

FOOD TRENDS 2020

**The Changing Food Habits & Attitudes
of Consumers in Saudi Arabia During
the Pandemic**

December 2020

GAME CHANGERS



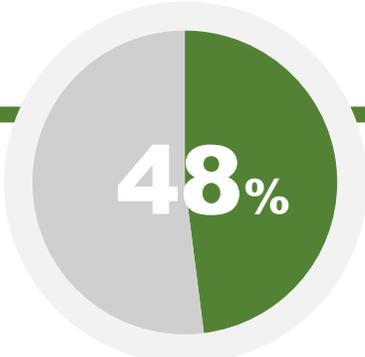
CHANGES IN EATING HABITS

1

Around half of consumers in Saudi Arabia have become more mindful of what they are eating during the pandemic, and 1 in 2 are eating more balanced meals



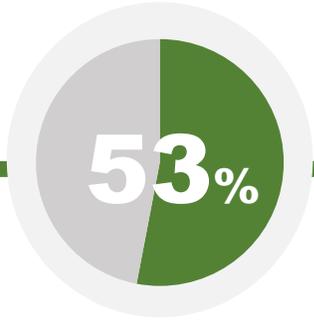
Have become more conscious about healthy eating



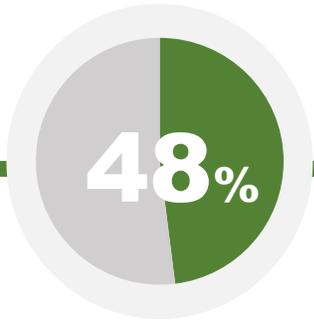
Are eating more balanced meals

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?

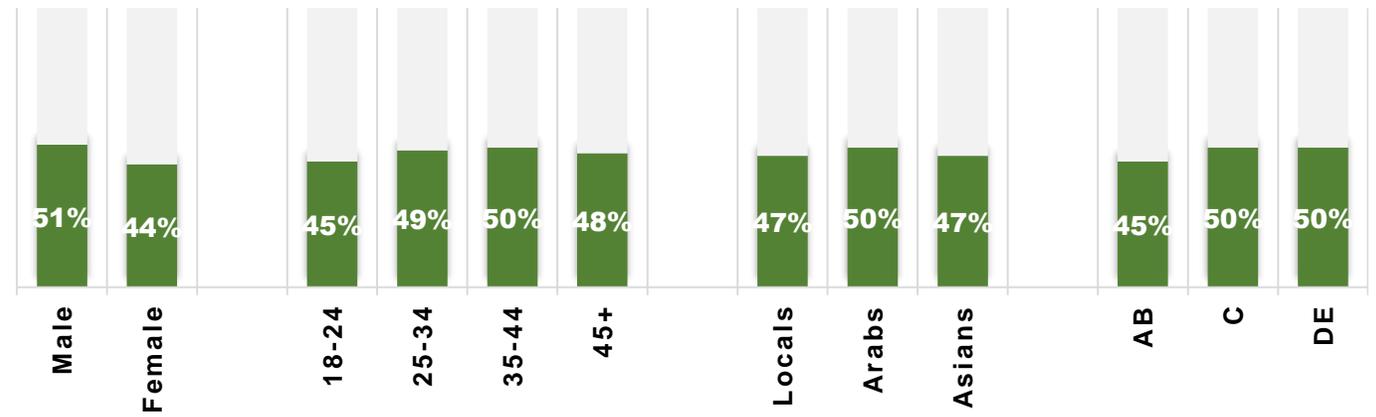
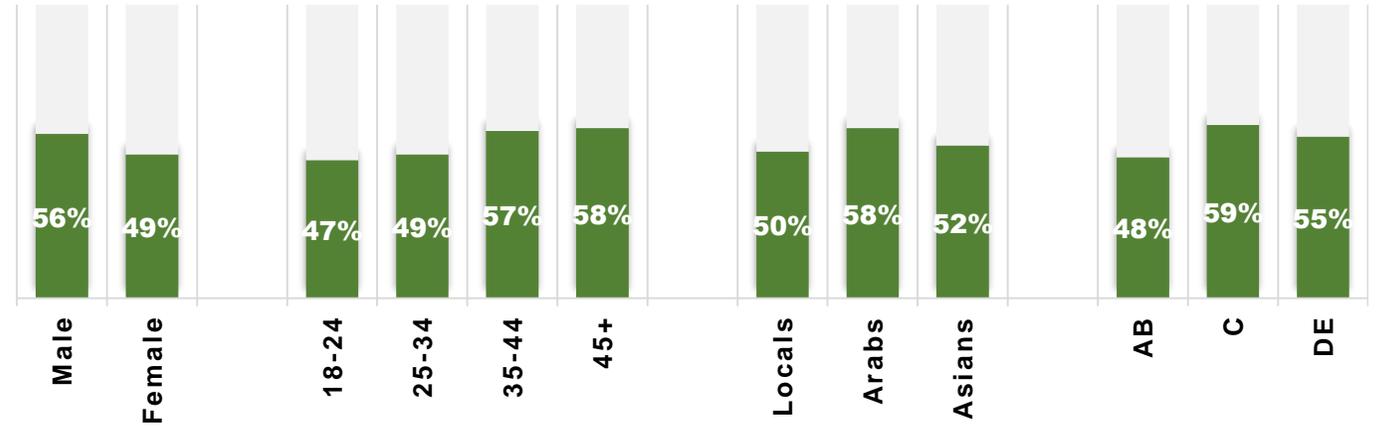
While older generations and expats are more conscious about eating healthy, males are also more focused on eating more balanced meals



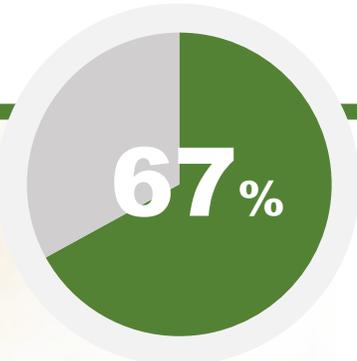
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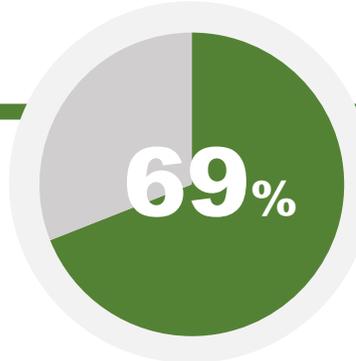
Are eating more balanced meals



In light of the current circumstances, 2 in 3 have increased their intake of home-cooked meals and the majority intend to continue this habit post pandemic



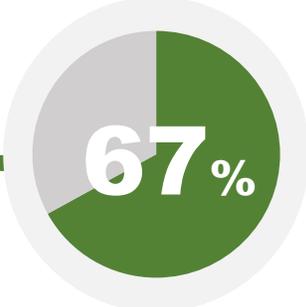
Are eating more home-cooked meals



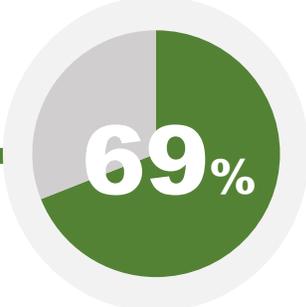
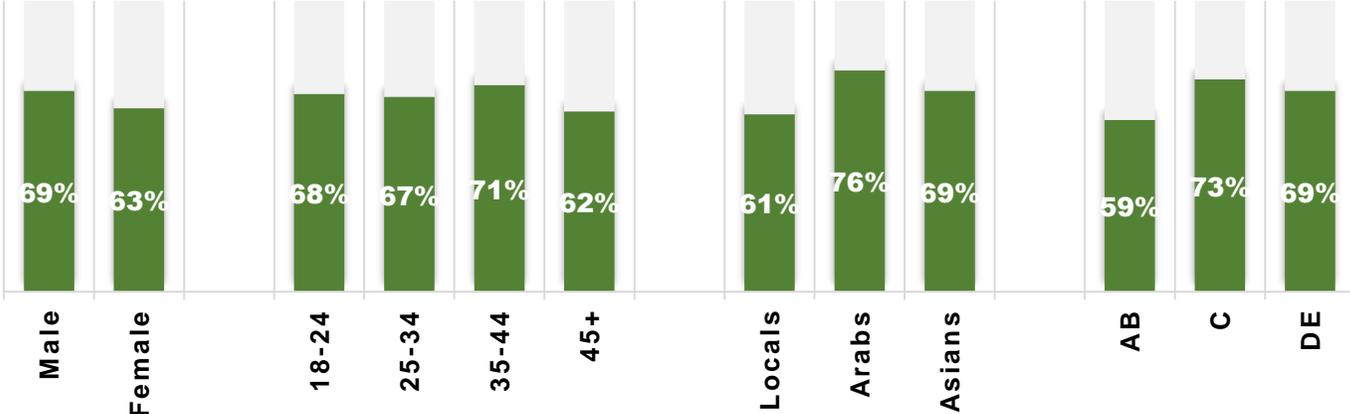
Will continue to rely on home-cooked meals

*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*

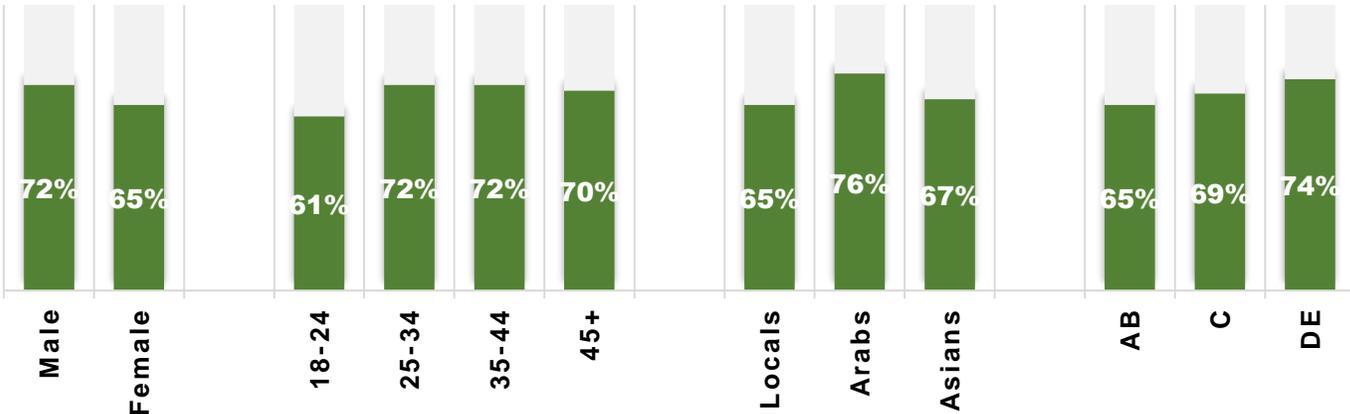
Nationals, males and affluent segments are less likely to eat home-cooked meals, and also less likely to do so in the long run



Are eating more home-cooked meals



Will continue to rely on home-cooked meals



Fresh food items and beverages are consumed more than before, contrary to items that lack nutritional value which have been consumed less during this year

Largest gaining categories

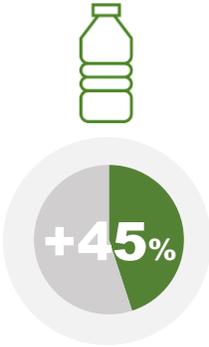
% consume more



Fresh fruits & vegetables



Hot tea



Bottled Water



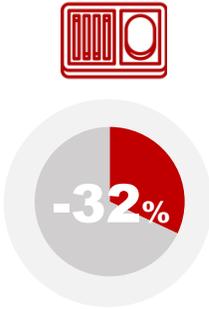
Bread



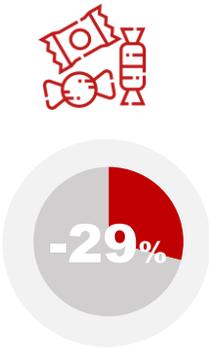
Fresh Milk

Largest losing categories

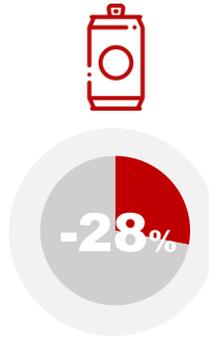
% consume less



Frozen meals



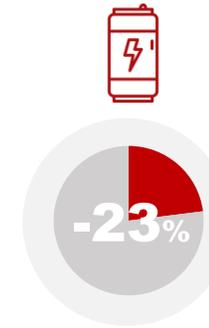
Candy



Soft Drinks



Prepackaged pastries



Energy Drinks

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

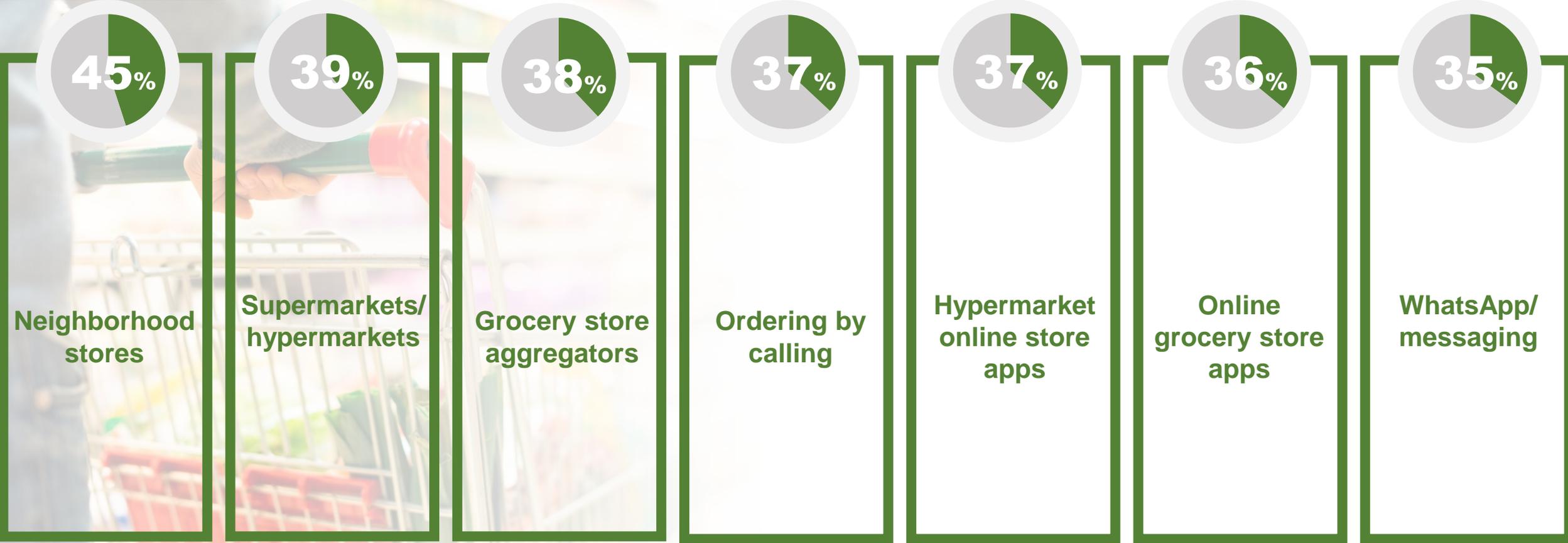
CHANGES IN SHOPPING HABITS

2



Despite around a third of shoppers doing more grocery shopping through online channels, traditional channels remained the most popular during the pandemic

% are shopping more from:



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

Expats and more affluent segments are more likely to have increased shopping for groceries through online channels

% are shopping more from:



Neighborhood stores

Supermarkets/hypermarkets

Grocery store aggregators

Ordering by calling

Hypermarket online store apps

Online grocery store apps

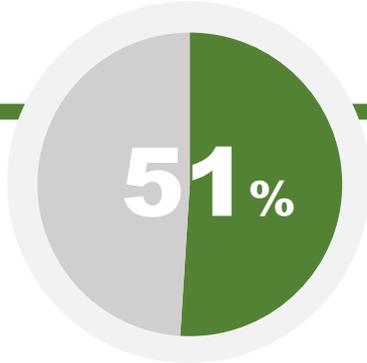
WhatsApp/messaging

Male	45%	40%	35%	36%	37%	35%	32%
Female	44%	37%	41%	39%	38%	38%	39%
18-24	52%	38%	34%	36%	35%	38%	39%
25-34	41%	40%	39%	35%	41%	27%	35%
35-44	47%	43%	37%	37%	36%	36%	31%
45+	43%	34%	40%	40%	37%	45%	36%
Locals	43%	39%	39%	39%	35%	36%	37%
Arabs	46%	39%	34%	35%	40%	34%	30%
Asians	52%	32%	48%	27%	41%	52%	42%
AB	45%	40%	42%	44%	41%	42%	40%
C	48%	40%	41%	35%	38%	34%	34%
DE	41%	37%	24%	28%	31%	24%	23%

1 in 2 consumers are buying a larger variety of foods per trip. A similar number have explored new brands during the pandemic that they have not used before



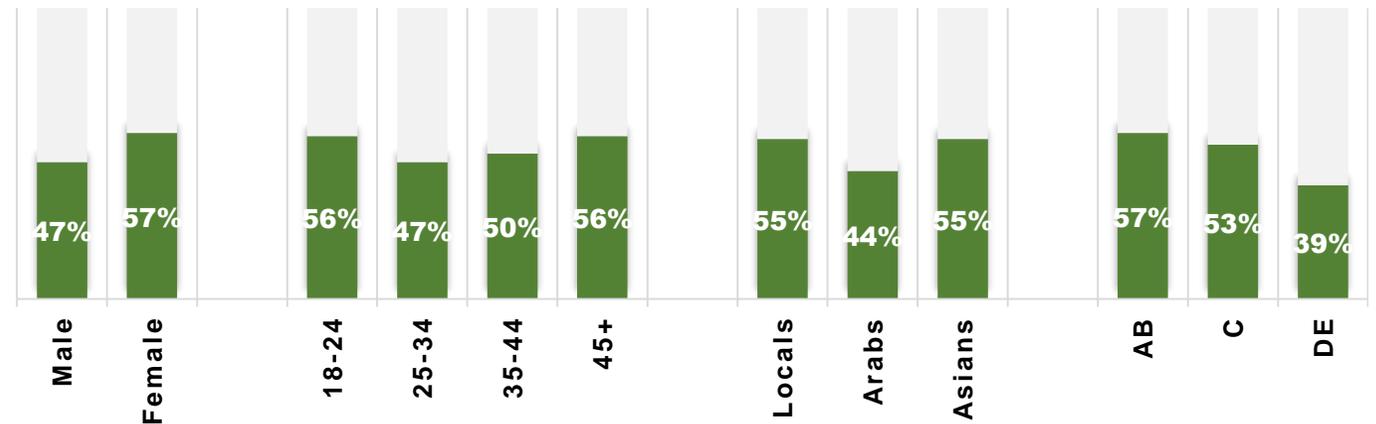
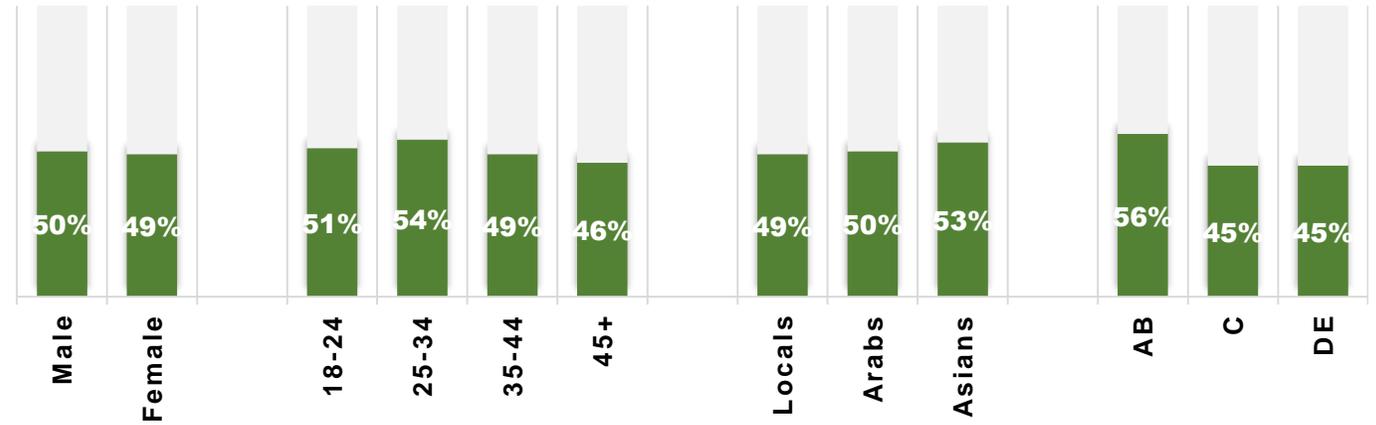
Are buying a larger variety of foods per trip



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?

Affluent segments and younger generations are more likely to increase the variety of foods purchased per trip and, alongside females, to explore new brands



Methodology



Sample Size

1000 interviews from the general public.



Sample Criteria

The survey covered individuals across KSA 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 KSA with nationwide coverage



Thank You!

For More Information:

Nicola Qahoush
Research Manager
IPSOS in MENA
Email: nicola.qahoush@ipsos.com

Mohamad Jobeilly
Senior Research Manager
IPSOS in KSA
Email: mohamad.jobeilly@ipsos.com

GAME CHANGERS

