

Super ... or duper?

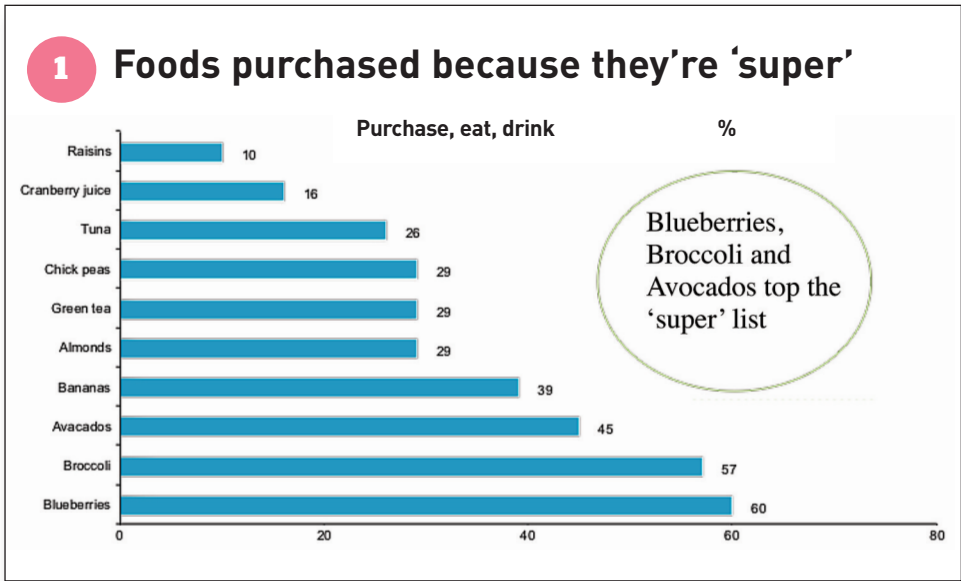


This month's ShopperWatch study, produced in association with Behaviour & Attitudes, examines superfoods

As this month's *ShopperWatch* from Behaviour & Attitudes reveals, superfoods are top of the pops with shoppers. An online survey of 530 respondents shows that 71% of grocery shoppers have purchased a food product because they believed it was a superfood. The research shows that the profile of superfood purchasers is very consistent demographically, but it peaks among ABC1s and in Dublin, as well as among females (71%). From an age perspective, the interest peaks among younger shoppers, in the 16-34 age group (71%), followed closely by the 35-54 age group (70%), and, finally, the 55+ age group. It comes as no surprise that – once again – blueberries, broccoli and avocados top the 'super' list this year.

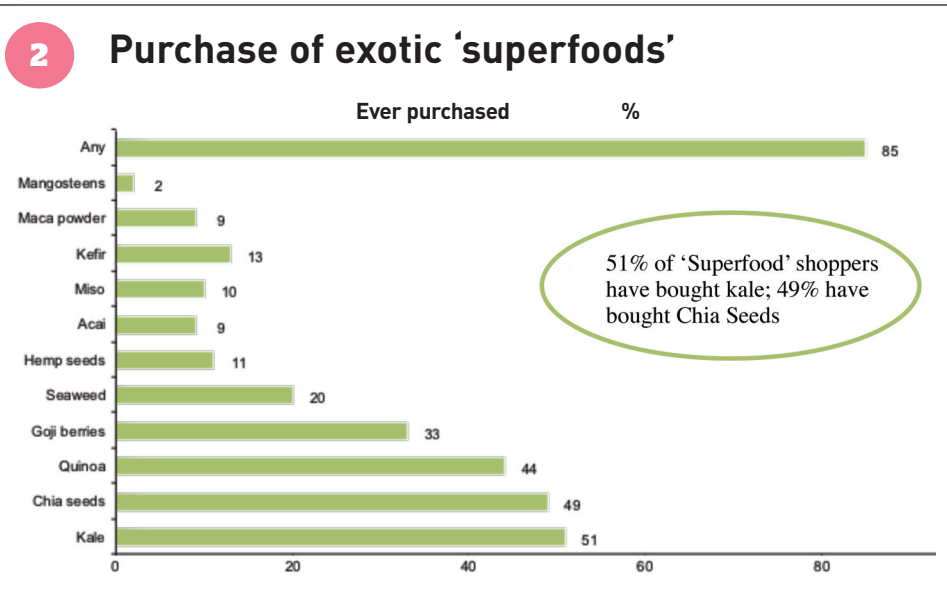
1. Foods purchased/consumed because they're 'super'

For this month's *ShopperWatch*, the quota-controlled sample of grocery shoppers aged 16+ were presented with a number of superfood items. These included blueberries, broccoli, avocados, bananas, almonds, green tea, tuna, chickpeas, cranberry juice and raisins. The respondents were asked which, if any, of the aforementioned superfood items they purchased, ate or drank because they believed them to be superfoods. Most grocery shoppers bought at least one of the listed foods because they believed them to be superfoods. In particular, the 'super'



credentials are driving the purchase of blueberries (60%) and broccoli (57%), with references to avocados (45%) also rising. It was interesting to see that, although bananas are considered a very common household food item, 39% of those surveyed consider them a very serious superfood, even ahead of chickpeas, cited by 29%. **2. Purchase of exotic 'superfoods'** When it comes to 'exotic' superfoods, the majority of grocery shoppers confirmed that

they know these relatively new food items. This now begs the question: are superfood-savvy shoppers actually putting these items into their baskets? It is interesting to note that kale tops the list (51%). Although this figure is down from last year (56%), as this chart indicates, this super-versatile leafy green vegetable still leads the way for grocery shoppers. It is interesting to see that chia seeds are proving to be a popular choice within this category, as 49% said that they had purchased



3 Superfoods: Attitudinal statements 'Summary Agree x Demographics'

	Total	Gender		Age			Class		Area	
SUMMARY AGREE		Male	Female	<34	35-54	55+	ABC1F	C2DE	Urban	Rural
Base:	530	187	343	171	232	127	231	299	319	211
	%	%	%	%	%	%	%	%	%	%
The interest in Superfoods reflects more people taking responsibility for their own health	59	52	63	62	59	58	66	53	59	61
"Superfoods" are foods which have been scientifically proven to have specific health benefits	47	40	51	47	42	54	49	46	46	49
I believe people who eat a lot of "superfoods" are healthier than those who don't	37	32	40	38	35	40	40	35	35	41
I believe eating a diet high in "superfoods" can reduce the risk of cancer	38	36	39	38	37	40	41	36	37	40
I don't mind paying a bit more for "superfoods"	31	27	34	37	27	33	35	28	31	33
There is no such thing as a "superfood"	29	25	31	33	26	30	34	25	29	29



Foraging for Superfoods
by DONNA AHERN,
News Editor, *Checkout* Magazine

One of the most interesting findings in this month's *ShopperWatch* is that 71% of the respondents admitted to purchasing a food product over the past year because they believed it to be a superfood. This is despite the fact that less than half of grocery shoppers believe that 'super' credentials have been scientifically proven, yet, 31% of the respondents said that they don't mind paying a bit more for superfoods. Perhaps this is why the profile of superfood purchasers is very consistent demographically, peaking among ABC1s (75%) and in Dublin (75%). The research also shows that over 68% of those surveyed said that sugar content is the food consumption trend that they consider while foraging for superfoods during their grocery shop.



'Super' Credentials
by JOHN O'MAHONY,
Director, Behaviour & Attitudes

Shoppers now appear more likely to take into consideration 'super' credentials when food purchasing than they do organic or free-from labelling. Some 71% of grocery shoppers have purchased a food product because they believe it to be a superfood, rising to three in four ABC1s. The tell-tale signs are baskets tipping over with blueberries, avocados, chia seeds and goji berries, and yet, less than half of shoppers believe that the health credentials of 'super-ness' have been scientifically proven. I suspect this is a trend that exists independently of a scientific stamp and can be attributed to consumers' intuitive trust in, and reliance on, the authority of nature, as much as that of science.

this exotic superfood item this year – a significant increase on last year, when the figure was 43%. Given the popularity of some of these superfood items, it comes as no surprise that 85% of those surveyed have put at least one item from the list of what are considered 'exotic' superfoods into their baskets over the past year.

3. Superfoods: Attitudinal statements

To conclude this month's survey, the respondents were presented with a number of statements and asked to what extent they agreed or disagreed with each of them. The most important findings confirmed that 47% of grocery shoppers believe that superfoods have been scientifically proven to have specific health benefits, and 31% 'don't mind' paying a bit more for them. The survey also revealed that 59% of those surveyed suggested that their interest in the foods in this category was because they felt responsible for their own health. Some 38% agreed to the following statement: 'I believe eating a diet high in superfoods can reduce the risk of cancer,' which is down slightly on last year (41%). It appears that the word 'super' is one that appeals greatly to consumers, as 37% agreed with the following statement: 'I believe people who eat a lot of superfoods are healthier than those who don't.' However, not every grocery shopper has been persuaded. As this graph shows, 29% don't believe that there is such a thing as a superfood.