

WINTER COMFORT FOOD SHOPPER INSIGHTS

Snooper

Why comfort food matter?



Traditional wisdom has it that in winter, human beings crave hearty 'comfort food'. Things on the heavy and dense side. Foods that tend to be energy and calorie rich. More fats, sugars and refined carbs. Lower mood in winter due to less exposure to sunlight can lead to emotional eating, and carbs can substitute for some of the resulting lost serotonin.

Hot drinks like hot chocolate and comfort foods release dopamine, serotonin and glucose to the brain, making us feel happier.

Overview of the report



200+ respondents

Data collected on

- Shopper demographics and details of their household
- Food preferences and winter food insights
- Feedback for brands and retailers
- Photos of winter foods in consumers' cabinets

Meaning of winter comfort Food



72% Warm



28% Bulky



23% Bringing family together

"Something nice and warm and comfy to eat like a hot bowl of soup."

"Winter comfort food to me is larger hot meals that are heartier such as soup, pasta and curry."

"Something hearty and filling. Having Sunday roast with the family is comfort food to me as it gets the family together."

"Warm, hearty food were I can snuggle up on the couch with my family if it's a light meal or sit around the table with everyone to enjoy if it's a big meal!"

"Always warm foods, often hearty food with lots of sauces and veggies. Usually food that is eaten with company."

Food considered as comforting in winter



81% Fresh soup



74% Roast



61% Curries



54% Oats



54% Fresh pasta



36% Canned Soup



30% Self-made Cake



27% Pancakes

"Pumpkin soup and a roast lamb/chicken with gravy."

"Slow roasted lamb with potatoes if we're being fancy or a good old Shepard's pie - always with family."

"Soups, stews, roasted meat, lots of vegetables to balance out the load of carbs."

"Stews, casseroles, curries and pasta dishes."

"Soup, pasta, Curry. Lots of carbs!"

Although oats was selected by 54% of shoppers, breakfast isn't the top of mind occasion with dinner being associated to comfort food by 89% shoppers.

Occasions most associated with winter comfort food

89% Dinner

5% Lunch

3% Snack

2% Breakfast

How can snacks and confectionery players associate to winter comfort food? This year Mondelez promoted 'Winter Warmers' highlighting smores as the ultimate winter treat.



Top 5 brands Associated with winter comfort food

In line with soup being the favorite food type, soup brands Campbell's, Heinz and Continental were in the top 5 favorite winter food brands

13%



9%



7%



6%



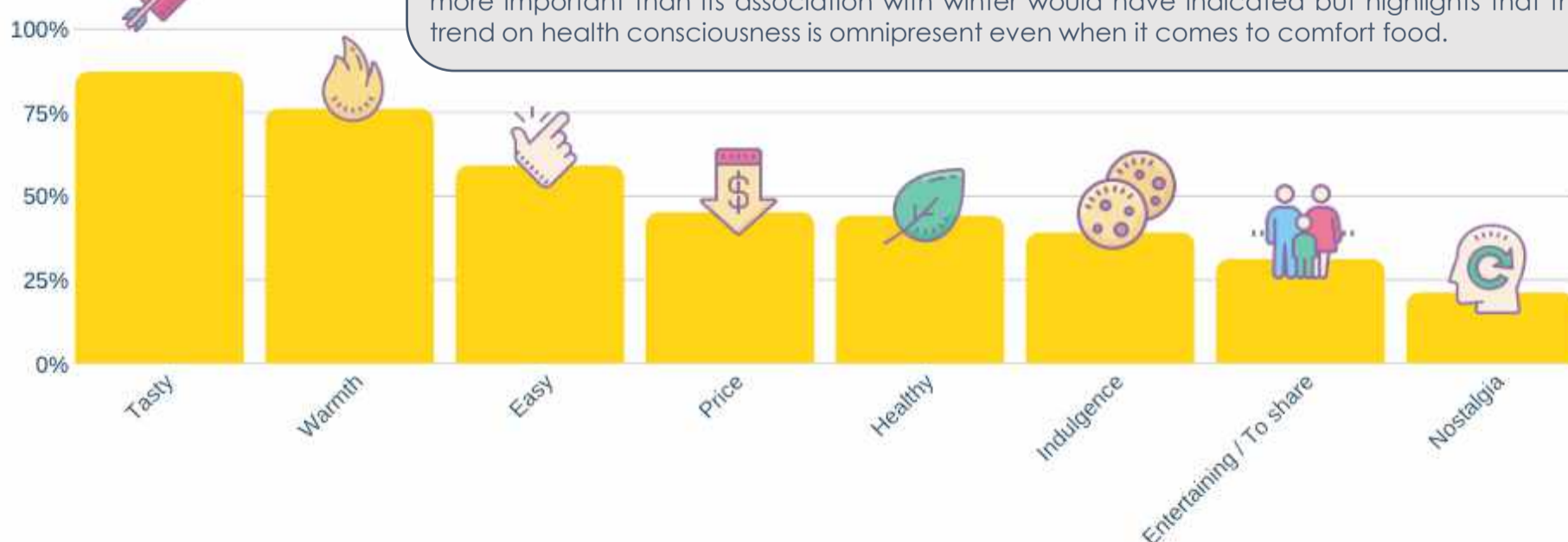
6%



What matters when buying winter food



Warmth may be most associated with winter comfort food, but in a shopping context what matters most in buying winter food for 87% of our snoopers was taste, followed by warmth and easy to cook. Price was only fourth, disproving the theory that Australian shoppers buy primarily on price first, although price was more important to 26-35-year-old (typically young family life stage, when budgets are tighter). Health - especially for women in our panel - is more important than its association with winter would have indicated but highlights that the trend on health consciousness is omnipresent even when it comes to comfort food.



What would make customers more likely to buy winter comfort food?



Promotion for individual products



Recipe ideas



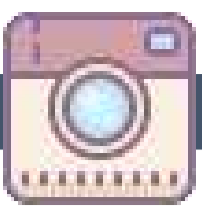
Displays in visible location

Similar to other times of year, winter foods shoppers said that they look for discounts. However recipe ideas and attractive display ideas made shoppers more likely to buy winter comfort food. They therefore expect retailers to make winter foods more visible, and items ranged together along with a recipe to make dinner shopping easier.

"Introducing winter meals from other countries and cultures. Stock all the ingredients in one place. Make available a card with the cooking method but also include the story of the meal. Maybe put on a competition for the person who tries the recipe. Make a special price for the entire recipe with all ingredients."

"I'd love to see winter packaging and a clear winter theme... you rarely see a difference and you won't really get that it's winter."

"Improve product placement and visibility by having a special stand for the products. On the stand/area they would benefit from having winter comfort food recipe cards which include the associated products on promotional stand/area."



Take a peek at your shoppers' cabinet

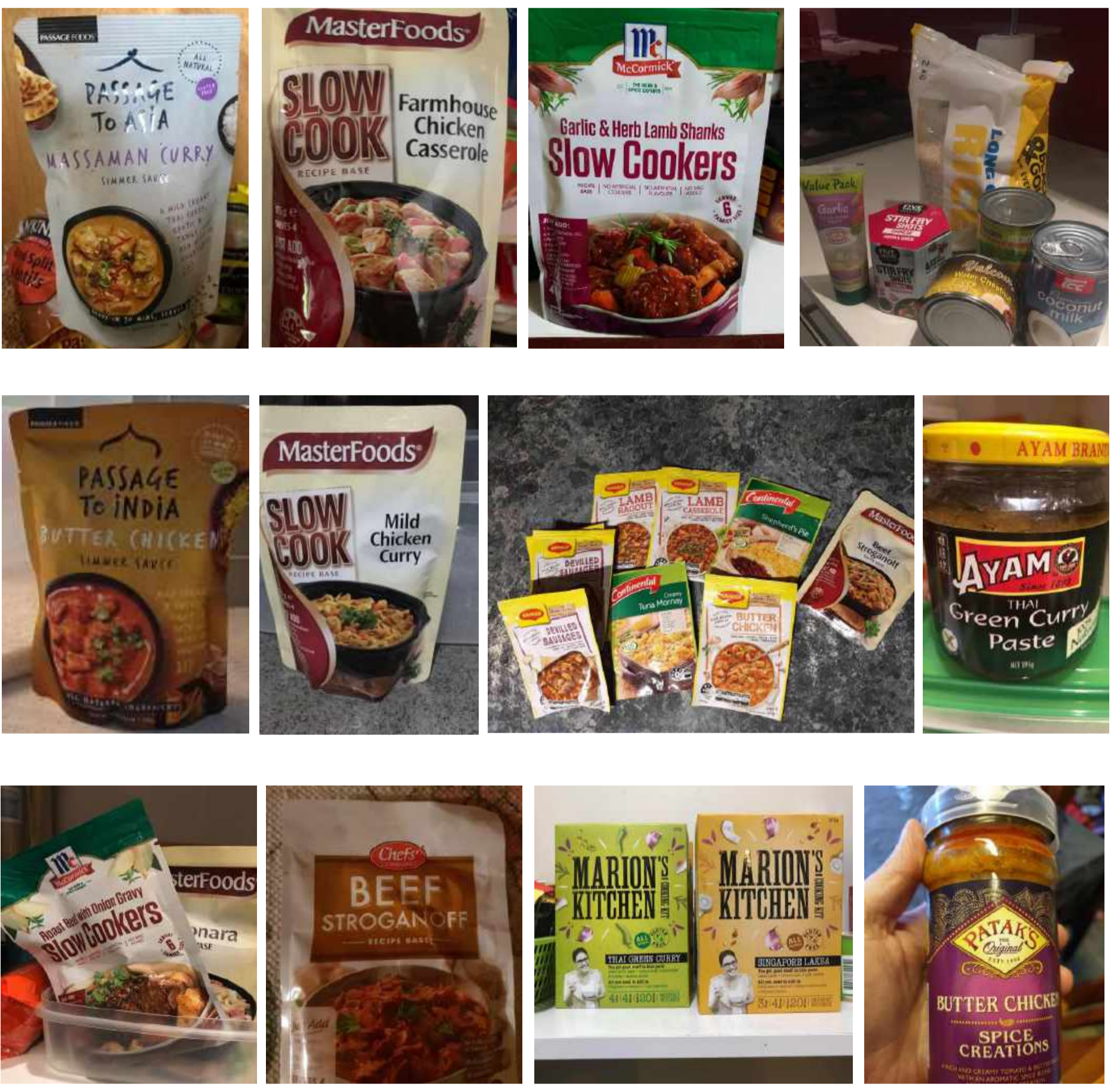
We asked our shoppers to photograph what they had in their pantry to showcase what they associated the most with winter comfort food



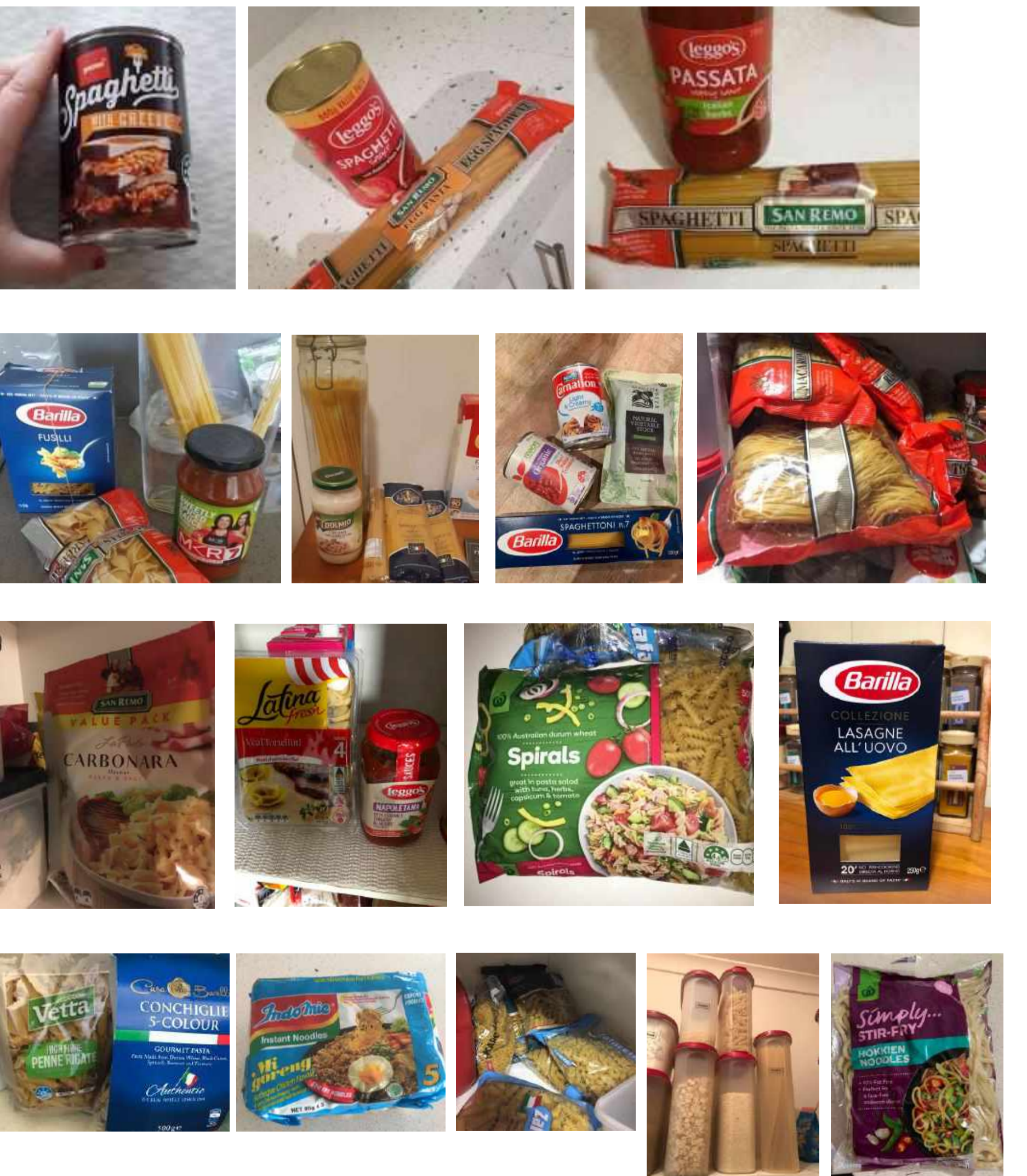
Soups



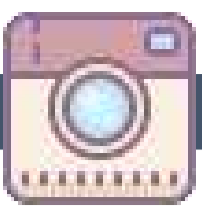
Roast, Curries, Recipe base



Pasta and noodles



There are more photos on the next page
Take a peek at other categories in your shoppers' cabinet



Take a peek at your shoppers' cabinet

We asked our shoppers to photograph what they had in their pantry to showcase what they associated the most with winter comfort food



Oats and cereals



Baking & bakery



Hot Beverages



Others

Lentils & Beans



Convenient & ready to eat

Meat pies



Frozen vegetables



Want to know more?
Book a deep dive session with our team on these Winter Comfort Food Insights
Contact laurie@snooper-app.com or jules@snooper-app.com