

LATEST EATING TRENDS IN HUNGARY AND THE REGION

Ipsos

2022 February

GAME CHANGERS



OUR OFFER IN A NUTSHELL

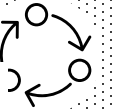
BACKGROUND



Ipsos will bring you detailed results of the latest trends in Hungarians' eating habits. Data will be compared with the results of countries in the CEE region (Slovakia, Czech Republic, Austria)

MAIN RESEARCH AREAS:

- 1) General part of the study "The latest trends in eating habits" 500 000 HUF+ VAT**
(in case you are interested in results from other countries in CEE region, please contact us for further information)
 - 2) Extended module "Brand potential" 850 000 HUF + VAT**
(you will receive a general part of the study free of charge)
 - 3) Extended module with client questions 700 000 HUF + VAT**
(you will receive a general part of the study free of charge)
- General part + Brand potential module + Client questions module 950 000 HUF + VAT**



METHODOLOGY



- On-line quantitative data collection through the **Hungarian Ipsos panel populacio.hu**
- **Questionnaire of about 15 minutes**
- **Representative sample of the general population**
- **N=1000 respondents**
- **Can be supplemented with a qualitative deepdive**

TIMING & OUTPUTS



- Final report in PPT in English
- **Confirmation of participation in the project: until 04.03. 2022**
- Research implementation: March 2022
- **The final report delivery: first half of May 2022, will be further confirmed**

GENERAL PART OF THE STUDY:

1

The latest trends in eating habits of the Hungarian population

**EXTENDED PART OF THE STUDY:
BRAND POTENTIAL**

2

Brand potential within the general population as well as identified segments

**EXTENDED PART OF THE STUDY:
CLIENTS QUESTIONS**

3

In case you are interested in other topics, than those, that are addressed in the study

**IPSOS AND LATEST TRENDS IN
EATING HABITS:**

4

Conditions for participation
Timing
Contacts

GENERAL PART OF THE STUDY:

1

The latest trends in eating habits of the Hungarian population

GENERAL PART

The general part of the study examines the topic of eating habits in general in terms of frequency of consumption, shopping behaviour as well as ways of eating.

CONTENT

- Consumption frequency of specific foods (current and future)
- Types of diet and length of current eating habits
- Reasons behind reduction of certain food categories
- Food and sustainability
- Interest in the composition of the purchased food and cosmetics
- Attitudes towards eating habits within the population
- Shopping behavior (online vs. offline) - new
- Eating habits (restaurants, food delivery, cooking, etc.) - new



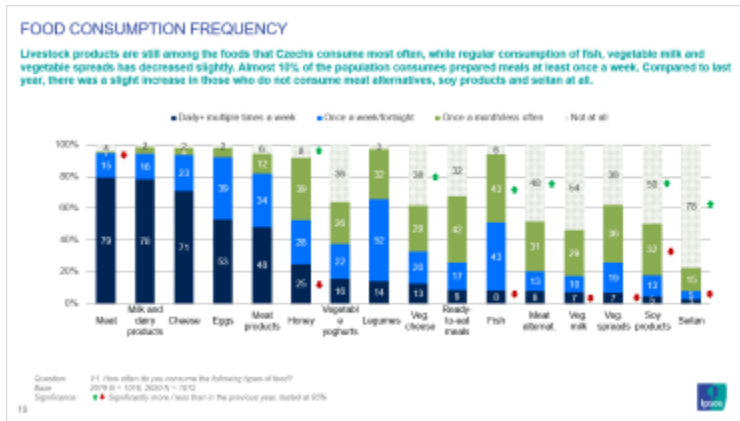
- These topics will be interpreted in a **CEE region context** (Slovakia, Austria, Hungary, Czech Republic).

WHAT WILL OUR OUTPUTS LOOK LIKE?

We will provide you with a comprehensive report summarizing the latest trends, comparing the market situation on specific KPIs Key findings will also serve as a basis for a segmentation of the different type of people their size and their profile.



Zoom in by clicking on the image in presentation mode



The output will be a detailed report that will **analyze recent trends in diets** of the Hungarian people...

... **selected results** will be extra will be **compared to last year's results**, to see **how trends are changing in over time**.

In addition, the results of the research we will **create segments based on their diet type**:

- We will describe these segments in terms of socio-demographic indicators such as age, gender, family lifecycle, income, and "generations" (e.g., Generation Z vs. Baby Boomers)
- We will also look at attitudes towards shopping habits and eating culture
- You will know how the segments differentiate and how big the segments are in comparison to the population.

INTERNATIONAL COMPARISON

Ipsos is a global agency. The Ipsos Central Europe Cluster is managed from its Prague office. This year Latest trends in eating habits study will be conducted across the cluster countries with a comparable design so that the results for individual countries can be put into an international context.

- CEE comparison will be available for selected questions, that appear in the general part of the study.

The Ipsos Central Europe Cluster also cooperates with the global Ipsos headquarters, which provides expert support in research.

Ipsos Central Europe Cluster

Ipsos Central Europe Cluster
managed from Prague



Branch in Austria was
established in October
2016

#1

in the Czech Republic

#3

in Slovakia

#2

in Hungary

EXTENDED PART OF THE STUDY: BRAND POTENTIAL

2

Brand potential within the general population as well as identified segments

EXTENDED PART: BRAND POTENTIAL

The Brand potential part of the study focuses on connection of usage of your brand within different consumer segments as well as their perception towards you brand and your competition.

CONTENT

- What is the position of your and competitor brands in each segment of the Hungarian population according to eating habits?
- How do they perceive your brand?
- What is the potential of your brand to reach those segments?



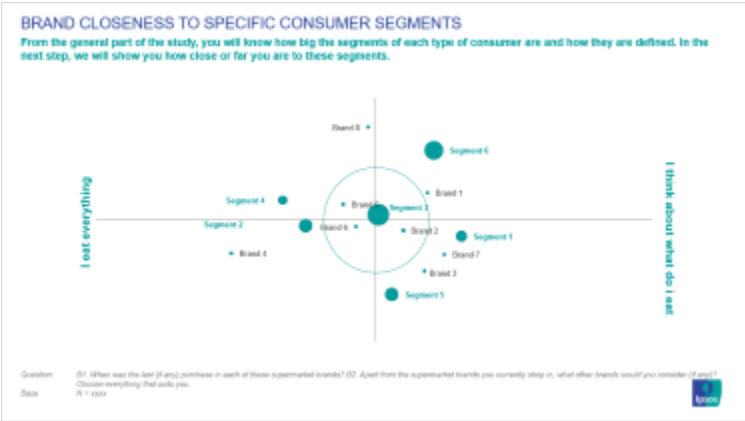
- Brand potential study includes the data from the general part of the study. However, the 2nd part of the study is not dedicated to the general information, but is focused on your brand, category and closest competition.
- The length of this part is ~3 minutes
- You can **define 2 competitors, that will focus on more closely.**

WHAT WILL OUR OUTPUTS LOOK LIKE?

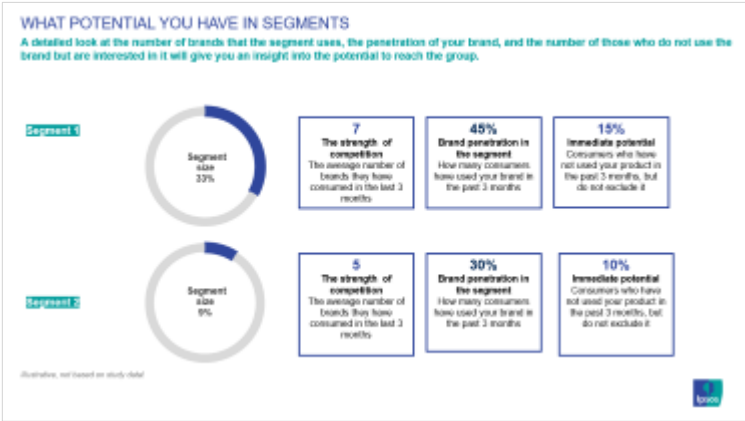
The analysis of the brand will complement the basic report on the eating habits. Let's see how general population and especially the individual segments are addressed by your brand and what is your potential in various segments. These outputs will be prepared exclusively for you!



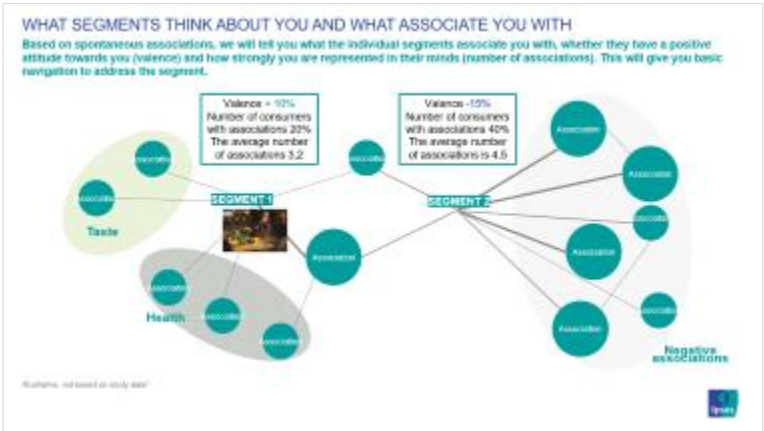
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The output will be a **detailed report** that will show **which brands from your category address individual segments** of consumers...



...what is the **potential of your brand** in **individual segments**, i.e. on which consumer segments, if any to focus...



... and based on associations with your brand you get a **basic insight into how to address these segments**.

EXTENDED PART OF THE STUDY: CLIENTS QUESTIONS

3

In case you are interested in other topics, than those, that are addressed in the study

EXTENDED STUDY: CLIENTS QUESTIONS

Of course, we are aware that we cannot cover all the areas that might be interesting for you. Therefore, we offer you the opportunity to add up to 3 questions, that will be analyzed for your specific needs and only for you.

1

DESIGN UP TO 3 QUESTIONS ACCORDING TO YOUR NEEDS

You can add up to 3 arbitrary questions. The offer includes 1) 3 closed questions or 2) “matrix” type of question (a matrix question is used to collect multiple pieces of information in one question).

2

WE ARE HAPPY TO HELP YOU IN CASE YOU NEED IT

If necessary, we will be happy to consult you on their wording and settings.

3

WE WILL PROCESS AND ANALYZE THE QUESTIONS ONLY FOR YOU

We will only share the answers to the questions with you only. Moreover, we will help you analyze the results and findings.

IPSOS AND LATEST TRENDS IN EATING HABITS:

Conditions for participation

Timing

Contacts

4

IPSOS AND GENERAL RESEARCH STANDARDS

As in any other project, we guarantee research standards and our collaborative principles in our extensive multi-client CSR & Reputation Study.



We place emphasis on **understanding your situations and needs**.



We share both **global and regional knowledge** within the Ipsos Group.



We have **a deep understanding of local market**.



We are innovating our research methods based on the latest trends.



We focus on **added-value and finding implications** for your business.



We always try to be **flexible in order to meet your business goals**.



We guarantee adherence to the **highest quality data collection standards**.

SIMAR

ESOMAR
WORLD RESEARCH



Asociace
společenské
odpovědnosti

MSPA MYSTERY SHOPPING
PROFESSIONALS ASSOCIATION



ISO/IEC
27001:2013
Certified



ČESKÁ MANAŽERSKÁ ASOCIACE
CZECH MANAGEMENT ASSOCIATION

APPROXIMATE TIMING

Confirmation of participation in research	04.03. 2022
Consultation and research setup	07.03. – 10.03. 2022
Data collection	March 2022
Data processing	End of March 2022
Reporting - delivery of the final report by agreement	April-May 2022

PROJECT PRICING

1) General part “The latest trends in eating habits”	500 000 HUF + VAT
2) Brand potential (General + Brand potential parts)	850 000 HUF + VAT
3) Client questions (General + Client questions parts)	700 000 HUF + VAT
4) All modules (General + Brand potential + Client questions parts)	950 000 HUF + VAT

WE LOOK FORWARD TO OUR COOPERATION

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**BE
SURE.
GO
FURTHER.**

GAME CHANGERS

