

FOOD TRENDS 2020

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

December 2020

GAME CHANGERS



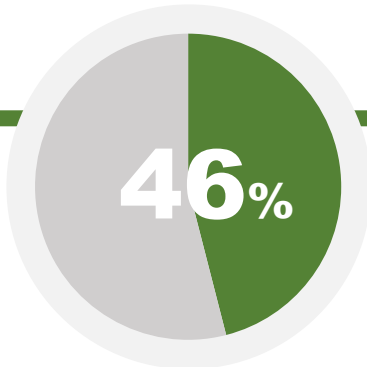
CHANGES IN EATING HABITS

1

Almost 6 in 10 Egyptians have become more health conscious during the pandemic and a little less than half are eating more balanced meals



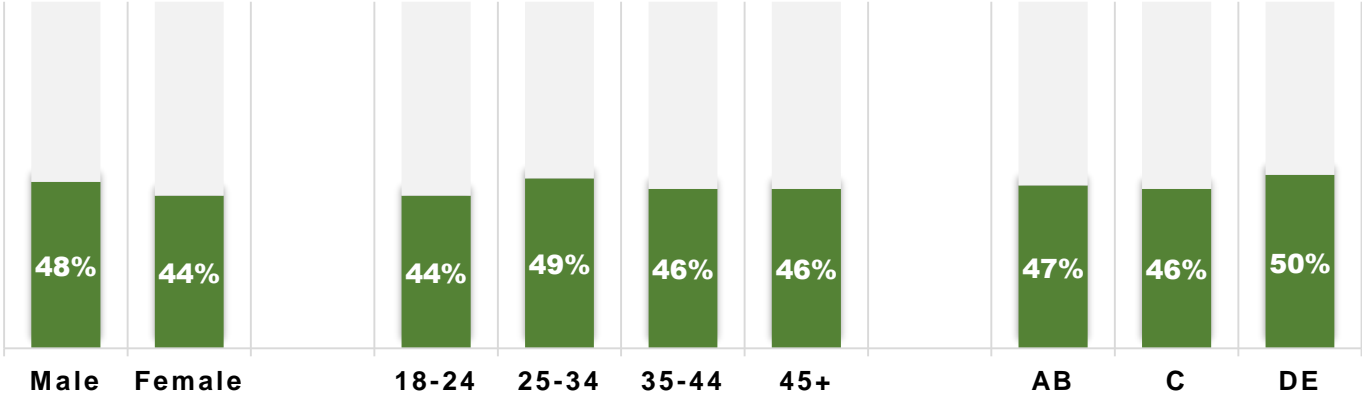
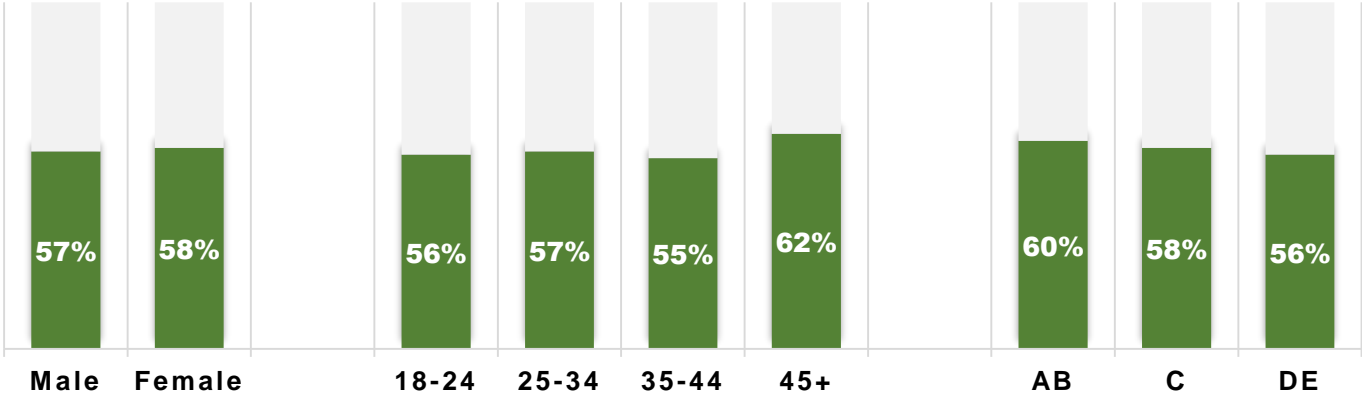
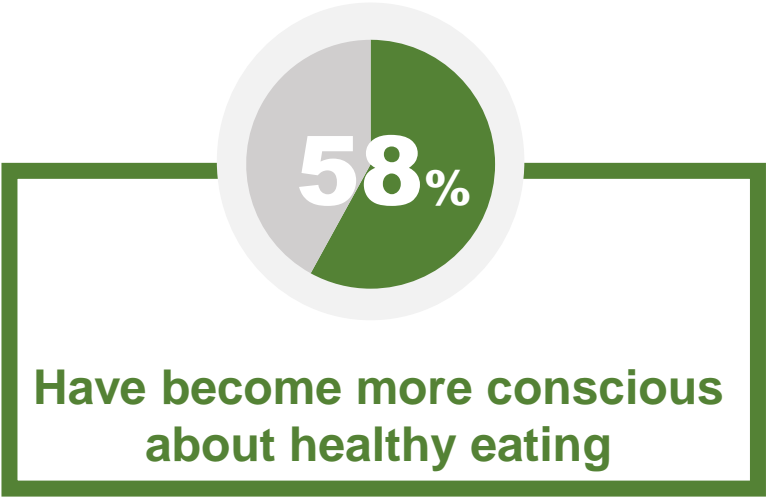
Have become more conscious about healthy eating



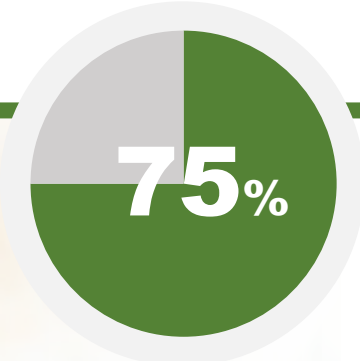
Are eating more balanced meals

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?

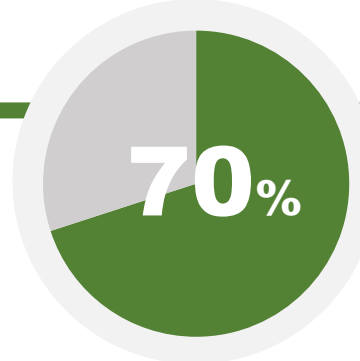
More affluent segments are more mindful about what they are eating, while males and younger millennials are having more balanced meals



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



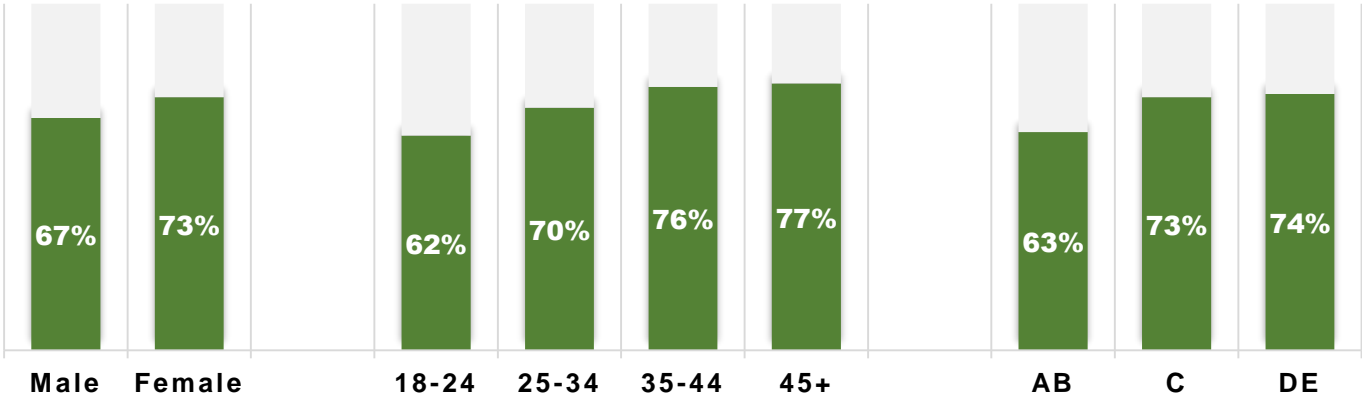
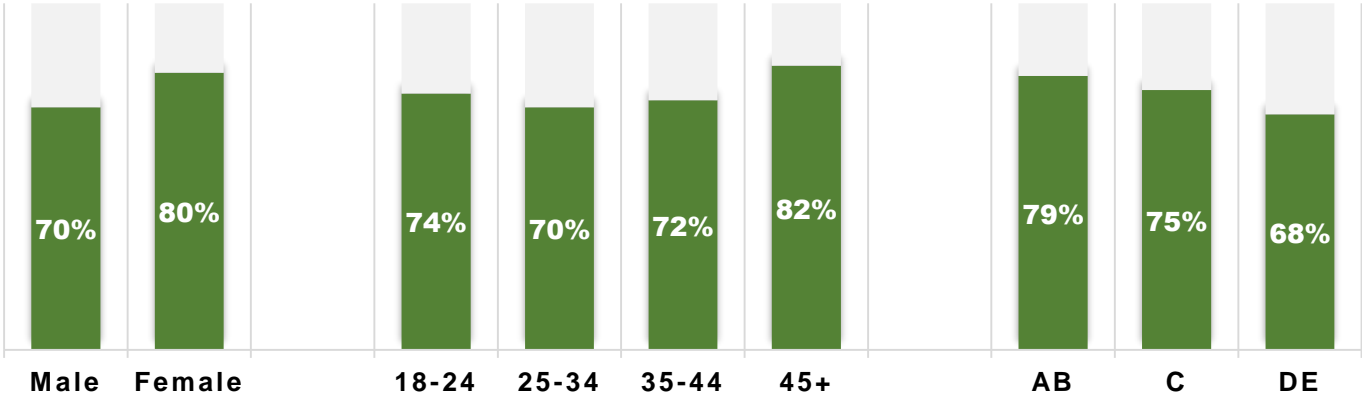
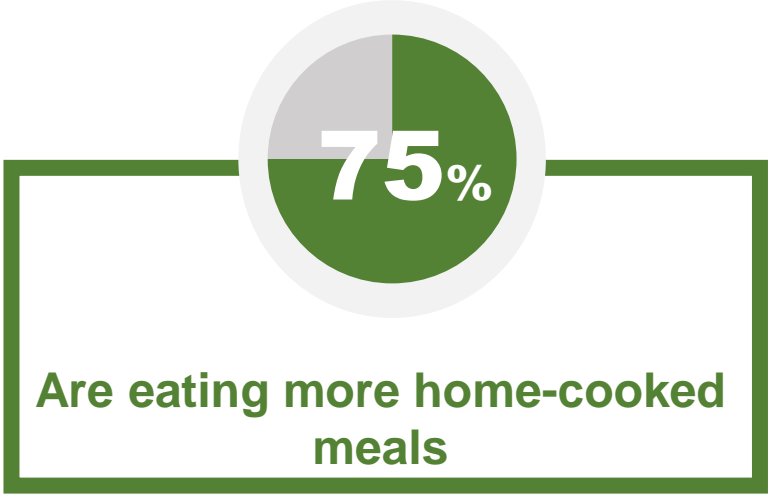
**Are eating more
home-cooked
meals**



**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*

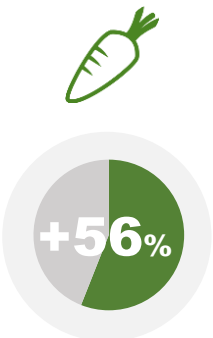
Females, older generations and affluent segments are most likely to eat home-cooked meals, but the latter are less likely to maintain their habits, as are younger generations



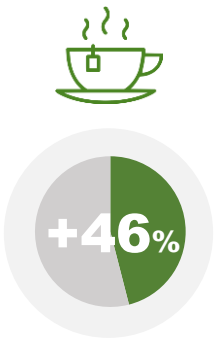
Consumers have increased their consumption of fresh foods and beverages, this coming at the expense of packaged and frozen items

Largest gaining categories

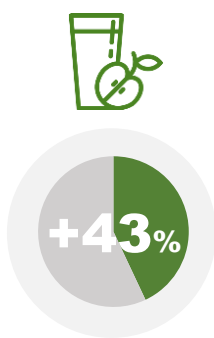
% consume more



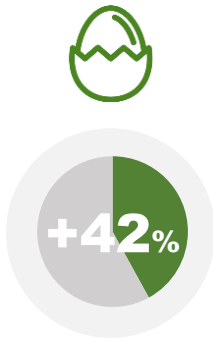
Fresh fruits & vegetables



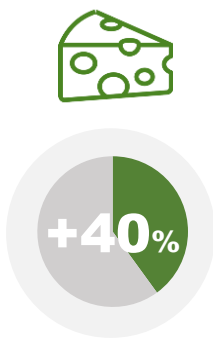
Hot tea



Fresh juices



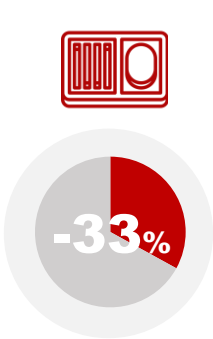
Eggs



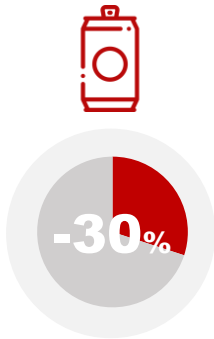
Cheese

Largest losing categories

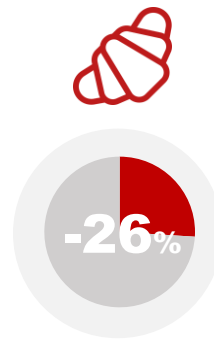
% consume less



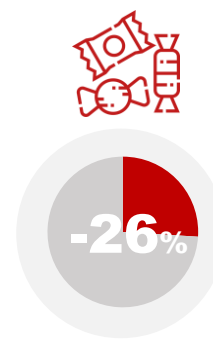
Frozen meals



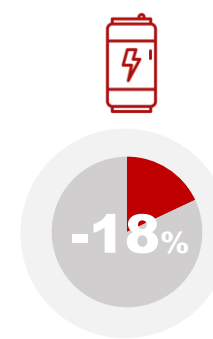
Soft Drinks



Prepackaged pastries



Candy



Energy Drinks

Of each of the following foods types, are you consuming them more or less?

CHANGES IN SHOPPING HABITS

2



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:



Are you using the following channels more or less frequently for your food & beverage shopping during the crisis?

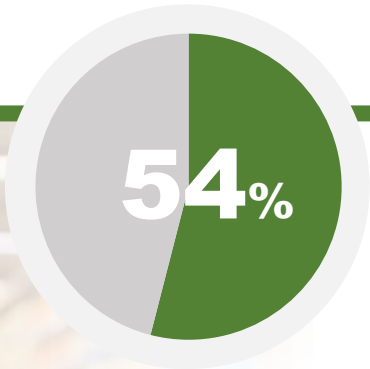
Older generations were less likely to adopt online channels for grocery shopping, channels that proved especially populate amongst female shoppers

% are shopping more from:

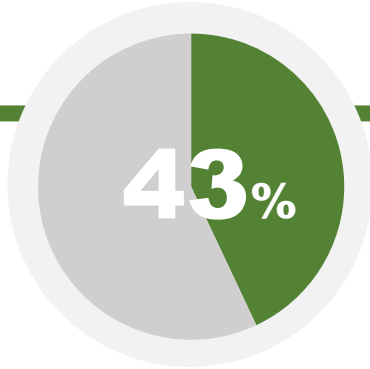


Male	40%	33%	38%	33%	32%	27%	24%
Female	39%	46%	39%	38%	38%	36%	35%
18-24	46%	40%	46%	45%	38%	38%	32%
25-34	45%	31%	37%	35%	33%	28%	27%
35-44	42%	46%	33%	34%	37%	38%	38%
45+	32%	43%	40%	31%	33%	27%	26%
AB	36%	46%	37%	36%	33%	28%	30%
C	42%	37%	41%	36%	35%	34%	28%
DE	49%	36%	35%	32%	43%	28%	29%

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



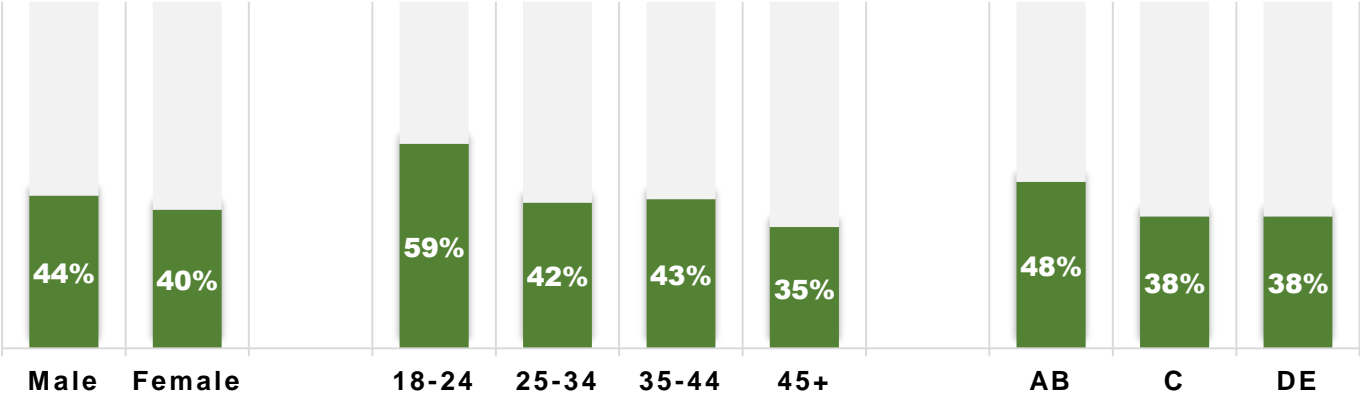
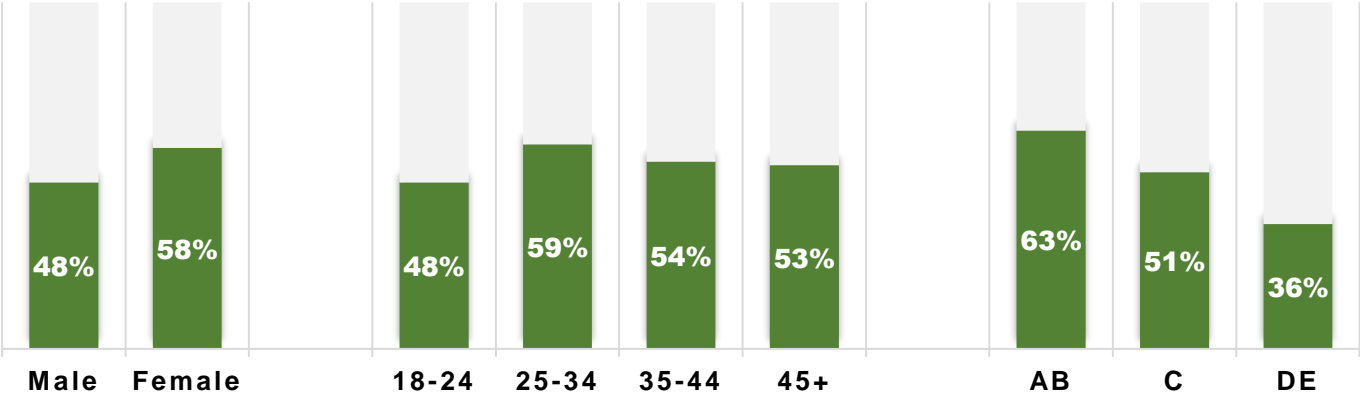
Are buying a larger variety of foods per trip



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



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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GAME CHANGERS

