

Changes in food behaviour in times of crisis

Preliminary findings: How consumers reacted to rising food prices and uncertainties during the crisis in Ukraine

December 2022



Food



Co-funded by the
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Ukraine war impact on consumer food attitudes



53%

of European consumers are strongly worried about **food shortages**



55%

think that the war in Ukraine has made **food production more vulnerable**



54%

think that the **war is the main reason** for increased food prices in Europe

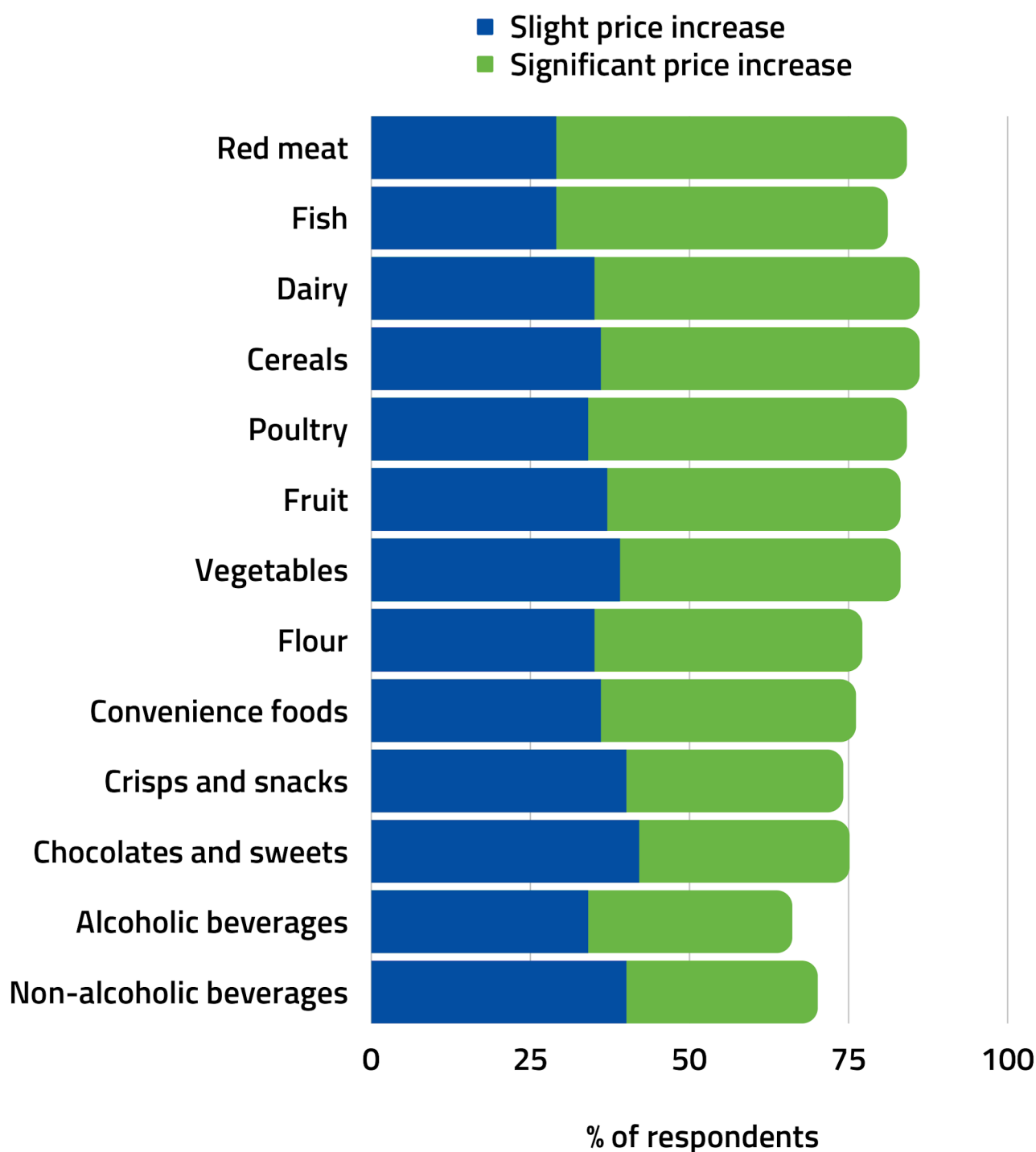


48%

believe that the war has enabled food retailers and manufacturers to **make more profit**

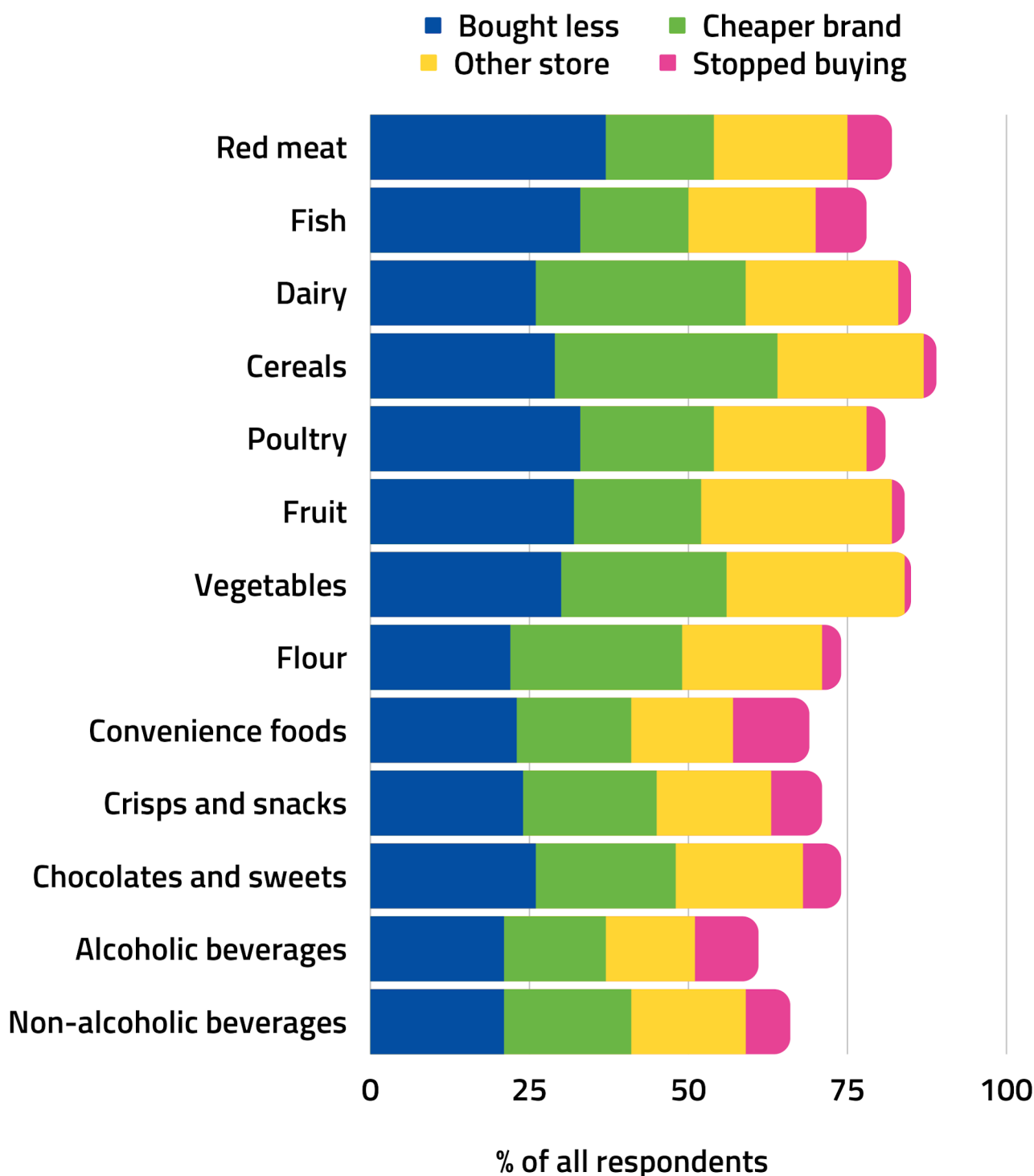
Perceived price increases for most categories of food

The effects of rising prices have been keenly felt by consumers, with shoppers observing price increases for most categories of food.



Consumers cut food costs by buying less or switching brands

Consumers are reacting to increased prices by cutting costs where they can, including buying less, buying cheaper brands, and shopping at cheaper stores.



Shoppers making more mindful choices

As well as cost-saving behaviours, consumers across Europe are also making more deliberate purchasing choices.



Five groups of European consumers in 2022

Looking at trends of consumer behaviours with regards to cooking and eating, the project used the findings to group European consumers into five categories.

- **More food involvement**

More concerned about everything with food

- **Resilient**

Few changes in food-related behaviours

- **Less food involvement**

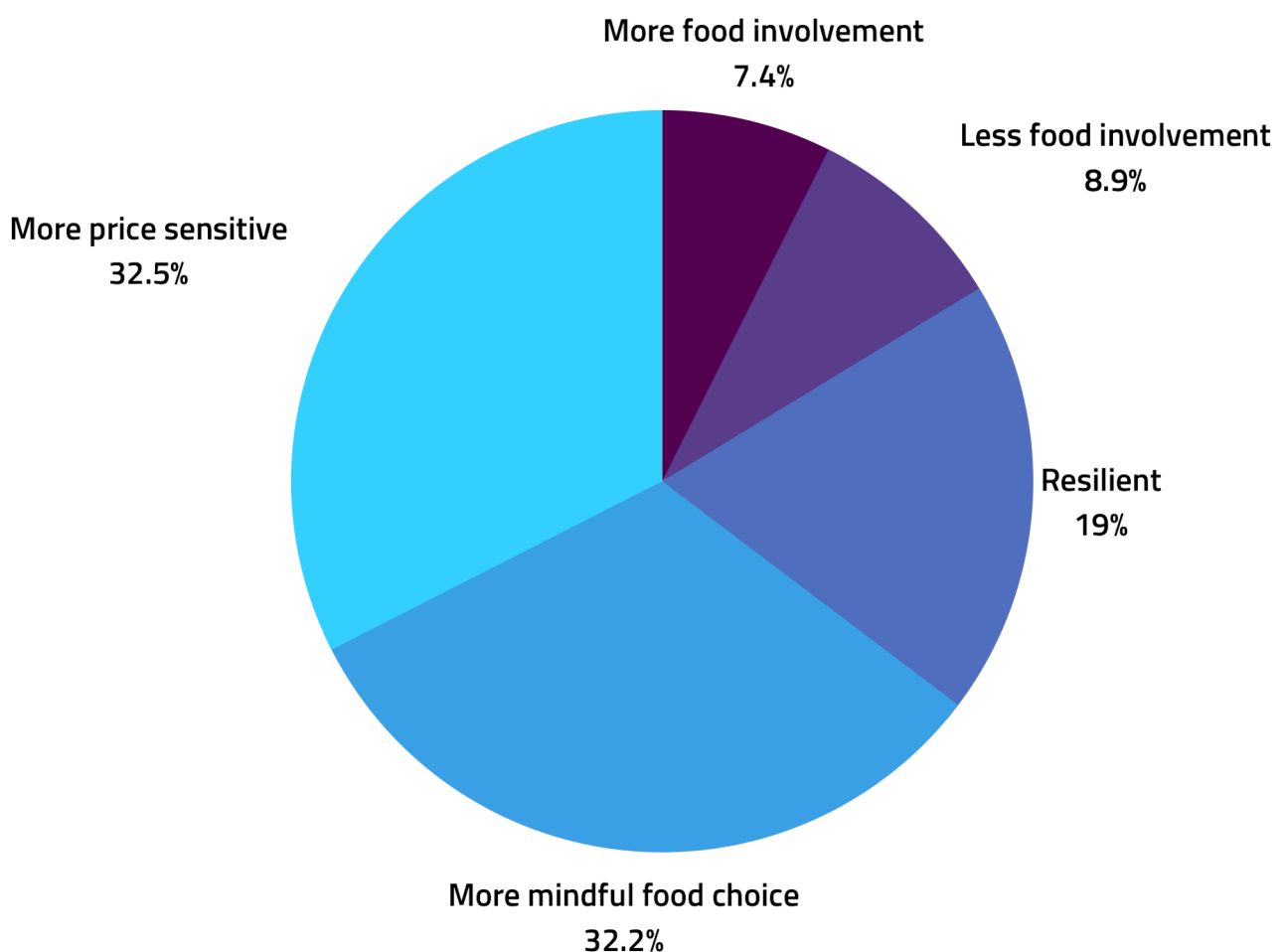
More concerned about everything with food

- **More mindful food choice**

More comparisons, more label reading, more enjoyment, more innovation

- **More price sensitive**

Few changes in food-related behaviours, but more attention to price





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