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Kamon Consumer Panel

**Survey: Buying food online**

April-May 2020

# STARTING POINT

We looked for answers on the following questions:

- How much people buy food online in Finland?
- What are the attitudes towards buying food online?
- Why is food bought online? And why not?
- What works well? What works not so well?
- What would make the online food marketplace more appealing?
- How to expand the usage of online food marketplace?



# EXECUTION

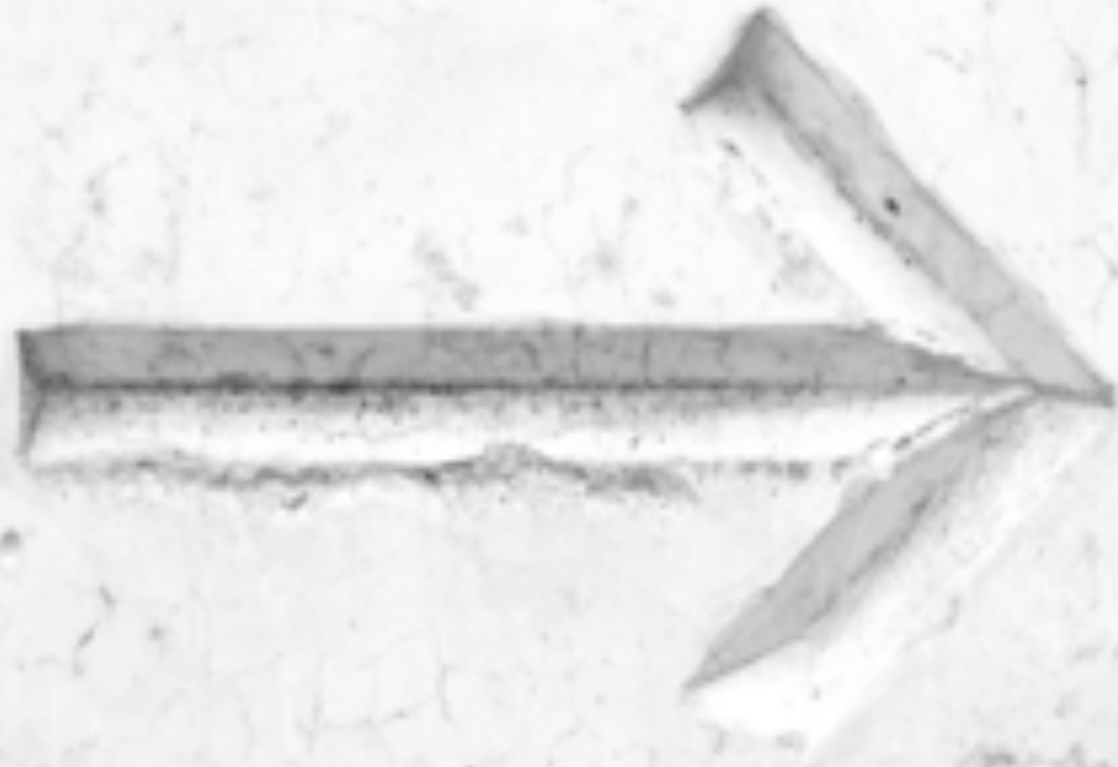
## **Kamon Consumer Panel- survey**

- Survey form with 34 questions (7 open ended, 27 multiple choice)
- Survey was distributed to the Kamon Consumer Panel via social media
- Survey was carried out 27.04.-04.05.2020
- 225 answers received



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**RESULTS**

Have you used online food marketplace during this spring?

Yes

70%

No

30%





## Factors affecting the choice of the online food marketplace

Online food marketplace is chosen according to the following criteria:

- + Good assortment of products
- + Price level
- + Distributes to my neighbourhood
- + Online marketplace is easy to use
- + Familiar brand/ familiar online marketplace



## Assortment of the online food marketplace

**Noticing the novelty products was considered difficult.**

Almost half of the respondents had not noticed novelty products on the online food marketplace.

86% of the respondents wished that **products from smaller producers** were made more visible and easier to find.

94% of the respondents said they **wanted to buy these products** also from the online food marketplace.



## Browsing the online food marketplace assortment

Consumers tend to **browse through the online food marketplace categories** more than use search tools or take advantage of one's own shopping lists.

Consumers tend to make buy **more at a time**, when buying online.

Consumers tend to **buy products that they had not bought from brick and mortar stores**. Some of the mentioned examples of these products: *"sugar-free products", "ready-meals", "canned food", "pet food"*.



## What works well when buying food online?

- + "Easy to use"
- + "I see the total sum of purchases all the time"
- + "I can do the shopping from home"
- + "I can do the shopping whenever I want"
- + "It saves time"
- + "It is easier to remember which products to buy"



## What works not so well when buying food online?

- "I cannot see the best before dates"
- " I do not notice offers the same way as in the brick and mortar stores"
- "It is hard to choose the delivery time"
- "There is not enough product information"

**Still, over half of the respondents considered that online shopping went well as a whole and they were happy with the service.**



## What feels difficult when buying food online?

*"Novelty products are too easy to miss. They should be marked somehow in each category. For example novelty ice-creams interest me!"*

*"I did not find all the products I wanted."*

*"There are too few products in the online food marketplace."*

*"It is hard to pick products, since all the product information is not visible. My family is very allergic, so I have to choose the right products very carefully."*



## What things do you miss from brick and mortar when buying online?

- The possibility to see and choose the product according to its best before date
- More versatile assortment of products
- Free product samples
- The opportunity to check the packages more closely
- Finding the novelties

*"Online marketplace should display offers better."*

*"The product information should be displayed into more detail."*

*"The opportunity to organize products in each category according to producer or price per kg."*



## Pick-up and delivery

**All respondents felt that the pick-up and delivery went very smoothly.**

Timetable was held and service was considered friendly.

*"I was able to drive easily next to the pick-up point. Everything was packed very carefully."*



## Buying food online is here to stay!

*"I have bought weekly food from online marketplace for already about four years. I do not want to waste time doing my weekly food shopping in the brick and mortar stores."*

*"Easy to use, I like that I can scroll through the assortment in peace."*

*"It saves time and especially during this time with the coronavirus, it is the safer option. When buying large quantities, the online shipping is also very handy."*

*"It is easy to do shopping any time of the day."*

*"It saves time, money and effort. I have done my food shopping for years via the online marketplace – and always with home delivery."*

*"I have used online food shopping for a long time. It is easy to plan and buy food according to the weekly menu."*

Have you used online food marketplace during this spring?

Yes

70%

No

30%





## Consideration of using the online food marketplace

**Half of the people**, who had not yet used the online food marketplace, have **considered using it** in the future.

Buying food online was considered an option IF:

- "I was unable to go to the brick and mortar stores"
- "the delivery fee was substantially lower"
- "there was no delivery fee"
- "I was able to see the best before dates on the online marketplace"



## Doubts concerning the use of online food marketplace

- It is harder to notice the offers
- It is more expensive to buy food online
- Using the online marketplace feels difficult
- It is impossible to see the best before dates for the chosen products
- Online food marketplace does not deliver to my neighbourhood



## Doubts concerning the use of online food marketplace

*"The price of home delivery and pick-up is too expensive than the option of going to the brick and mortar store by myself."*

*"I don't use the big chains' online marketplaces, since I do not trust in getting high quality products, but rather products with short best before dates or fruits that are e.g., bruised."*

*"I want to choose the products myself. Since I have low income, the home delivery is too costly for me."*

*"The idea of getting a product with a short best before date does not excite me. It feels also stressful, if some of products I have ordered, do not show up and I have waited for them in vain."*

*"I want to choose e.g., bread by myself."*



## General thoughts on buying food online

*"I would like to buy all my food online, if I could afford the delivery fees. If the delivery was cheaper or non-existing, I would buy all my food online."*

*"I think it is handy, that food can be bought online, especially during this time."*

*"As an idea, it is interesting, but I still prefer the brick and mortar over online."*

*"It is great for them, who are unable to visit the stores. I personally enjoy doing grocery shopping."*

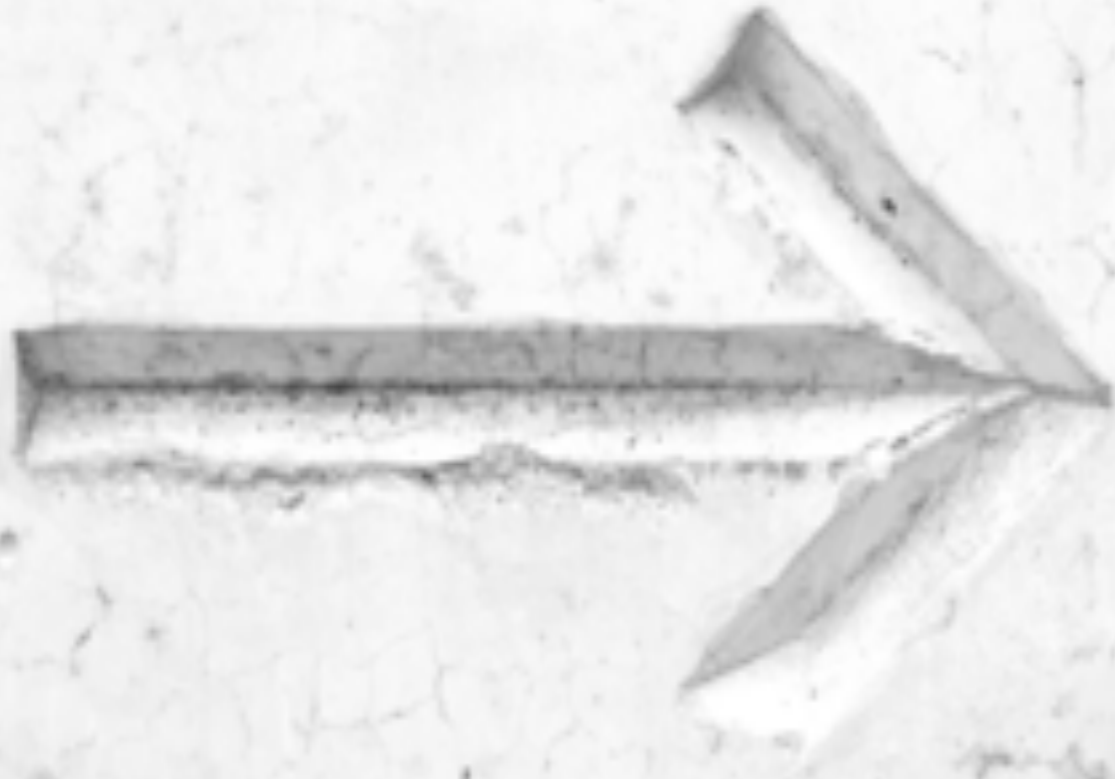
*"Online food marketplace is great for e.g., busy families or people with moving disabilities. Now during the corona pandemic, I have considered it myself. However, the delivery fees have stopped me."*

*"Environmental aspects interest me. Is the carbon footprint smaller than when I go to the brick and mortar store myself? What kind of delivery routes are being used?"*



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**What then?**

**Our tips for food  
companies**

Online food marketplace was **growing in Finland already before the coronavirus pandemic.**

Biggest user group is **families with children.**

The number of stores offering online service is now **five times bigger** than five years ago.

In 2018 food and other grocery products were sold worth **70M€** via online marketplaces in Finland.

Source: [Yle.fi](https://yle.fi) 8/2019

Coronavirus radically increased the usage of online food marketplaces.

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Over **70 % of the grocery stores** reports growth in their online marketplace.

Source: [Kaupan liitto](https://kaupanliitto.fi) 4/2020



Online food marketplace is already being used a lot. Significantly, users are **overall happy with the service.**

**Most of the non-users are considering** buying food online in the future.

**Online food marketplace is here to stay – in one way or another!**

**For a food company, it is vital to get products into the assortments of the online food marketplace - now and in the future!**





## Some examples of online food marketplace in Finland:

- [k-ruoka.fi](http://k-ruoka.fi) (K Group)
- [foodie.fi](http://foodie.fi) (S Group)
- [matsmart.fi](http://matsmart.fi)
- [fiksuruoka.fi](http://fiksuruoka.fi)
- [kauppahalli24.fi](http://kauppahalli24.fi)

**At least the following information needs to be supplied for each product:**

- Product name
- Product image
- Product measurements
- Product weight
- Product ingredients
- Product allergens
- Product usage instructions
- Tips for usage

**NOTE: The importance of accurate product information is emphasized in the online marketplace, since the consumer is unable to see the physical product.**

Consumers make purchase decisions online **based solely on the product information available.** Thus, all the relevant information needs to be **available and accurate!**

**High-quality and up-to-date product images as well as accurate product information** (including ingredients and allergens) make consumers more willing to make the purchase.



# Online food marketplace

Online food marketplace is easily linked also to a food company's **homepage as well as social media channels.**

In these channels it is important to share e.g.,

- Product usage information
- Product tips
- Recipes for different products, seasons, occasions
- Story behind the products and the company itself

## **NOTE!**

**Strong brands** sell better both in brick and mortar as well as in online marketplace!

The stronger brand you have, the more likely it is to get into wide assortment!



## **Kamon Consumer Panel**

consists of ordinary Finnish people, who actively respond to different surveys, questionnaires and testings.

Kamon Consumer Panel can be utilized for various needs, e.,g.:

- New product/service development
- Current product/service improvement
- New brand development
- Existing brand enhancement
- Trend analysis





## What do you want to ask from Kamon Consumer Panel?

Kamon Consumer Panel surveys are executed always **cost-efficiently** and in a **timely manner**.

Kamon Consumer Panel yields valuable information on **consumer attitudes, values, action and opinions**.

This information is then fulfilled with our strong know-how and vast experience on **commercialization, product launches and product concepts** – leading to **concrete summary and clear conclusions**.

This enables you to advance in your project efficiently to the right direction!

## **Kamon Consumer Panel surveys are always tailor-made to your needs.**

- Kamon formulates the questionnaire/other form of survey according to your goal
- The survey is carried out in the Kamon Consumer Panel.
- Kamon analyzes the results
- Based on the results, Kamon devises a clear, concrete action plan that helps you to reach your goal
- If needed, the whole execution can be carried out in a week.

**Price starting from: 1290 € (VAT 0%).**

**Contact us for a tailor-made offer!**



# Kamon is here to help you!



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