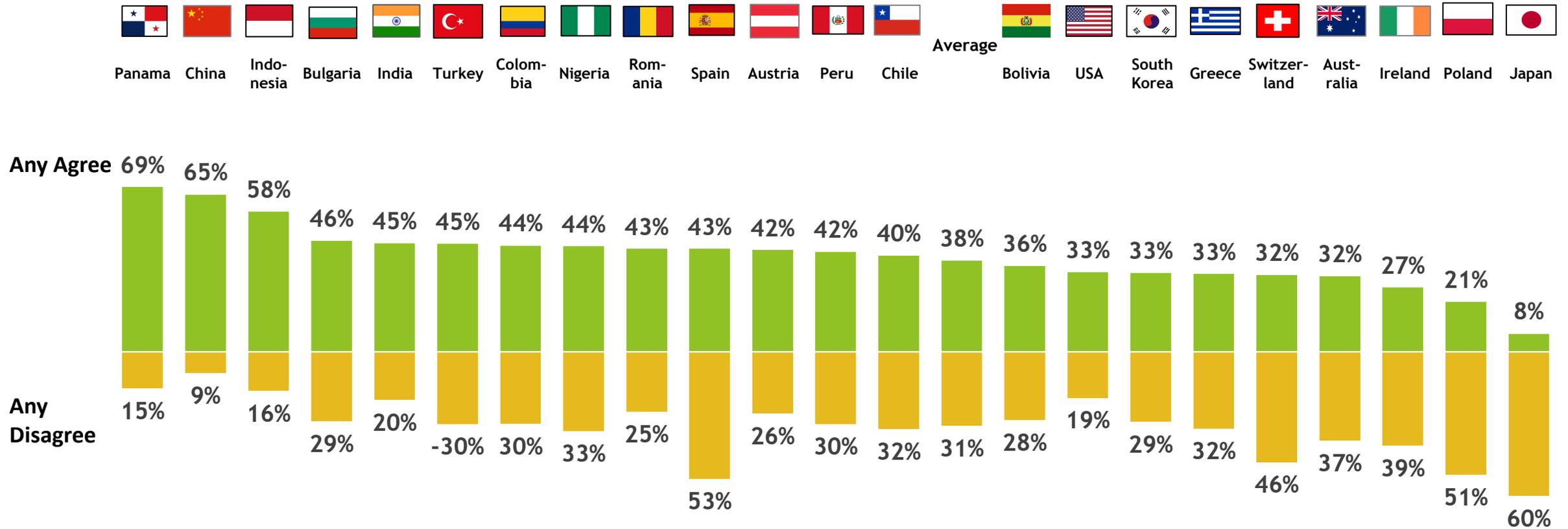
I make sure to check whether or not a product has been manufactured in this country before buying when doing my grocery shopping



Q.6 We'd now like you to think about reasons for buying. For each of the statements below, please tell us how strongly or otherwise you agree or disagree with each of them. - I make sure to check whether or not a product has been manufactured in this country before buying when doing my grocery shopping

While those in Panama, China and Indonesia are the most inclined to agree that they always use a “keep cup”, those in Ireland, Poland and Japan are the least inclined to do so. Opinion most polarised in Spain

I always use a “keep cup” when getting coffee rather than use a take-away cup with a plastic lid



Q.6 We'd now like you to think about reasons for buying. For each of the statements below, please tell us how strongly or otherwise you agree or disagree with each of them. - I always use a “keep cup” when getting coffee rather than use a take-away cup with a plastic lid



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4. Key Themes

- ▶ **More of a focus on food than alcohol during the pandemic it would seem:**
 - On average, spending more on ordering food for home delivery than on alcohol for the home
 - Far more would suggest they are cooking from scratch or trying new meal recipes more often nowadays than they were before the pandemic, than would indicate they are drinking alcohol more often.
 - More use of snack foods and breakfast items (including coffee) as many stay at home.
 - Some cut out alcohol more (possibly due to pandemic restrictions).

- ▶ **Seems to be more of a preference for celebrating/spending quality time with family at home nowadays:**
 - On average, more would rather cook a special meal at home than go to a restaurant to celebrate something special.
 - Higher proportion (62% on average) would prefer to celebrate a birthday at home than would go to a restaurant or bar to do so (38%).
 - 55%, on average, would prefer to have a meal at home to spend quality time with family in comparison with 45% indicating they would prefer to go on a day trip together.

- ▶ **More confidence in outdoor than indoor dining nowadays:**
 - On average, 57% confident in the safety of outdoor dining in comparison with 46% confident in safety of indoor dining.
 - That said, confidence in either option is much lower in Poland, Japan and Bolivia.

- ▶ **COVID-19 concerns potentially interfering with concerns relating to environment/sustainability for some:**
 - On average, 51% agree that they often choose products based on whether they are sustainable or not.
 - However, 40% agree, on average, that they prefer to buy food that is wrapped in plastic nowadays due to the risk of COVID-19.



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Global Eating, Drinking & Sustainability Survey

IRIS Multi-Country Study

September 2021