

# AN APPETITE FOR OPPORTUNITY

How retailers can drive growth by making their customers' goals, their goals

## CONSUMERS ARE CHANGING

**59%** of UK consumers have made a change to their diet in the last **5 years**

**29%** of UK consumers have made a change to their diet since **March 2020**



Changing diets impact shopper behaviour

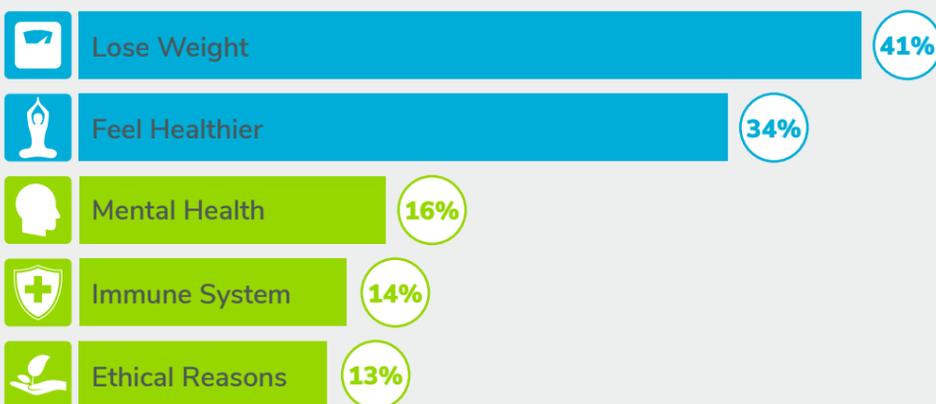


Retailers have an opportunity to ensure that they put their consumers center-stage by making their shopping experience easy, convenient and personalised all the while encouraging positive changes to their diets.

They must look beneath the surface and focus on the insights data can provide to help understand consumers dietary requirements, lifestyle choices, and their evolving relationship with food.

## CONSUMERS ARE COMPLEX

Key reasons consumers changed their diets since the onset of Covid-19

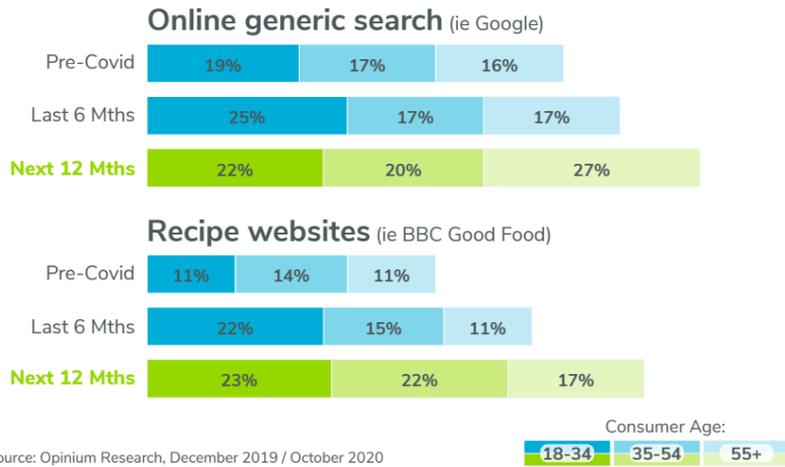


In addition to overall health & weight management, modifications in diet are also being fuelled by ethical reasons like environmental sustainability and animal welfare

Retailers have an opportunity to build a long lasting and trusted relationship with consumers by recommending relevant products and suggesting healthier alternatives to align with their health, wellness and lifestyle goals

## CONSUMERS ARE CURIOUS

### Digital information sources on wellbeing & diet



Consumers do not consider retailers to be a top source of information

Shoppers are consuming a lot of content and doing extensive research to find credible information that pertains to their individual requirements.

Retailers have an opportunity to be seen as encouraging partners by providing relevant information that cuts through the noise and curate content based on their consumers' needs and preferences.

## 5 STEPS TO KEEP PACE WITH CONSUMER TRENDS



Adopt a goals based approach



Use insight to create personalised journeys and nudge behaviour



Develop partnerships to promote the brand and gain greater insights



Customise local assortment and review ranges more frequently



Reassess the supply chain

Retailers are facing unforeseen challenges and must adapt rapidly to meet the changing demands of their consumers while keeping a pulse on emerging trends to sustain long term growth.

Spoon Guru intelligently and creatively harnesses data complexity and consumer preferences. Ask us about our Intelligent Curation, Product Discovery, and Dietary Insights solutions and how they can help you deliver to your consumers a food search experience that is individually ideal, 100% accurate, seamless, and intuitive.

Read the full report at: <https://www.strategyand.pwc.com/uk/en/insights/appetite-for-opportunity.html>