

ATTITUDES TOWARDS FOOD & DRINK FOR THE OVER-55S – GERMANY – 2021

While over-55s are interested in foods/drinks with functional benefits that will help them stay fit and active for longer, many find 'senior' labels off-putting.



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Report Content

EXECUTIVE SUMMARY

- Mintel's perspective

The impact of COVID-19 on over-55s' attitudes towards food & drink

- COVID-19's impact on over-55s' attitudes towards food & drink

Market context

- Germany's ageing population heightens diet's role in preventive health
 - Graph 1: population breakdown by age group (%), 2019 and 2024
- Over-55s need to be more visible in ads
- COVID-19 heightens the focus on immunity support

Mintel predicts

- Social media and app-based services can be more inclusive of over-55s
- Customisation goes to the next level

What consumers want and why

- Over-55s want: to cook meals from scratch
 - Graph 2: foods typically eaten for main meals among over-55s, 2021
- Over-55s want: naturally made food & drink
- Over-55s want: naturally made food & drink
- Over-55s want: to support German producers
- Over-55s want: foods with benefits to age well
 - Graph 3: agreement with the statement "A product claiming to be suitable for seniors would put me off" among over-55s, by gender, 2021
- Over-55s want: on-pack information that's easy to read
 - Graph 4: agreement with the statement "I think information on packaging is too hard to read" among over-55s, by gender, 2021

Opportunities

- Speak more directly to men aged 55+ to take more care with their diet
- Help over-55s transition to online grocery shopping
- Women aged 55+ are a good audience for plant-based foods
- Bring better-for-you treats into line with emotional benefits
- Improve the permissibility of ready meals and cooking sauces
- Quick download resources

MARKET DRIVERS

- Ongoing lockdown
- The impact of COVID-19 on the German economy
 - Graph 5: key economic data, in real terms, 2019-22
- Germany's ageing population heightens diet's role in preventative health
 - Graph 6: population, by age group, 2019 and 2024
- Ageing well enables people to remain in work for longer
- Seven in 10 adults eat healthily the majority of the time...
 - Graph 7: extent to which people try to eat/drink healthily, all adults vs over-55s, 2021
- ...but men aged 55+ could do with some more encouragement
 - Graph 8: extent to which over-55s try to eat/drink healthily, by gender, 2021
- Female over-55s are most likely to limit their meat consumption
 - Graph 9: limiting certain foods as a way to eat healthily, over-55s by gender, 2021
 - Graph 10: limiting certain foods as a way to eat healthily, all adults vs over-55s, 2021
- Over-55s are less likely to eat indulgent foods for emotional benefits
- Healthy eating linked to long-term emotional wellbeing
- Natural, less-processed foods fit with healthy eating goals
 - Graph 11: other steps taken to eat healthily, all adults vs over-55s, 2021
 - Graph 12: other steps taken to eat healthily, over-55s by gender, 2021
- Food & drink aspirations
 - Graph 13: top 5 food and drink aspirations in the next 12 months, all adults vs over-55s, 2021
- Food & drink aspirations
 - Graph 14: food and drink aspirations in the next 12 months among over-55s, by gender, 2021
- Online shopping has increased...
- ...but online grocery shopping lags behind
- Over-65s will need more help transitioning to online grocery shopping
- Health apps have more potential for take-up among over-55s
 - Graph 15: ownership of smartphones and tablet computers, all adults vs over-55s, by gender, 2020
- Social media messaging needs to raise engagement among older adults

WHAT CONSUMERS WANT, AND WHY

Impact of COVID-19 on over-55s' behaviour

- COVID-19 reduces grocery shopping frequency...
- ...particularly among women
 - Graph 16: change to grocery shopping habits compared to before the covid-19 outbreak among over-55s, by age and gender, 2021

Attitudes towards Food & Drink for the Over-55s – Germany – 2021

- Healthy eating was a priority even before the pandemic
- Money concerns haven't impacted over-55s' healthy eating

Typical grocery shopping routine

- Almost all over-55s do some grocery shopping
 - Graph 17: over-55s who do any household grocery shopping, by select demographics, 2021
- Main grocery shop plus top-ups is most typical
 - Graph 18: typical grocery shopping behaviours among over-55s, 2021
- Full-time workers can be encouraged to shop online
 - Graph 19: typical grocery shopping behaviours among over-55s, by working status, 2021
- Women aged 55+ mostly do the main grocery shopping
 - Graph 20: who does the household grocery shopping, all adults vs over-55s by gender, 2020

Who cooks and what foods are typically eaten for main meals

- Women tend to be the main household cooks
 - Graph 21: who typically cooks/prepares meals in the household, over-55s by gender and age, 2021
- Most over-55s like to cook meals from scratch
 - Graph 22: foods typically eaten for main meals among over-55s, 2021
- Meal kits can appeal to adventurous cooks
 - Graph 23: frequency of cooking meals from scratch, all adults vs over-55s by gender, 2020
- Over-55s need more enticement to try new recipes
- Healthier ready meals and cooking sauces will appeal
- Encourage over-55s to share their cooking skills on social media

Most important factors when buying food and drink

- Natural ingredients see highest demand
 - Graph 24: top 3 most important factors when shopping for food, all adults vs over-55s by gender, 2021
- Organic food appeals greatly to women 55+
 - Graph 25: most important factors when shopping for food, 2021
- Locally sourced and healthy foods also preferred among over-55s
 - Graph 26: most important factors to over-55s when buying food and drink products, 2021
- Male 55+ shoppers are more price-led than women
 - Graph 27: most important factors to over-55s when buying food and drink products, by gender, 2021
- Single over-55s look for easy-cook options
- Local brands have a point of difference
- Women aged 65+ feel most obliged to support local brands
- Give 'made in Germany' premium appeal
- Emphasise when canned/frozen fruit and veg is local

Willingness to pay more for food and drinks

- Eco-friendly and organic food & drink commands a premium
 - Graph 28: food and drink qualities over-55s would be willing to pay more for, 2021
- Traceability could encourage more to trade-up
- Customised diets have growth potential

Attitudes towards food and drink

- Providing information on pack can be challenging
 - Graph 29: attitudes towards food & drink among over-55s, 2021
- Some interest in senior-appropriate food & drink...
 - Graph 30: agreement with the statement "A product claiming to be suitable for seniors would put me off" among over-55s by gender, 2021
- ...but NPD is extremely rare
- Nutri-Score system aids food choices
- Single over-55s enjoy time eating alone
- Market smart water bottles to over-55s

LAUNCH ACTIVITY AND INNOVATION

- German over-55s are open to trying new food & drink products and brands
- 'Light' foods should highlight desirable attributes
- Over-55s pay attention to sugar content
- Highlight low sugar alongside other appealing attributes
- Help over-55s increase their fruit & vegetable intake
- Focus on the vegetables to appeal to meat reducers
- Gut health benefits have more room for NPD
- High-protein foods can promote bone benefits...
 - ...but few launches make this claim
- Gut, heart and bone health claims
- Aim food & drink with cognitive benefits at over-65s
- Offer menopause support for women 55+
- Feature quality awards clearly

APPENDIX

Appendix – abbreviations, consumer research methodology and language usage

- Abbreviations
- Consumer research methodology

- A note on language

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