

FOOD

2020

REPORT PREVIEW



the Food eVangelist
moves from niche to the
new normal



break through

Yes, that is the ground moving under your feet.

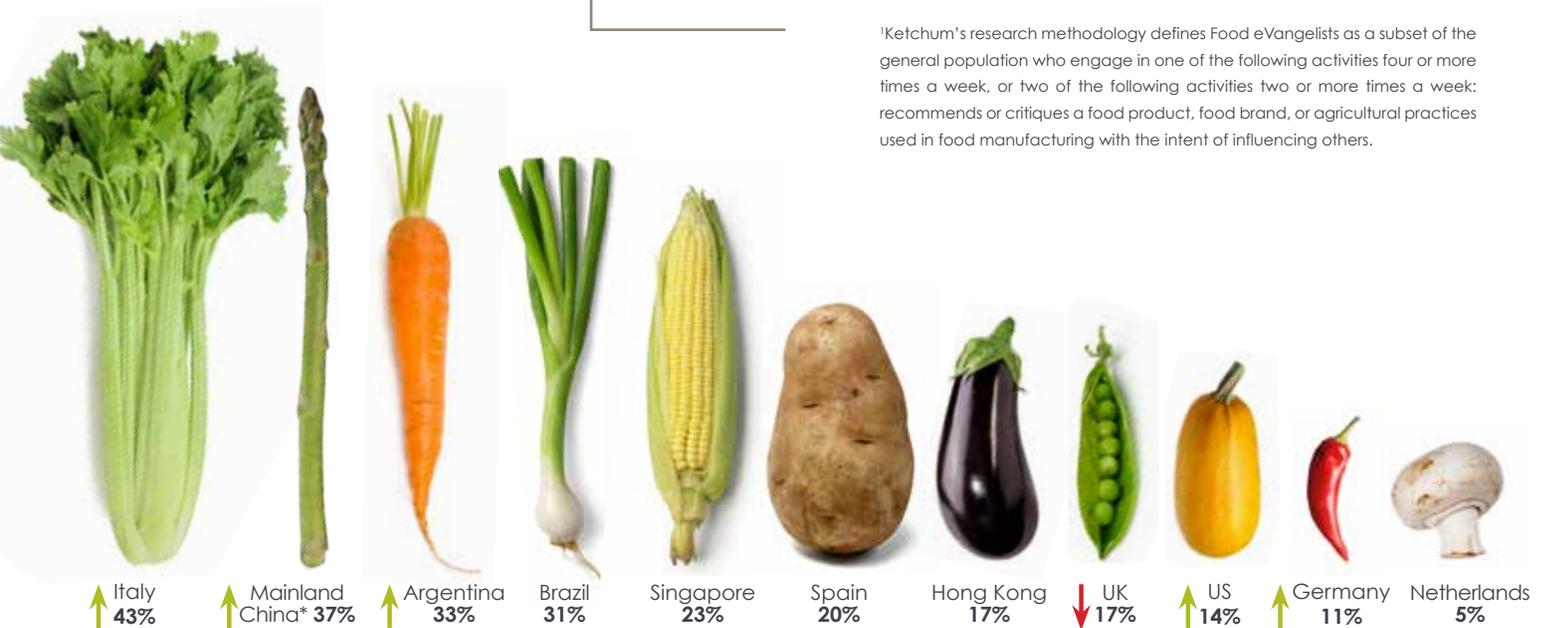
The shift in consumer attitudes and behaviors that began influencing the food industry in recent years has grown from relatively isolated rumblings into a full-on, seismic event.

Food eVangelists: Once small and influential, this group appears on the precipice of becoming the new mainstream consumer.

A Food eVangelist is one who engages in one of the following activities four or more times a week, or two of the following activities two or more times a week: recommends or critiques a food product, recommends or critiques a food brand, or recommends or critiques agricultural practices used in food manufacturing.

A new class of empowered and influential food critics – we labeled them Food eVangelists in the 2013 edition of our Food 2020 Study – is no longer a small group with disproportionate power. They comprise an increasingly large, increasingly mainstream, segment that is growing across the globe. In fact, their number has grown 10 percent since 2013. What's more, Food eVangelists have become younger and more representative of both genders, with men now representing nearly half of Food eVangelists globally. One exception to this trend is among Food eVangelists in the United Kingdom, who have decreased in number from 20 percent to 17 percent since 2013.

Ketchum's research methodology defines Food eVangelists as a subset of the general population who engage in one of the following activities four or more times a week, or two of the following activities two or more times a week: recommends or critiques a food product, food brand, or agricultural practices used in food manufacturing with the intent of influencing others.



Percentage of Food eVangelists in markets studied

* NOTE: 2013 mainland China data represents a sample from a broad spectrum of regions and provinces throughout China. 2015 mainland China data represents a sample from Shanghai only.

PORTRAIT

of a Food eVangelist:



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Food eVangelists. Once small & influential, this group appears on the precipice of becoming the new **mainstream** consumer.

Ketchum can help navigate this journey

With **more than 60 years of experience** in all facets of the food industry, **Ketchum works alongside its clients** to address and get ahead of the topics that its consumers care about. We know what drives Food eVangelists and **can help build relationships that are critical to business success.**

To learn how, contact:



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For more information visit:

www.ketchum.com/special-report/food-2020-food-evangelist

Methodology

The Food 2020 study has been conducted by Ketchum four times since 2008, with the goal of understanding and predicting global consumer behaviors and attitude shifts with regard to food companies – including the actions of food companies and how they operate, as well as the expectations consumers have of those companies. In 2013, the Ketchum Global Food & Beverage Practice, in partnership with Ketchum Global Research & Analytics, identified a powerful and influential group, who we dubbed the Food eVangelists. They are defined as those who engage in one of the following activities four or more times a week, or two of the following activities two or more times a week: recommends or critiques a food product, food brand, or agricultural practices used in food manufacturing with the intent of influencing others. They are not advocating a specific agenda.

This year the Food 2020 study was conducted online among more than 2,000 Food eVangelists in 11 global markets: Argentina, Brazil, Germany, Hong Kong, Italy, the Netherlands, mainland China (Shanghai only), Singapore, Spain, the United Kingdom and the United States. The study focused solely on the Food eVangelists to determine if they are increasing in incidence, as well as to get a better idea of who they are and what they are thinking and doing. The information can help food executives better understand the impact that this growing segment is having on their business and respond in a way that builds trust and enhances the bottom line.

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