The Changing Food Habits & Attitudes of Egyptian Consumers During the Pandemic

December 2020
CHANGES IN EATING HABITS
Almost 6 in 10 Egyptians have become more health conscious during the pandemic and a little less than half are eating more balanced meals.

Please select the statement that applies to you the most
Which of each of the below statements would you say describes your eating habits better in the coronavirus outbreak?

- 58% have become more conscious about healthy eating
- 46% are eating more balanced meals
More affluent segments are more mindful about what they are eating, while males and younger millennials are having more balanced meals.

- **58%** have become more conscious about healthy eating.
- **46%** are eating more balanced meals.

### Graphs

- **Female** vs. **Male**
- **18-24** vs. **25-34** vs. **35-44** vs. **45+**
- **AB** vs. **C** vs. **DE**

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<tr>
<th>Group</th>
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Spending more time at home, 3 in 4 are eating more home-cooked meals this year, and the majority intend to keep these practices post pandemic.

75% Are eating more home-cooked meals

70% Will continue to rely on home-cooked meals

In comparison to the COVID-19 outbreak, are you doing each of the following more or less often? : Eating meals prepared at home
Once the COVID-19 crisis is over by 2 to 3 months, how much do you agree or disagree with each of the following statements? : I will continue to rely on home cooked meals.
Females, older generations and affluent segments are most likely to eat home-cooked meals, but the latter are less likely to maintain their habits, as are younger generations.

- **75%**
  - Are eating more home-cooked meals

- **70%**
  - Will continue to rely on home-cooked meals

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Consumers have increased their consumption of fresh foods and beverages, this coming at the expense of packaged and frozen items.

**Largest gaining categories**
- Fresh fruits & vegetables: +56%
- Hot tea: +46%
- Fresh juices: +43%
- Eggs: +42%
- Cheese: +40%

**Largest losing categories**
- Frozen meals: -33%
- Soft Drinks: -30%
- Prepackaged pastries: -26%
- Candy: -26%
- Energy Drinks: -18%

Of each of the following foods types, are you consuming them more or less?
CHANGES IN SHOPPING HABITS
Neighborhood stores and call orders saw the largest spike as shopping channels during the pandemic, but one-third also used online channels more frequently.

% are shopping more from:

- Neighborhood stores: 40%
- Ordering by calling: 40%
- Supermarkets/hypermarkets: 39%
- Online grocery store apps: 36%
- Hypermarket online store apps: 35%
- Grocery store aggregators: 32%
- WhatsApp/messaging: 29%
Older generations were less likely to adopt online channels for grocery shopping, channels that proved especially populate amongst female shoppers.

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Over half started buying a wider variety of food items during their shopping trips, and over 4 in 10 have also been exploring new brands during the pandemic.

- 54% Are buying a larger variety of foods per trip
- 43% Are buying different brands than they’re used to

Which of the following statements best apply when it comes to your shopping habits for food and beverages in light of the crisis?
Females and more affluent segments were more likely to broaden their grocery basket this year, while younger generations were most likely to try new brands.

- **54%**
  - Are buying a larger variety of foods per trip

- **43%**
  - Are buying different brands than they’re used to
**Methodology**

**Sample Size**
1000 interviews from the general public.

**Sample Criteria**
The survey covered individuals across Egypt aged 18 years old and above, males and females.

**Methodology**
The survey was conducted via 20 minute self-administered online interviews

**Geographical Coverage**
Conducted in Egypt with nationwide coverage
Thank You!

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