NielsenIQ

UNDERSTANDING THE EATING HABITS OF THE SOUTH AFRICAN POPULATION

Unilever FOODS & REFRESHMENT

Taste good, feel good, force for good.

cmj pXX

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BACKGROUND & METHODOLOGY

1

STUDY BACKGROUND

Knorr would like to help South Africa move towards a better food future by providing stakeholders (government, NGO's, Industry, retailers, etc.) with information regarding how & what the nation is eating and how it impacts South Africa's health. The Knorr purpose is to 'reinvent food for humanity' in 3 key ways:

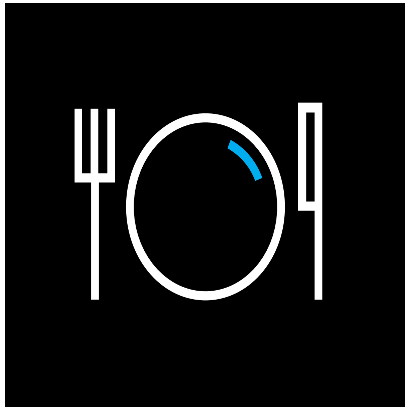
1 CHAMPION DIETARY DIVERSITY

2 CHAMPION MORE PLANT BASED DIETS

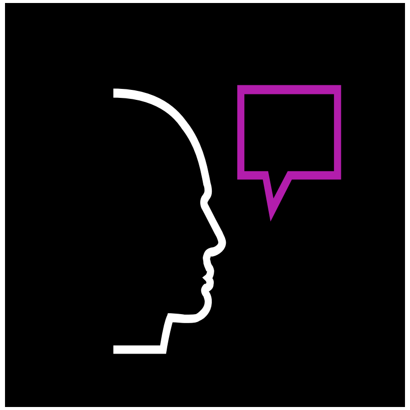
3 CHAMPION MORE SUSTAINABLE WAYS TO GROW AND PRODUCE FOOD

RESEARCH OBJECTIVES

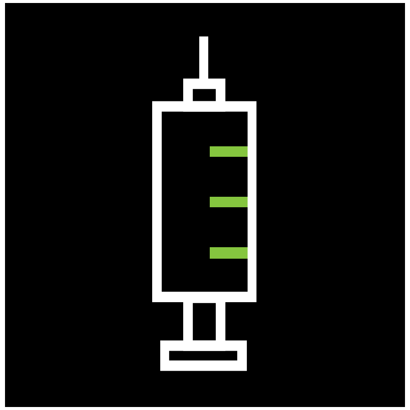
The main purpose of this research is to create a source of information that stakeholders can tap into in order to shape the health of the nation



Understand the composition of the plate of the nation across the different demographics (% of meat eaters, vegetarians, vegans, flexitarians)



Understand the attitudes towards food, what is consumed and the link to health



Understand the impact of healthy food and the incidence of non-communicable diseases

Understanding if there is an improvement in access to healthy foods

Understand the challenges in consuming healthy foods

RESEARCH DESIGN

WAVE 3
RESULTS

All figures in the presentation are **percentage figures (%)** unless otherwise stated

Methodology: CAPI (Computer Aided Interview)
Sample size: n=1003
30 minute questionnaire
Sample design:
Nationally representative of SA population aged 16+
Males and females
All races
LSM 1-10
All regions
Urban and Rural

Fieldwork took place:
18 February – 09 March 2022

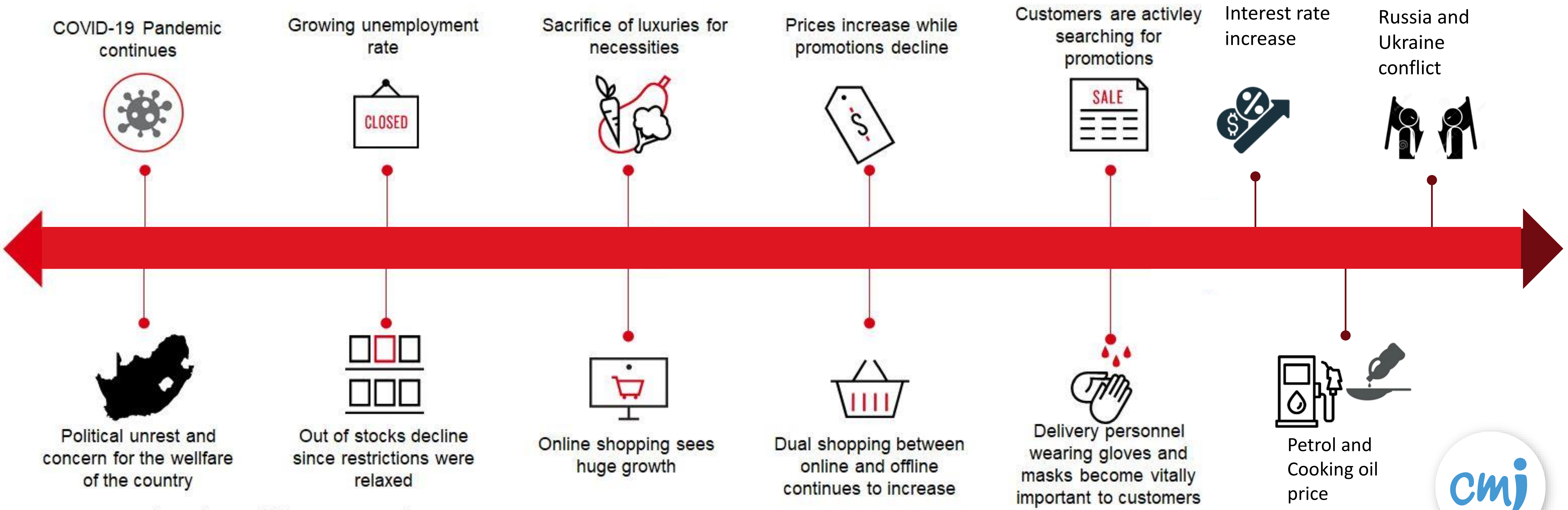
This is an annual study and we will be tracking how the plate changes over time

GENERAL SHOPPER TRENDS

2

FACTORS AFFECTING SOUTH AFRICANS

With the pandemic and tough economic climate affecting South Africans, many are having to give up luxuries and are focusing on necessities. Cost is a primary consideration.



•Source – Nielsen : Shopper Shifts to a new normal Report 2021

Economic landscape and shopping behaviour in South Africa

South African's are facing many difficulties in the current climate both financially and mentally as COVID-19 continues. The economy is struggling to recover from the impact of the pandemic, with prices continuing to rise and consumers become more budget conscious and actively searching for promotions and special offers

Factors affecting South Africans

- COVID-19
- Higher Electricity and water cost
- Increase in petrol prices
- Rising debt levels and interest rates
- Loadshedding
- Political unrest

Effects

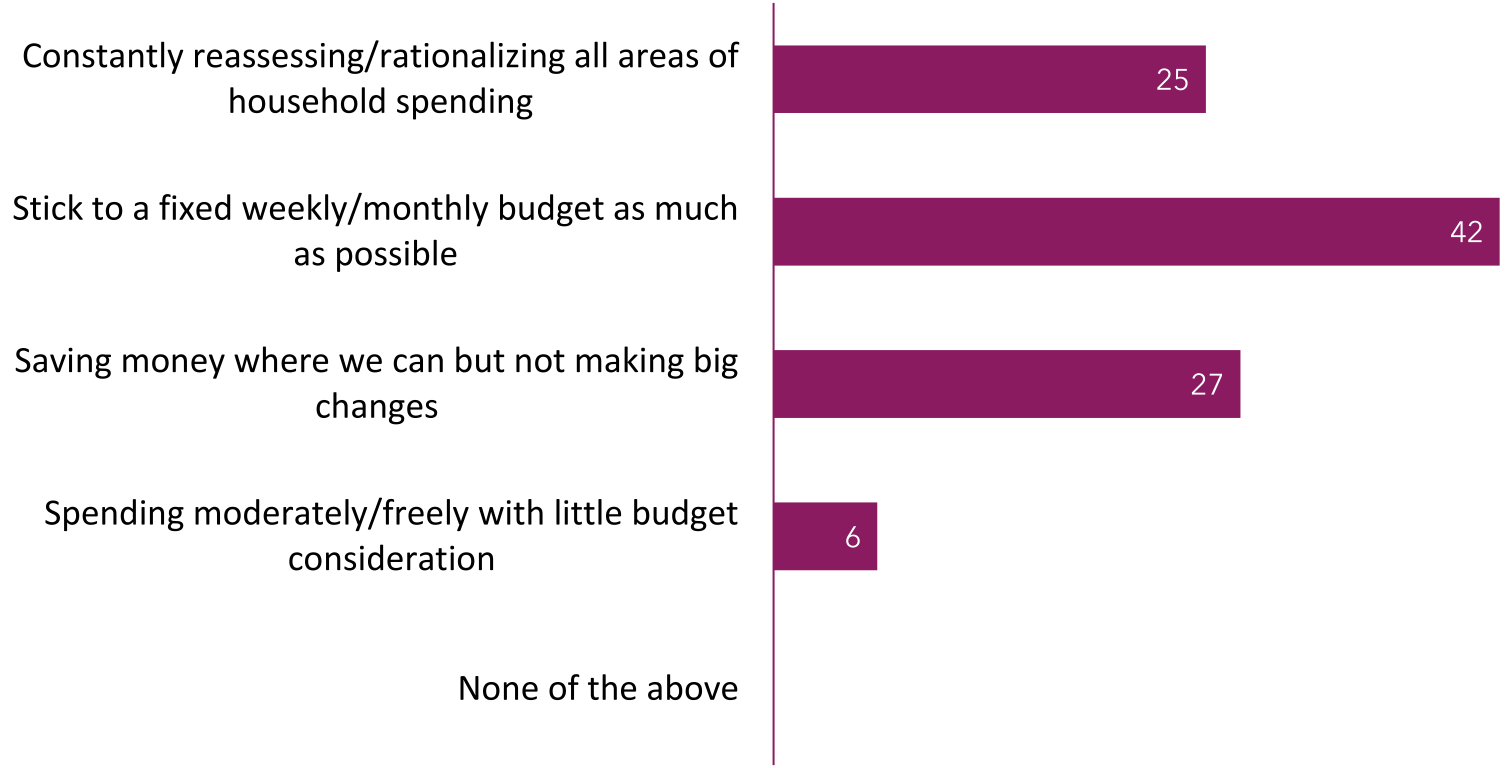
- Increases in unemployement rates
- Declines in disposable income
- Declines in GDP
- Declines in Consumer Confidence
- Increase in debt

Behaviour

- Consumers are much more budget conscious
- Actively looking for discounts and promotions
- Price awareness increases, especially for groceries (highest for bread and staples)
- Increases seen for bulk buying to save money

Consumers shift to budgeting mode and everyone is doing what they can to manage household expenses

Strategies to manage household spend



67%

reassess spending/ stick to their budget

Q5. What are you currently doing to manage your household expenses? (All respondents n=612)

Brand switching is relatively high – especially when regular brands prices increase

Managing household grocery spending (T2B)

66%
change brands if the price of their regular brand increases

Q6.2. What are you doing to manage your household grocery expenses? (Those who manage grocery spending n=574)

Source: Nielsen Unlocking consumption 2021

Meat substitution has significantly declined whilst snacking between meals has significantly increased when compared to the previous year. The plate composition share has remained the same.

TOTAL SA PLATE COMPOSITION %

ADULTS 16+	2020	2021	2022
Sample size	1005	1003	1003
Meat Products	26	26	27
Starch	41	41	41
Vegetables / Fruit	13	14	13
Dairy	8	8	8
Legumes	3	3	3
Fats & Oils	9	9	9

FOOD TYPE CONSUMPTION FREQUENCY

	2020	2021	2022
Sample size	1005	1003	1003
Meat consumption frequency – mean p/m	16,43	17,76	18,34
Starch consumption frequency – mean p/m	23,60	23,73	25,10
Veg / fruit consumption frequency – mean p/m	15,42	15,45	17,08
Meat substitutes used	73	71	62 ⬇
Starch substitutes used	52	48	49
Snack between meals	70	70	83 ⬆

Mean

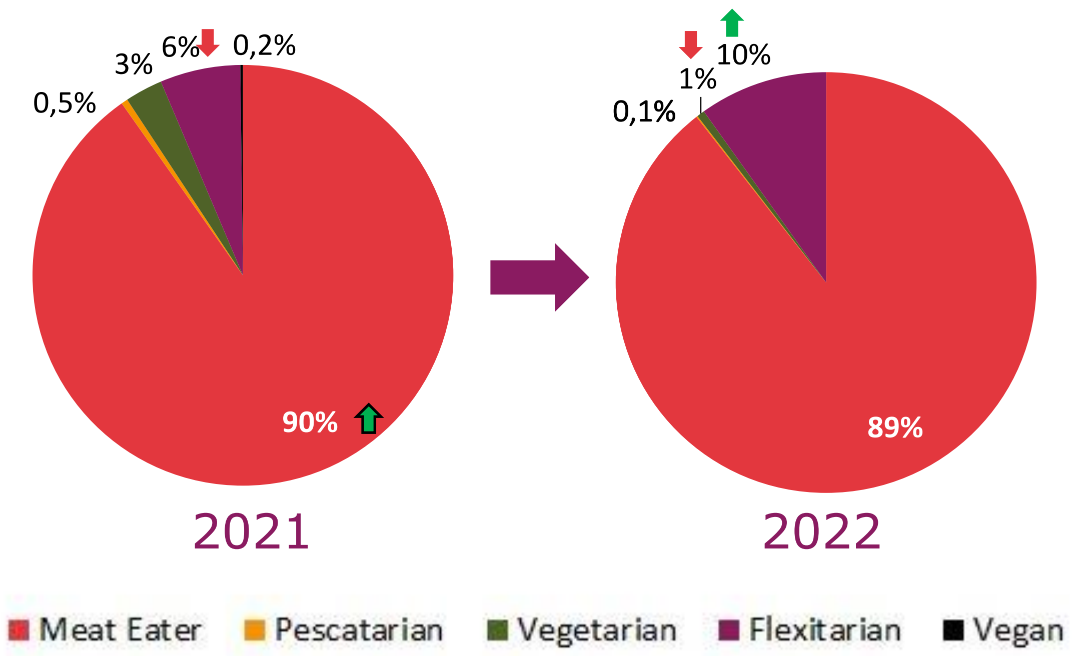
%

⬆ Significantly higher than previous year
⬇ Significantly lower than previous year

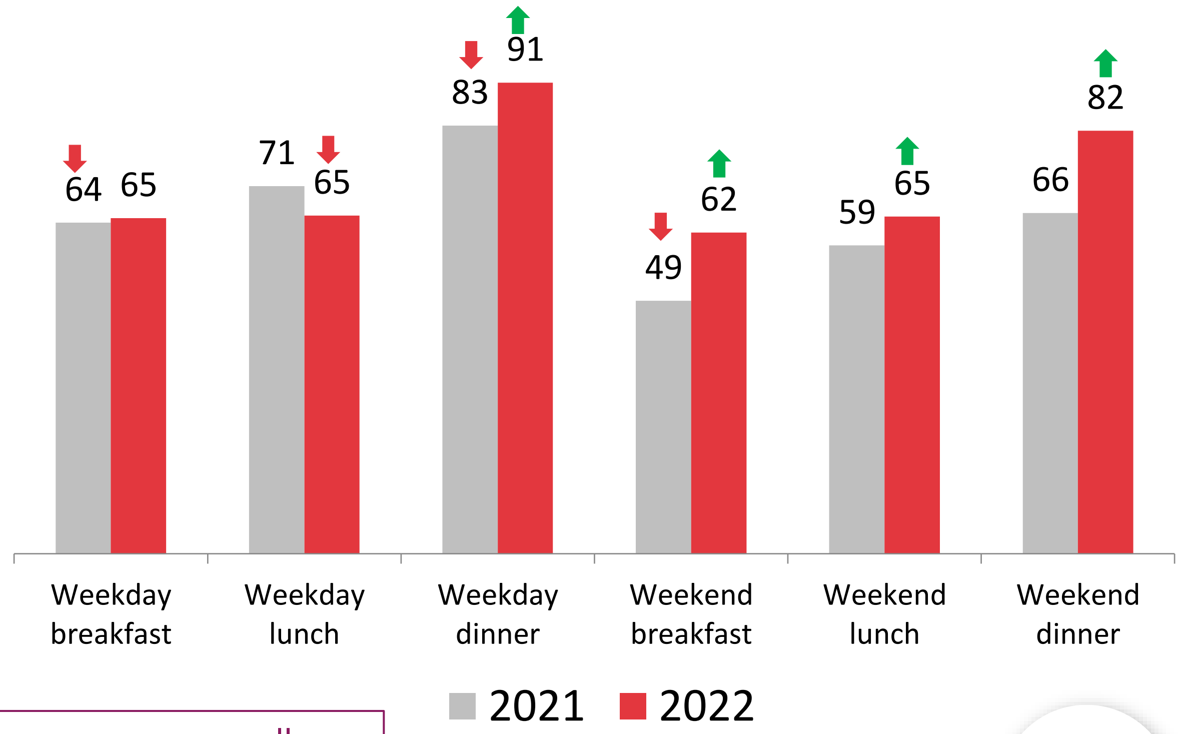
Declines seen for vegetarians while Flexitarians increase. Dinner more important than ever

South Africans eat an average of **2** meals per day

SA DIET TYPE BREAKDOWN



MEAL OCCASIONS

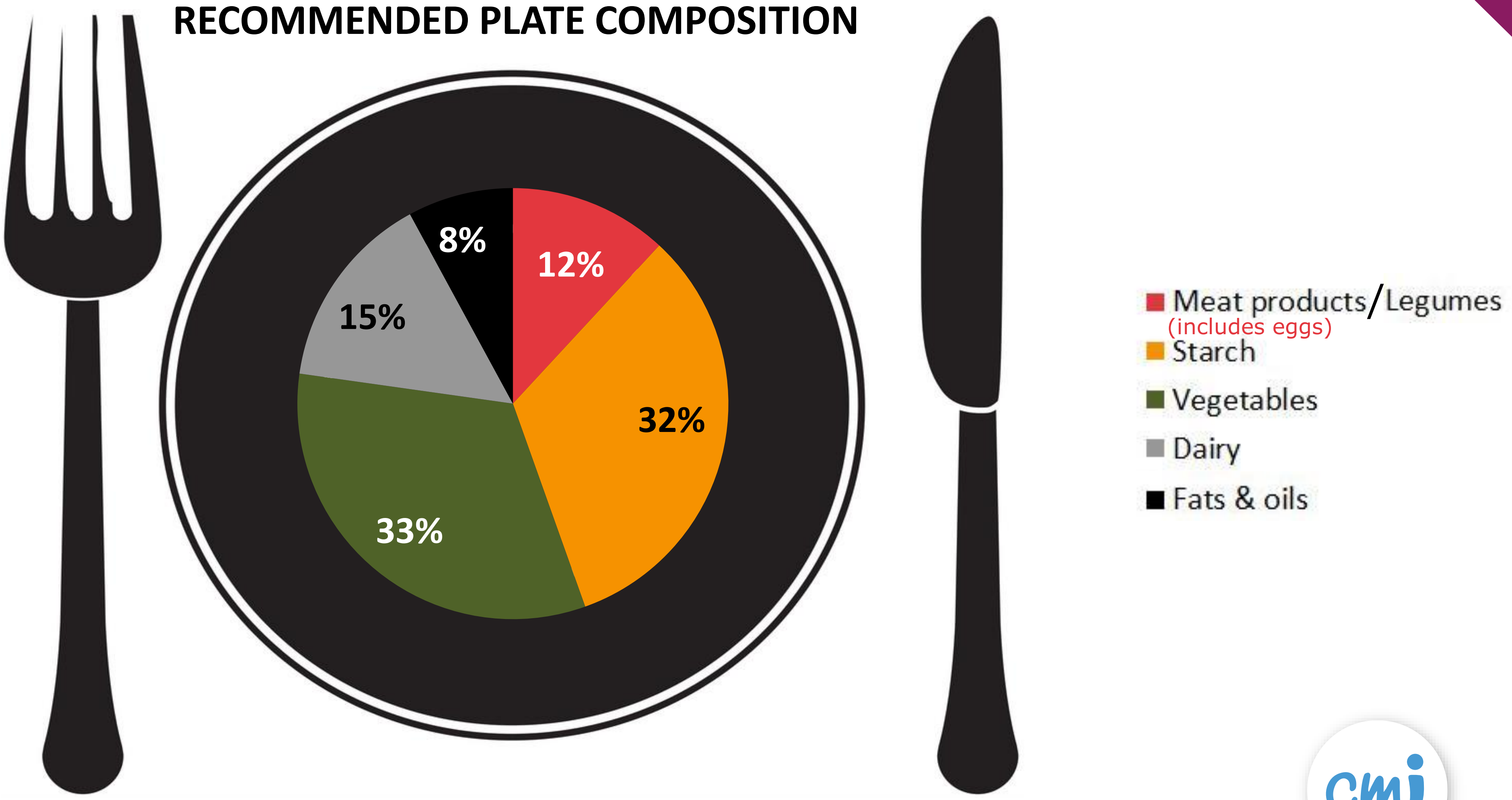


Increases across all demos

Significantly higher than previous year
Significantly lower than previous year

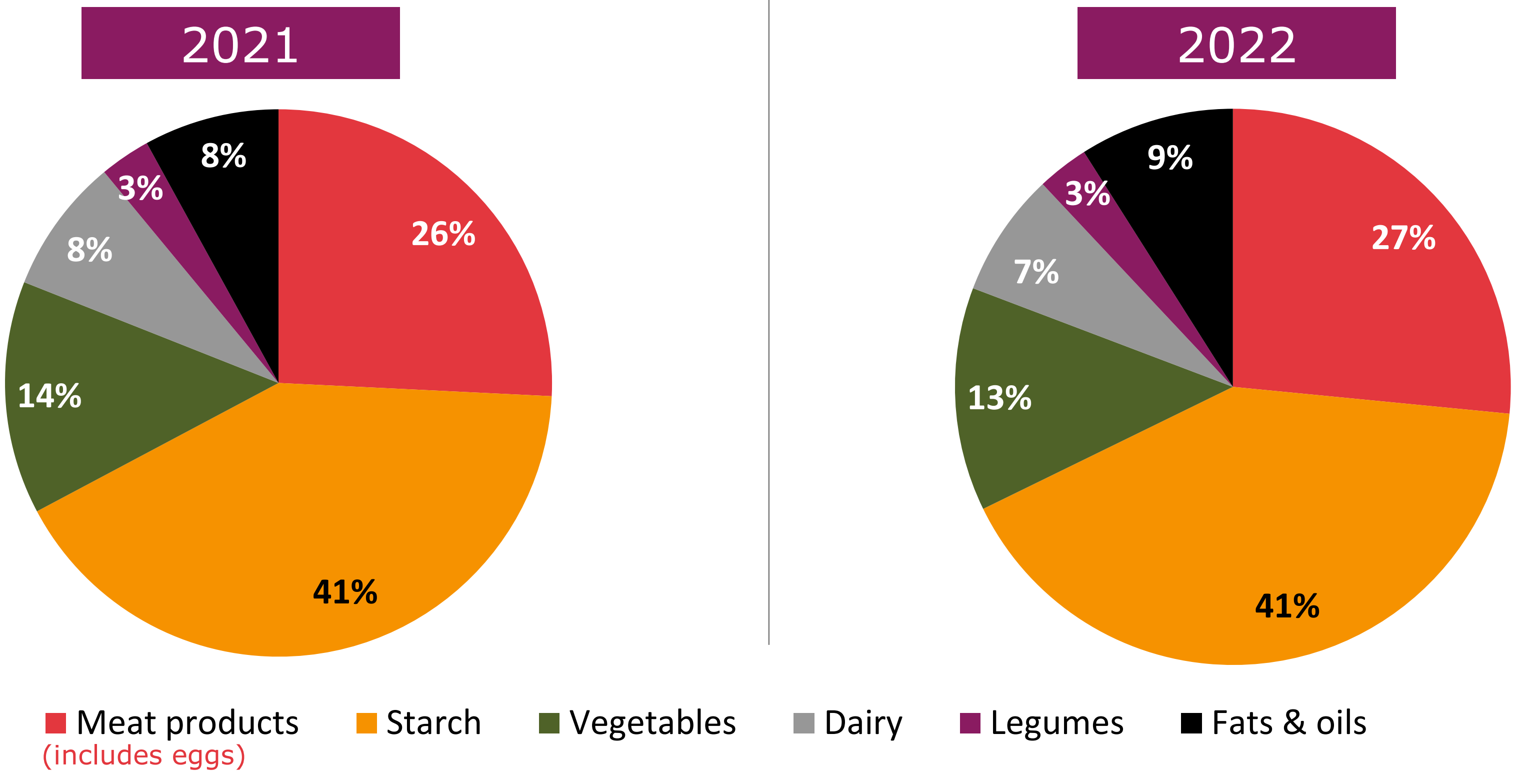
The recommended plate composition has equal parts vegetables and starch and only 12% meat

The Eatwell plate composition as defined by the University of Cambridge and the NHS



Opposite to the recommended plate composition, Starch makes up the higher proportion with vegetables averaging at 14%. There's marginal shifts in the plate composition compared to previous year

TOTAL PLATE COMPOSITION



No significant differences from 2021 or from total adults plate

Significantly higher than previous year
Significantly lower than previous year

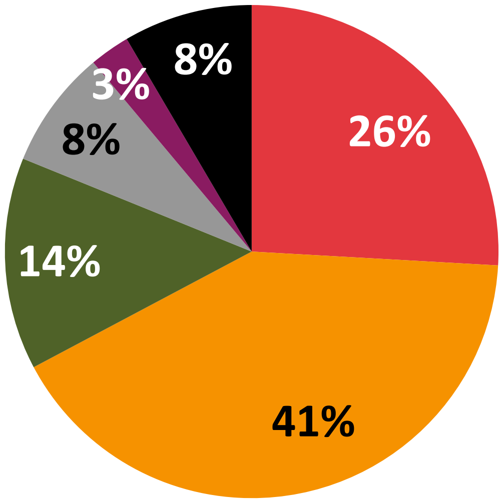
Adult plate composition for SA remains consistent with 2021, although vegetables see slight declines

ADULTS
AGE 16+

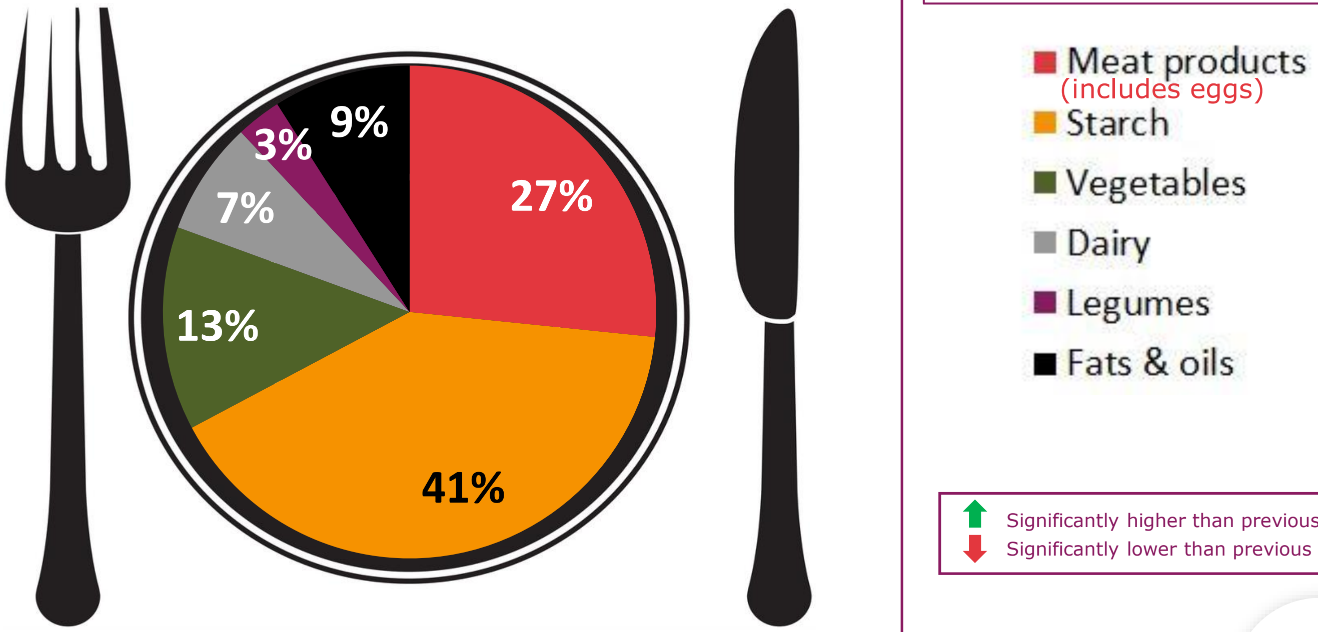
TOTAL SA PLATE COMPOSITION

This is consistent across all regions and demographics with no significant shifts

2021



2022



Significantly higher than previous year
Significantly lower than previous year

No significant differences from 2021

Q13b. If your plate is divided into 10 equal parts, can you tell me how many parts were meat, how many were starch, how many vegetables etc. SHOWCARD

n=1003

Starch and dairy are more prevalent for breakfast, while meat and veg are eaten most at dinner

2022

ADULTS AGE 16+

PLATE COMPOSITION
BREAKFAST

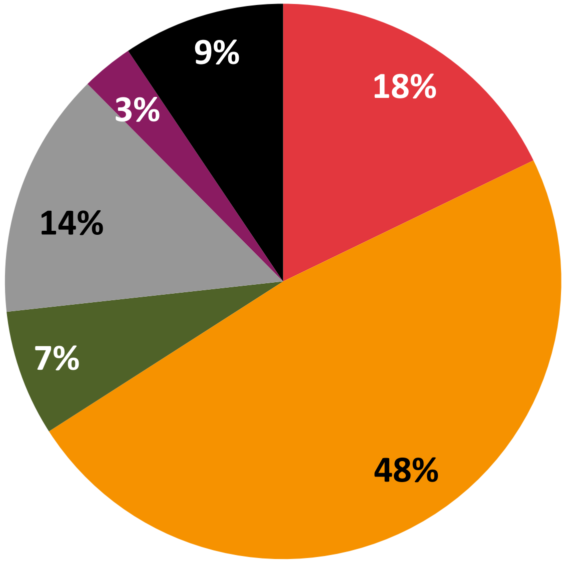


PLATE COMPOSITION
LUNCH

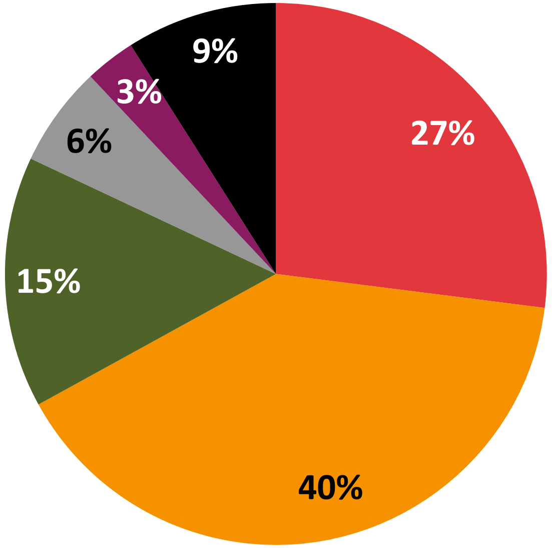
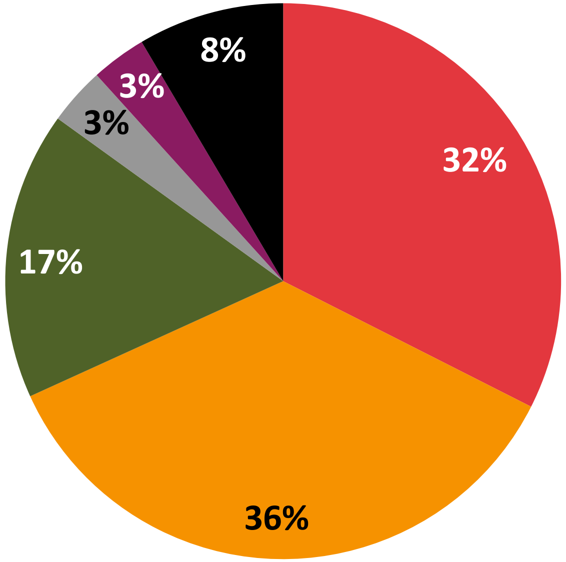


PLATE COMPOSITION
DINNER



Meat products (includes eggs) | Starch | Vegetables | Dairy | Legumes | Fats & oils

Significantly higher than previous year
Significantly lower than previous year

No significant differences from 2021

Starch takes up the largest share of plate during the week

ADULTS AGE 16+

2022

PLATE COMPOSITION
WEEKDAY BREAKFAST

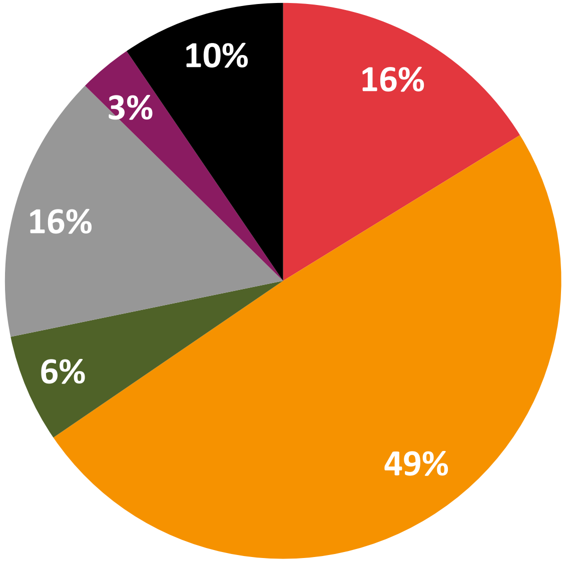


PLATE COMPOSITION
WEEKDAY LUNCH

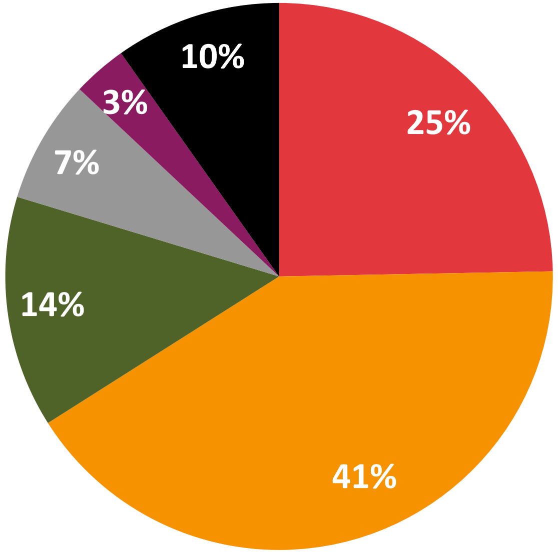
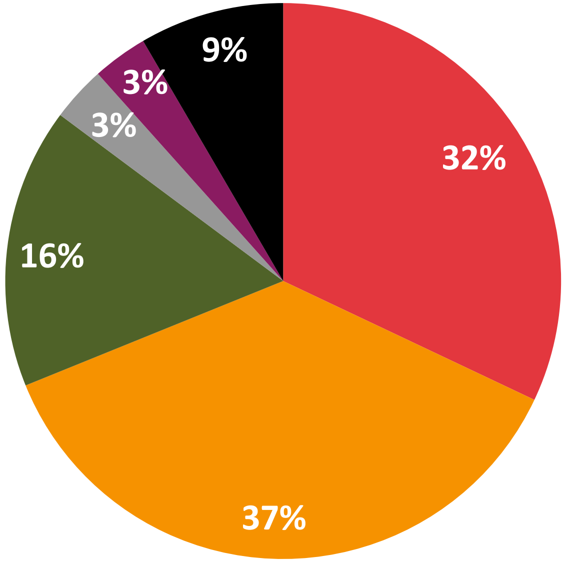


PLATE COMPOSITION
WEEKDAY DINNER



Meat products (includes eggs) | Starch | Vegetables | Dairy | Legumes | Fats & oils

Significantly higher than previous year
Significantly lower than previous year

No significant differences from 2021

Q13b. If your plate is divided into 10 equal parts, can you tell me how many parts were meat, how many were starch, how many vegetables etc. SHOWCARD

n=1003

Meat is eaten more on weekends, particularly for lunch

ADULTS AGE 16+

2022

PLATE COMPOSITION
WEEKEND BREAKFAST

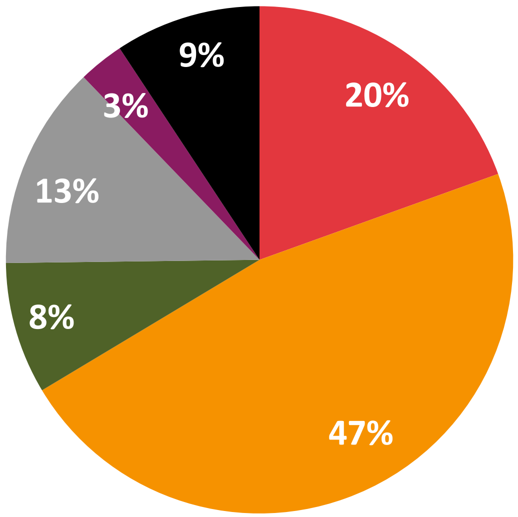


PLATE COMPOSITION
WEEKEND LUNCH

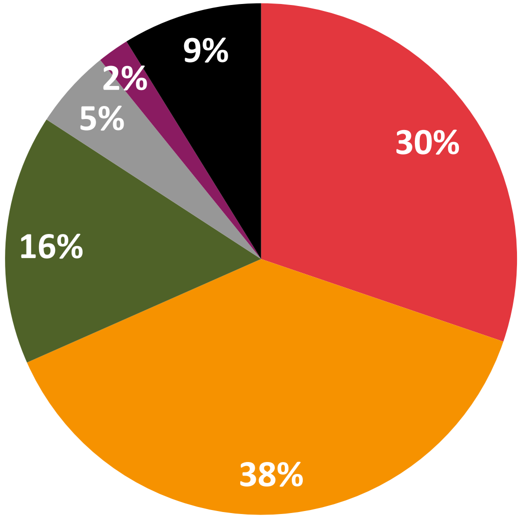


PLATE COMPOSITION
WEEKEND DINNER

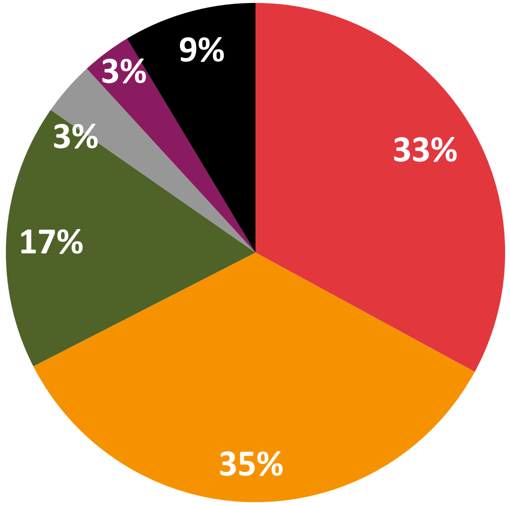
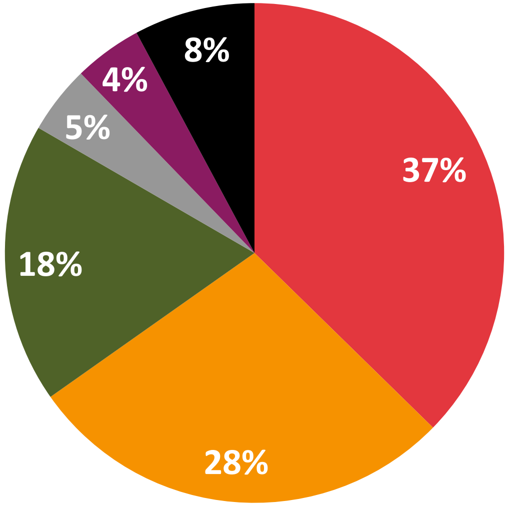


PLATE COMPOSITION
SPECIAL OCCASION



■ Meat products (includes eggs) ■ Starch ■ Vegetables ■ Dairy ■ Legumes ■ Fats & oils

⬆ Significantly higher than previous year
⬇ Significantly lower than previous year

No significant differences from 2021

Breakfast is the most carbohydrate heavy meal of the day with the least vegetables/fruit consumed, while lunch and dinner have meat as more of a focus

WHAT IS CONSUMED?

BREAKFAST

TOP MEAL
Toast / Egg

- Bread/Toast (54%)
- Egg (32%)
- Porridge (24%)
- Meat (22%)
- Cereal (17%)

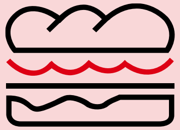
- **Fruit / veg (13%)**

LUNCH

TOP MEAL
Sandwich

- Meat (54%)
- Bread / sandwich (39%)
- Pap (21%)
- Rice (14%)

- **Veg/salad/fruit (20%)**



DINNER

TOP MEAL
Pap & Meat

- Meat (67%)
- Pap (36%)
- Rice (29%)

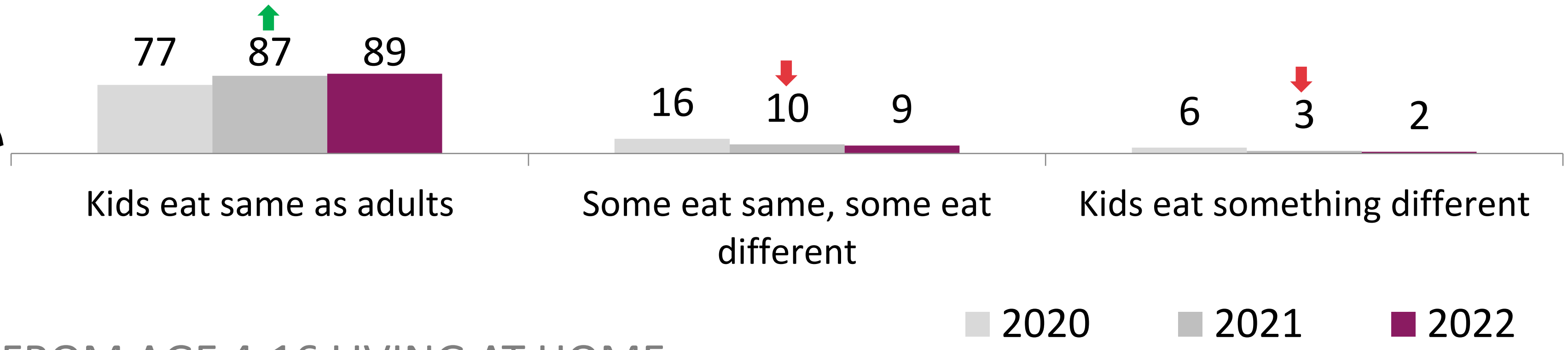
- **Veg / salad (40%)**

Q13a. Please think about the last time you had (meal occasion). What did you eat? OE

n=1003

The majority of kids continue to eat the same things as their parents

WHAT DO KIDS EAT?



THOSE WITH KIDS FROM AGE 4-16 LIVING AT HOME

No significant differences from 2021

Significantly higher than previous year
Significantly lower than previous year

Q15. Do your children eat the same / similar things as you or do they eat something different (SA)

n=566

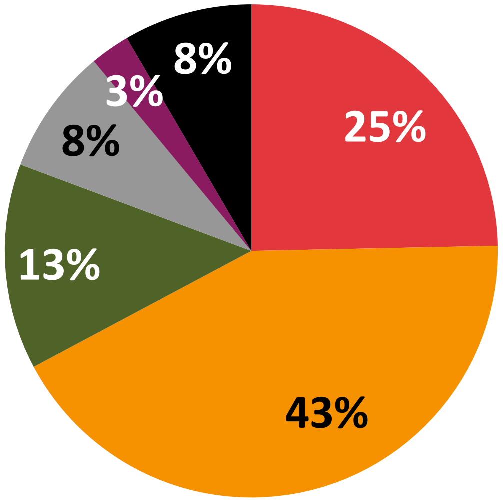
With no changes to plate composition since 2021

KIDS
AGE 4-16

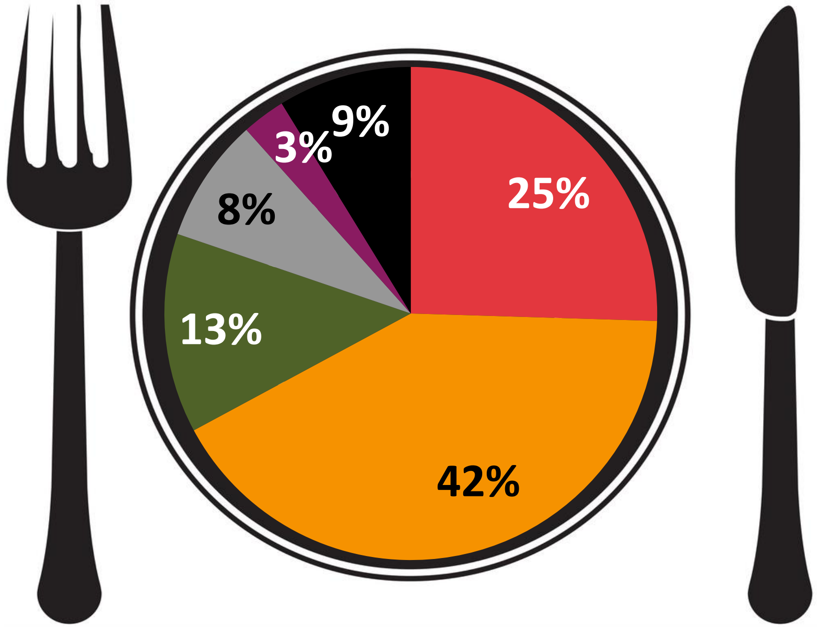
AVERAGE KIDS PLATE COMPOSITION

No significant differences from 2021

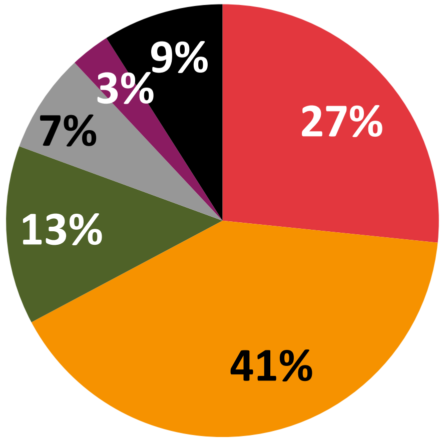
2021



2022



ADULTS
AGE 16+



■ Meat products (includes eggs) ■ Starch ■ Vegetables ■ Dairy ■ Legumes ■ Fats & oils

↑ Significantly higher than previous year
↓ Significantly lower than previous year

Q13b/Q15b. If your plate is divided into 10 equal parts, can you tell me how many parts were meat, how many were starch, how many vegetables etc. SHOWCARD

n=566

Snacking is on the rise, especially among females with kids

SNACKING

⬆ **83%** of people snack in between meals, and this has increased since 2021 (70%)

More prevalent among 16-24 years olds, females - especially if they have kids and Urban areas

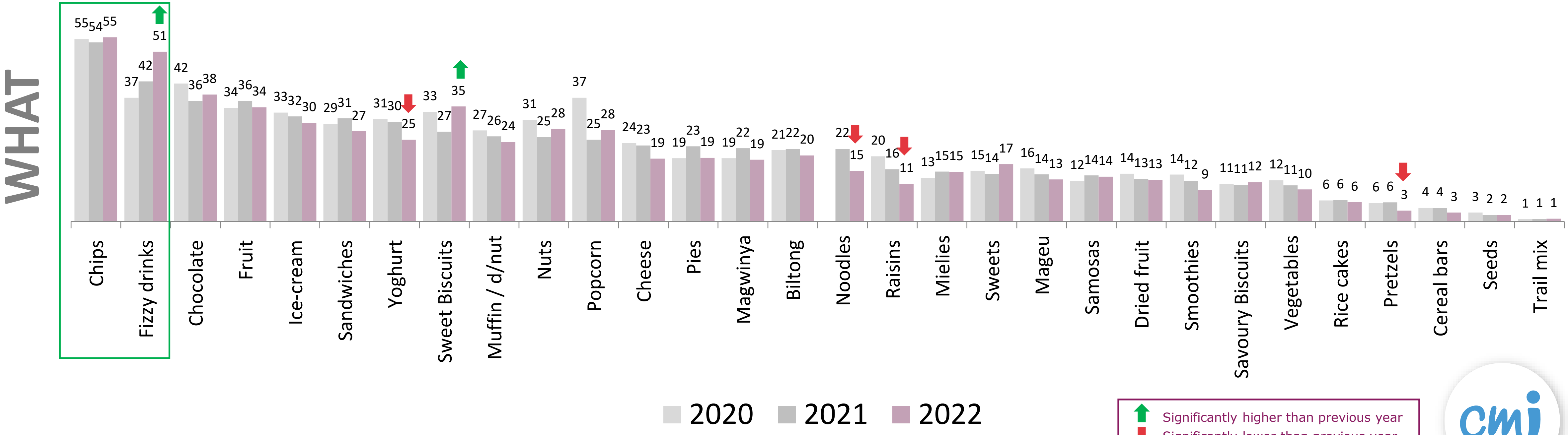
WHEN

BREAKFAST		LUNCH		DINNER	
	30%		⬆ 62%		⬆ 30%
	(2021) 29%		(2021) 44%		(2021) 20%

⬆ Significantly higher than previous year
⬇ Significantly lower than previous year

Chips remains the most consumed snack, with fizzy drinks on the rise

SNACKING

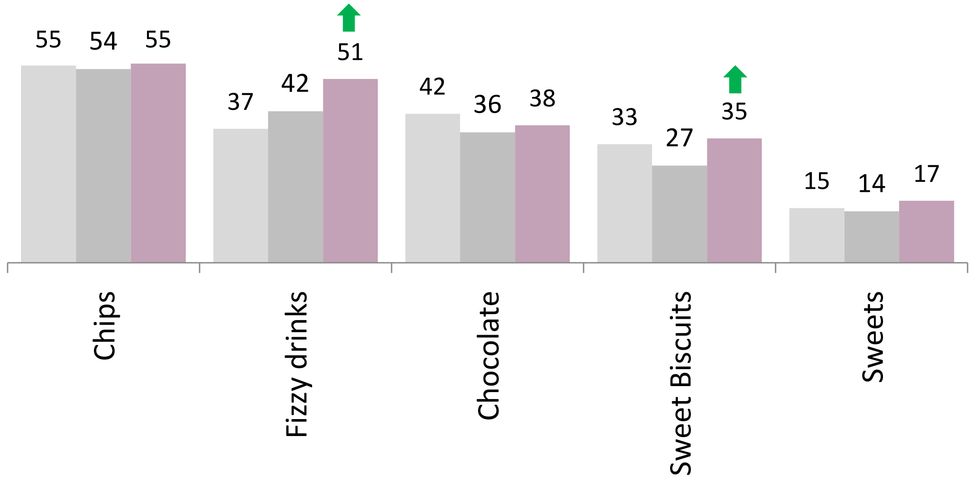


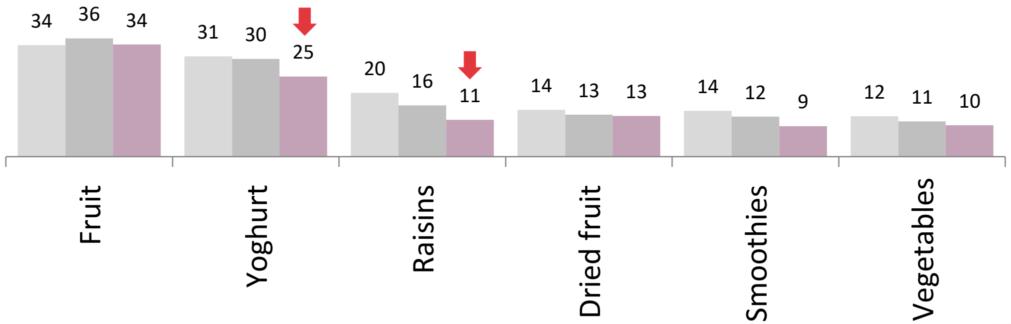
↑ Significantly higher than previous year
↓ Significantly lower than previous year

Increases seen for sugary snacks and declines for more healthy foods

SNACKING

WHAT





Significantly higher than previous year
Significantly lower than previous year

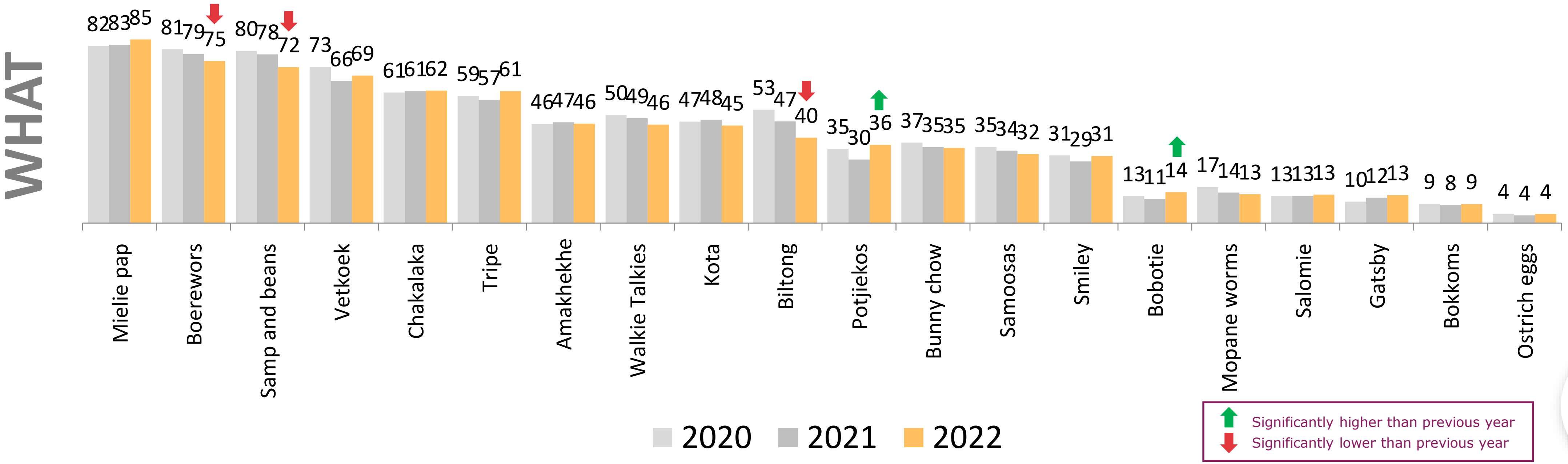
Q25. What types of foods do you eat as snacks? (MA) – Noodles added in 2021

n=708

Mielie pap the most consumed staple, with declines for Boerewors and Biltong possibly due to price

TRADITIONAL FOOD CONSUMPTION

100% of South Africans eat some sort of tradition food



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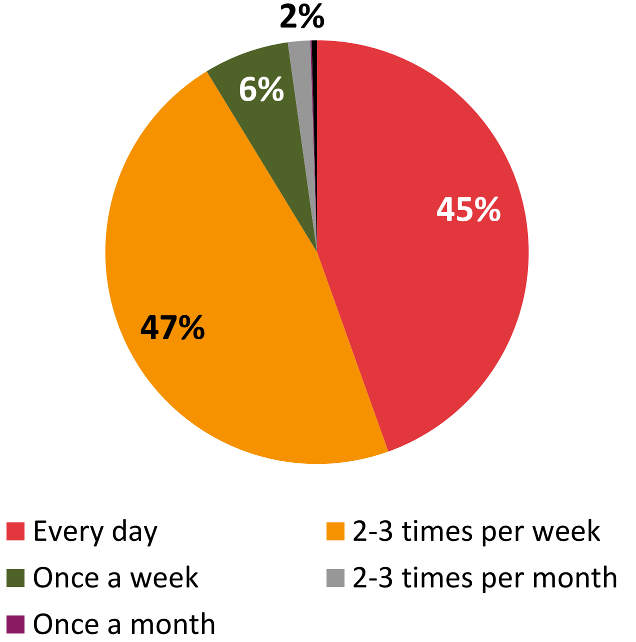
FOOD GROUP EXPLORATION

Increase in consumption of poultry, red meat and seafood in 2022

Declines in meat replacements being used, with beans on the decline

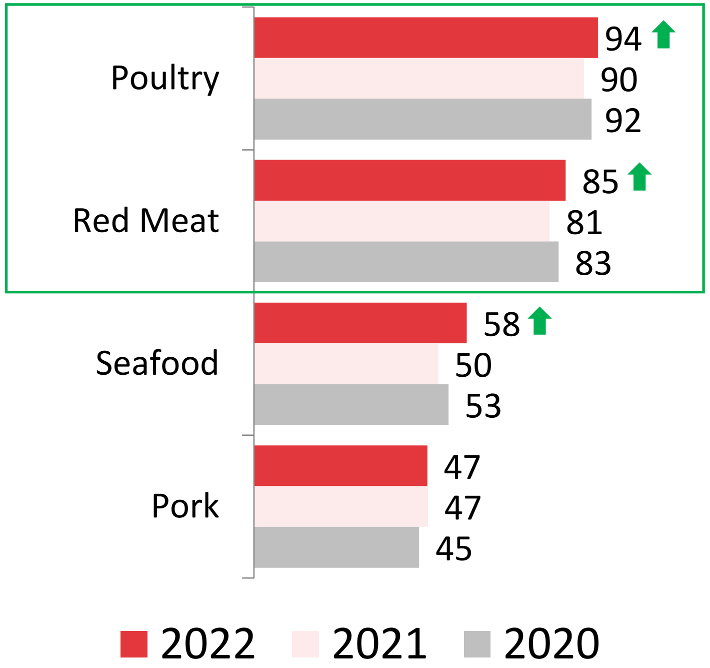
FREQUENCY OF CONSUMPTION

AVE. PER WEEK – 4.0 times



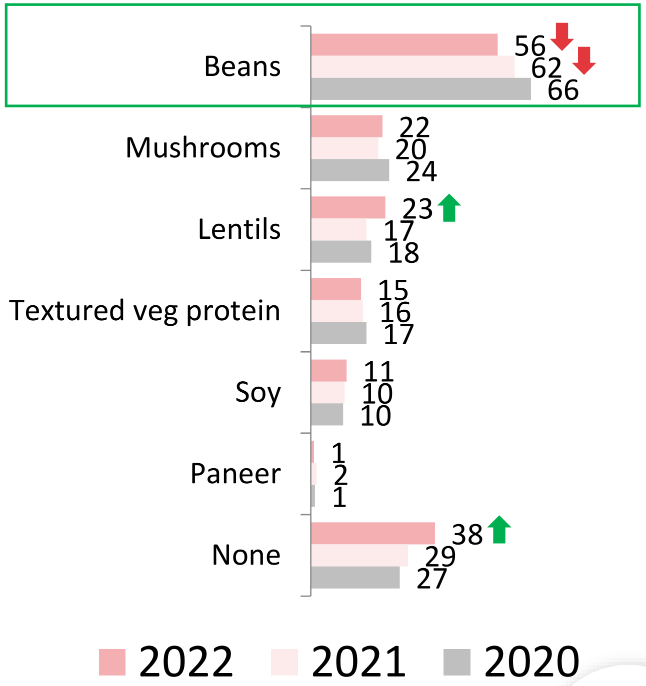
n=997

MEAT TYPE REGULARLY CONSUMED



n=997

MEAT REPLACEMENTS USED



n=1003

Significantly higher than previous year
Significantly lower than previous year

MEAT EXPLORATION

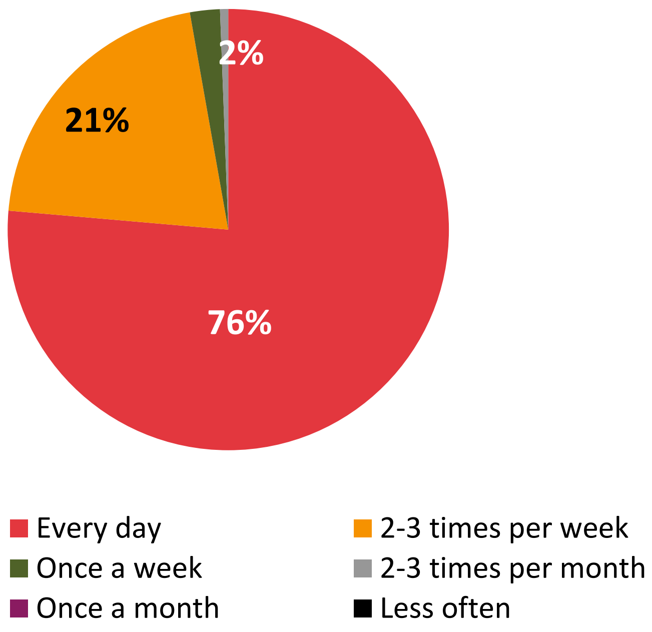
Q16. How often do you eat meat? (SA) Q17. What meat products do you regularly eat? (MA) Q18. Do you use the following meat replacements? (MA)

n=1003

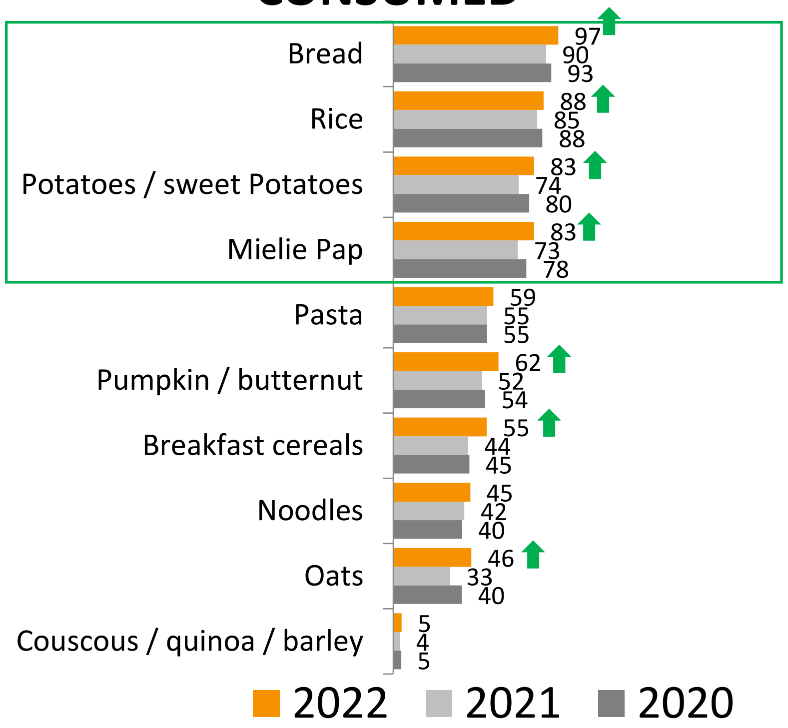
Variety of starch consumed on the rise, with cauliflower becoming more of a viable substitute

FREQUENCY OF CONSUMPTION

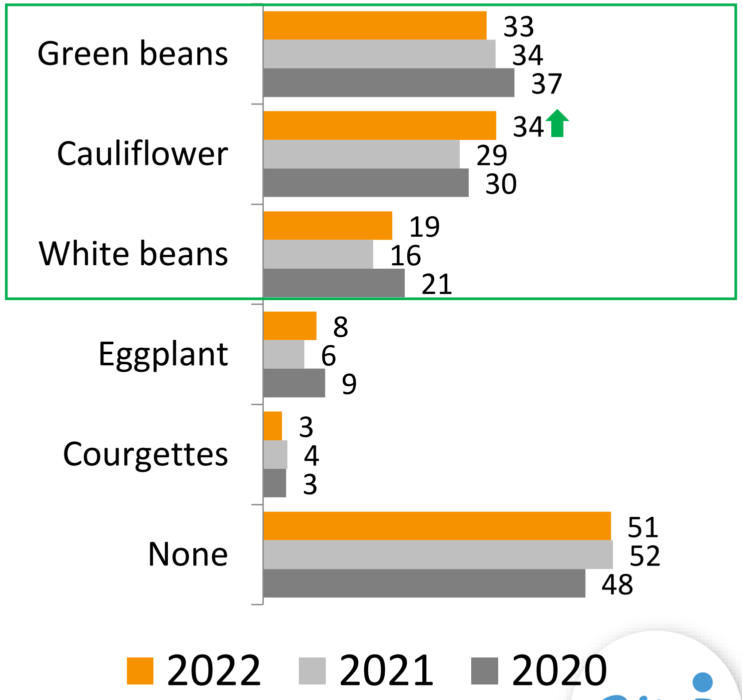
AVE. PER WEEK – 6.0 times



STARCH TYPE REGULARLY CONSUMED



STARCH REPLACEMENTS USED



Significantly higher than previous year
Significantly lower than previous year

STARCH EXPLORATION

Q19. How often do you eat Starch? (SA) Q20. What starch products do you regularly eat? (MA) Q21. Do you use the following starch replacements? (MA)

n=1003

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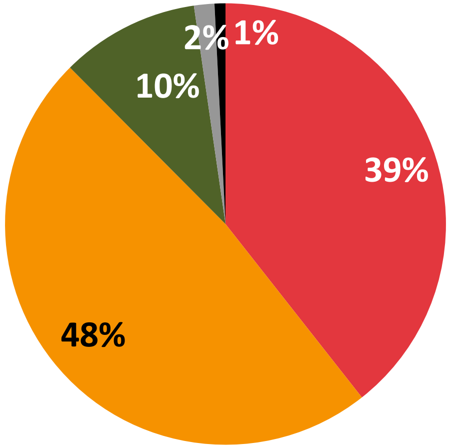
Increases seen in variety of vegetables consumed, with onions and tomatos remaining at the top

Increased consumption of bananas while apples / pears and citrus see declines

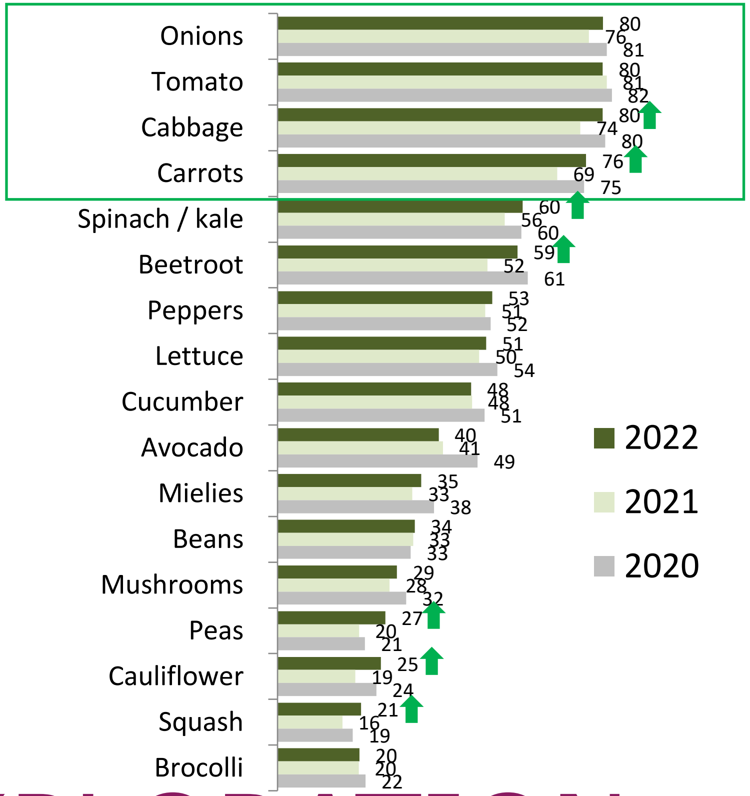
FREQUENCY OF CONSUMPTION

AVE. PER WEEK – 4,1 times

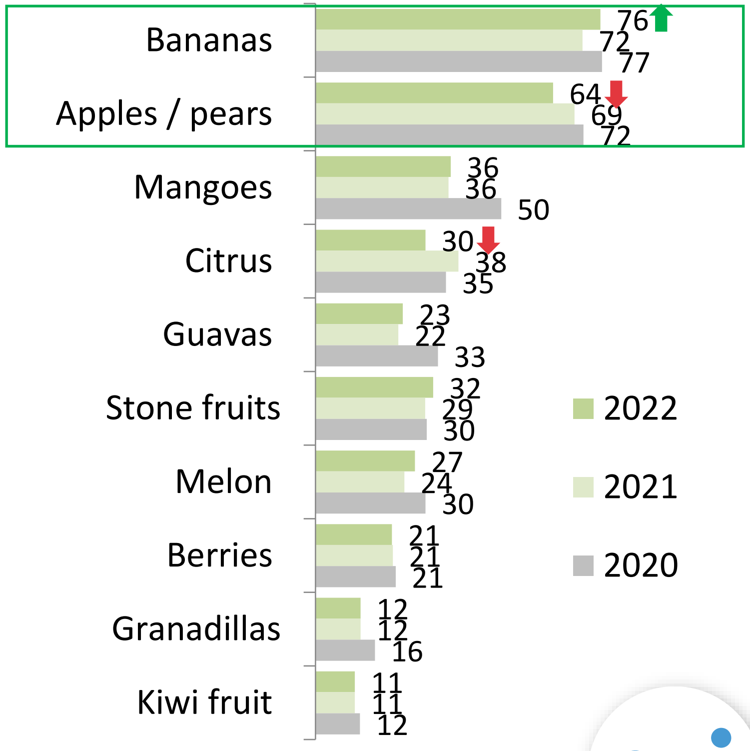
(increase from 3,9 in 2021 to 4,1 in 2022)



VEGETABLES REGULARLY CONSUMED



FRUIT REGULARLY CONSUMED



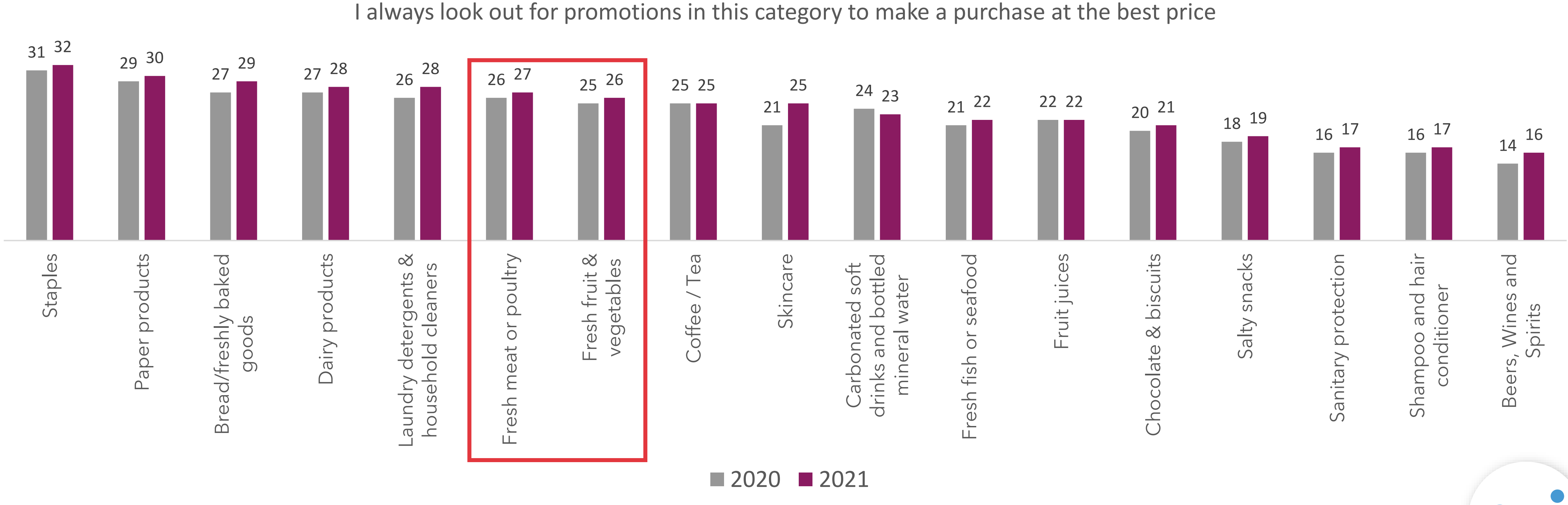
Significantly higher than previous year
Significantly lower than previous year

VEGETABLE EXPLORATION

Q22. How often do you eat vegetables? (SA) Q23. What vegetables do you regularly eat? (MA)

n=1003

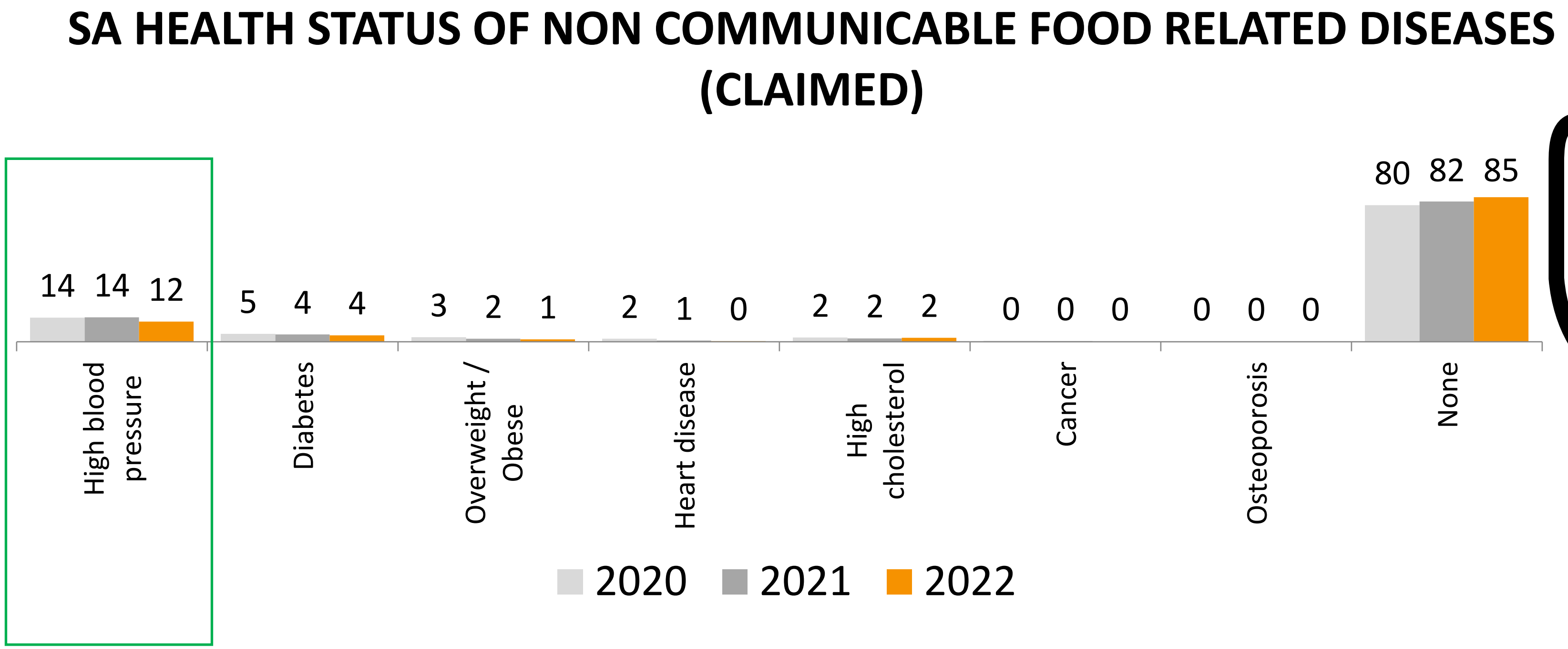
Staples are more sensitive to promotions than any other categories, however fresh meat, fruit, vegetables also rank among the top 10 categories sensitive to promotions



HEALTHY FOODS

Majority of South Africans continue to claim they are not suffering from any food related diseases

This is likely due to the fact that it is a sensitive topic or people are unaware of their health status



Significantly higher than previous year
Significantly lower than previous year

There has been a general increase in information seeking around nutrition

This is likely due to COVID-19 making people more health conscious

NUTRITION INFORMATION SOURCES

Friends & Family
2022 – 73% ⬆
2021 -56%
2020 -62%

Advertising
2022 – 45% ⬆
2021 - 38%
2020 -34%

Product Packaging
2022 – 40% ⬆
2021 - 33%
2020 -37%

Health professional
2022 - 42% ⬆
2021 - 33%
2020 -40%

Internet
2022 – 24%
2021 - 26%
2020 -23%

Social Media
2022 – 33% ⬆
2021 - 25%
2020 -20%

⬆ Significantly higher than previous year
⬇ Significantly lower than previous year

Q34. Where do you get information about nutrition (MA)

n=1003

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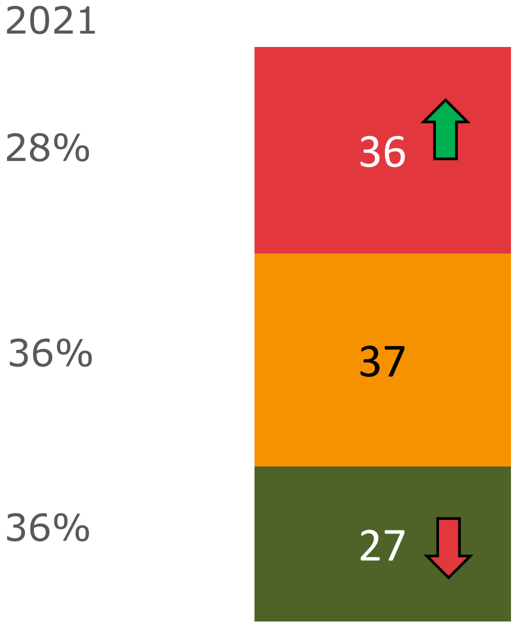
There has been a general decline in those who claim to always eat healthy

ATTITUDES TOWARDS HEALTHY EATING



■ I eat whatever I want, not worried about eating healthy
■ Sometimes eat healthy, but spoil myself on occasion
■ Always eat as healthy as possible

Decreases in healthy eating are most prevalent among Black, Coloured and Rural dwellers

A plant based diet is:

Don't know	**24%**
Vegetables	36%
Fruit	18%
Food from garden	16%
Food from plants	8%
Eating healthy food	2%

Reasons for not eating healthier:

Nothing	**16%**
Healthy food is expensive	30%
Love junk food /sweets etc	8%
Availability	3%
Time constraints	2%

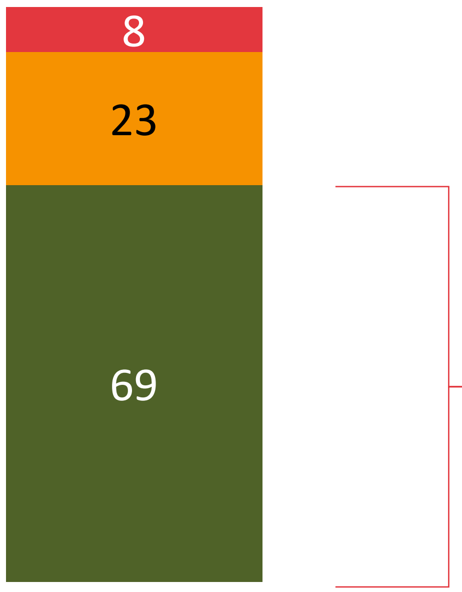
⬆ Significantly higher than previous year
⬇ Significantly lower than previous year

Q29c. Can you tell me what you think a plant based diet is? (OE) Q30. How do you feel about healthy eating and how it affects your wellbeing? (SA) Q30B You said you try to eat healthy. Can you tell me what, if anything, stops you from eating healthy food more often? [OE]

n=1003

Perceptions around access to healthy food remains consistent since 2021

ACCESS TO HEALTHY FOOD



84% THINK IT HAS BECOME EASIER TO FIND HEALTHY FOOD IN THE PAST YEAR

■ Yes ■ Sometimes ■ No

	Yes	Sometimes	No
2021	**69%**	**21%**	**10%**
2020	63%	26%	11%

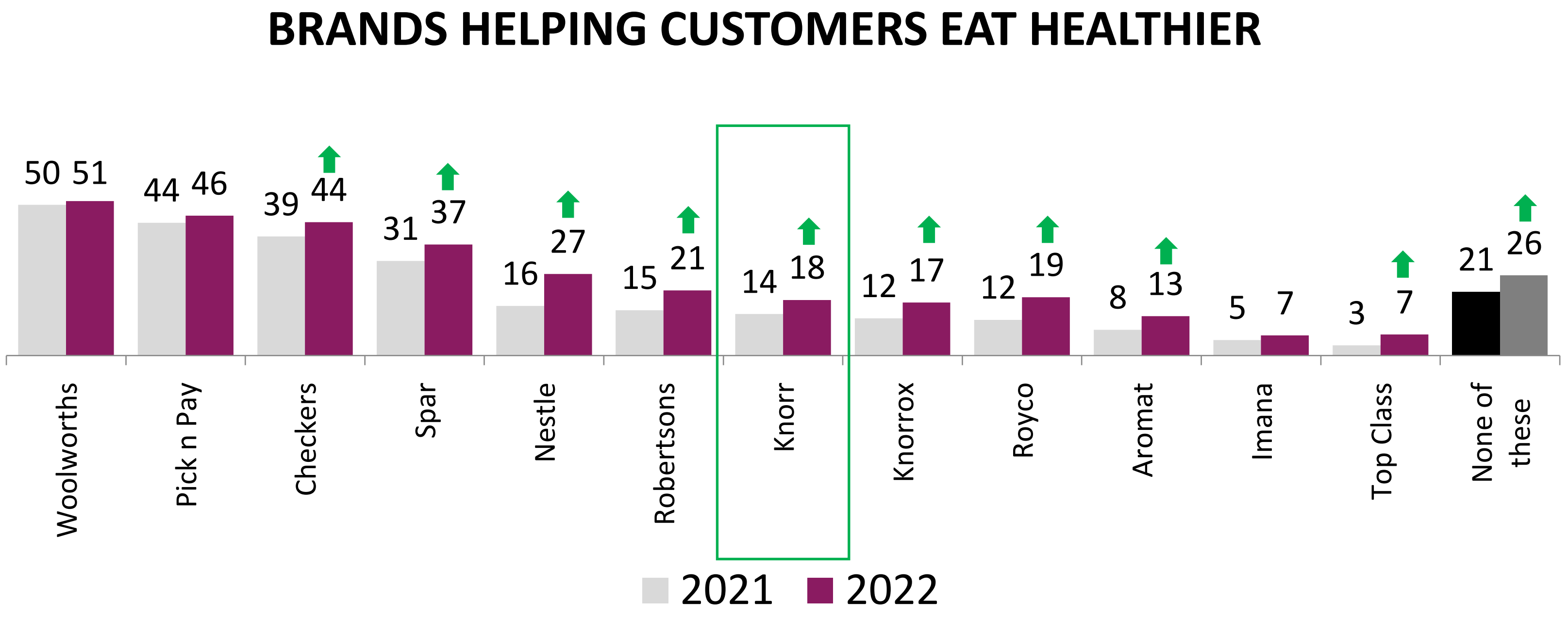
⬆ Significantly higher than previous year
⬇ Significantly lower than previous year

Q31. Is it easy to find healthy foods in your area? (SA) Q32. Do you think it has become easier to find healthy foods where you shop in the past year? (SA) – added in 2021

n=1003

There's an increased perception that brands are promoting healthier eating

Knorr is seeing positive movements in this regard



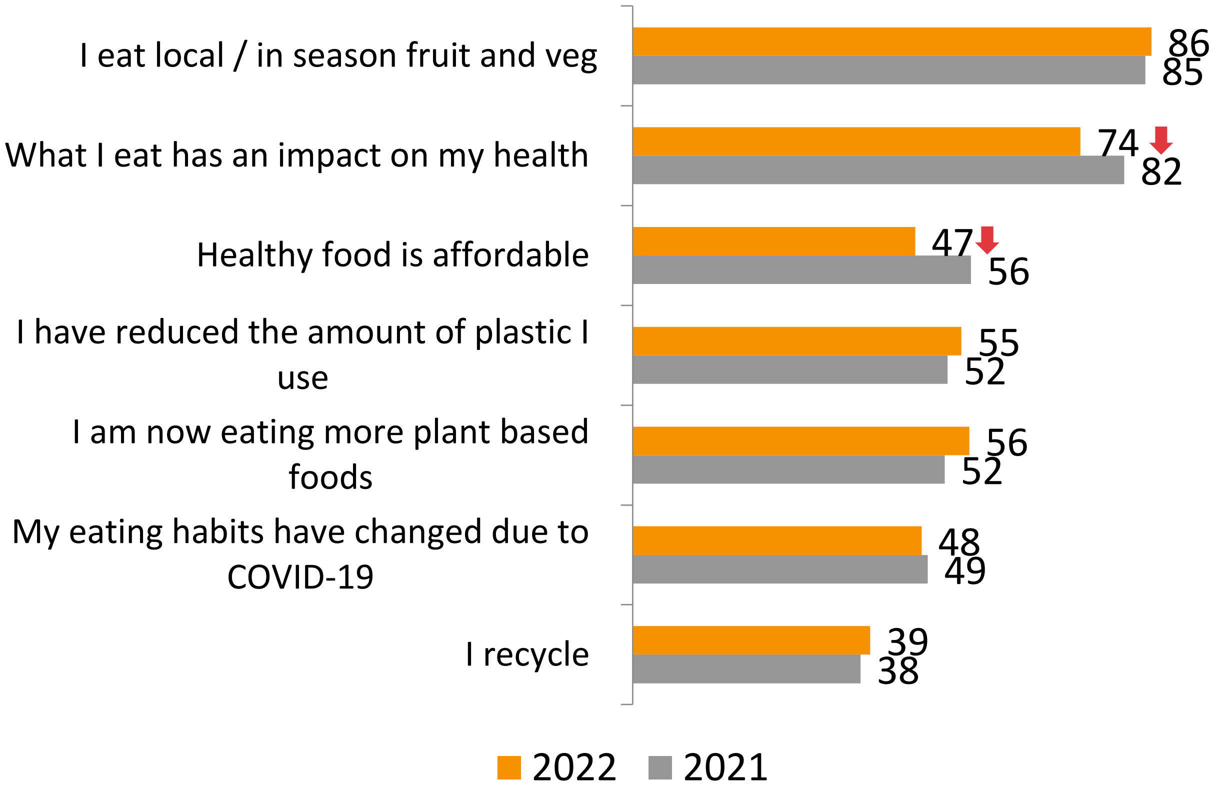
Significantly higher than previous year
Significantly lower than previous year

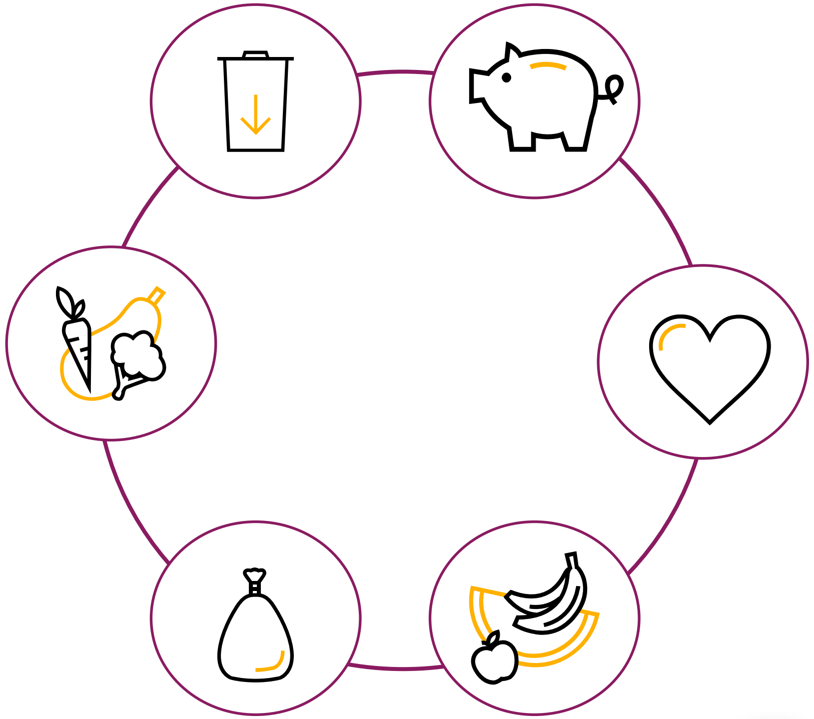
Q34B Which of the following brands have you seen actively trying to help customers eat healthier? [MA]

n=1003

Declines seen for healthy food being affordable, and less South Africans believe what they eat impacts health

ATTITUDES AND BEHAVIOUR

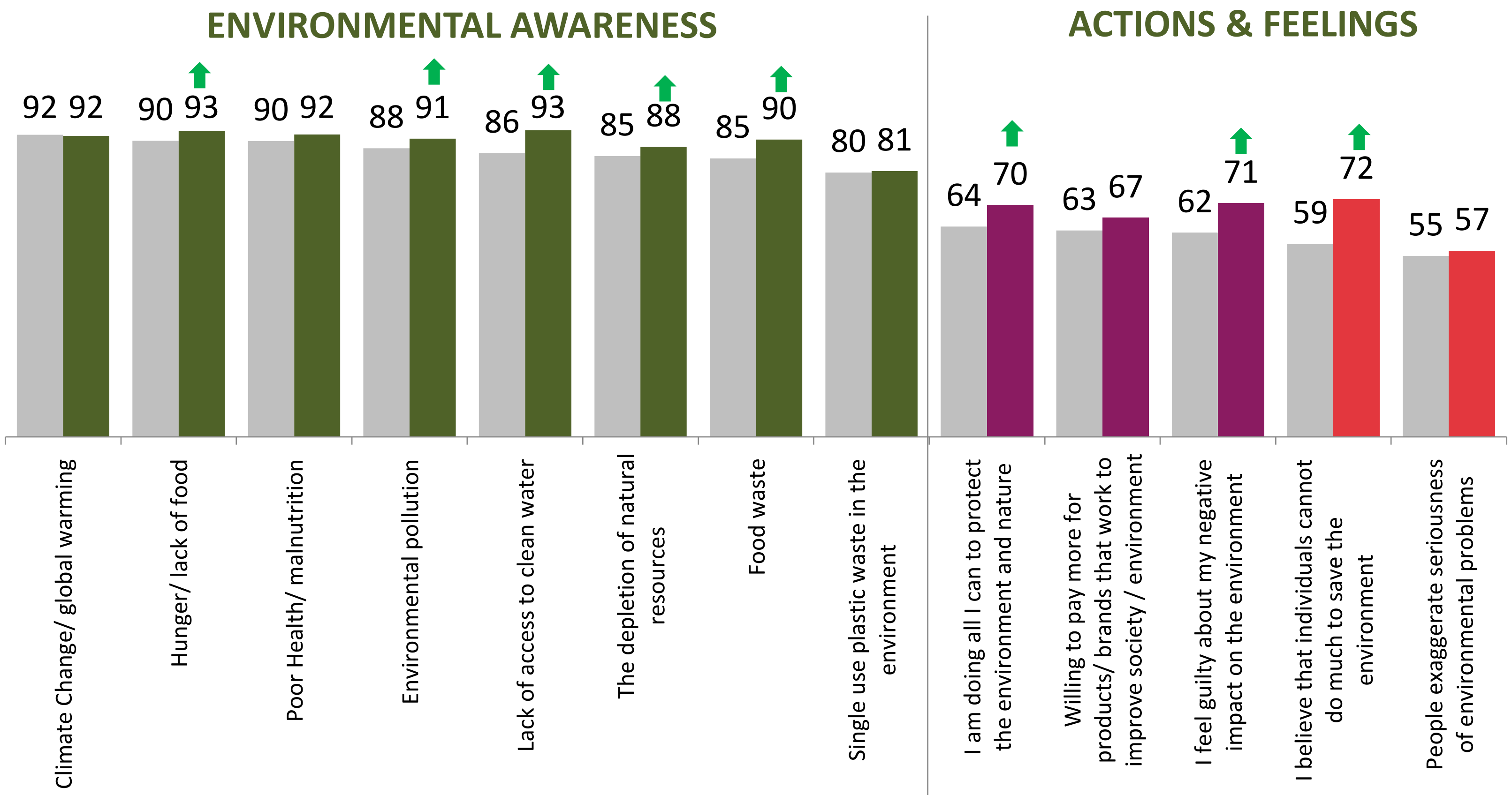




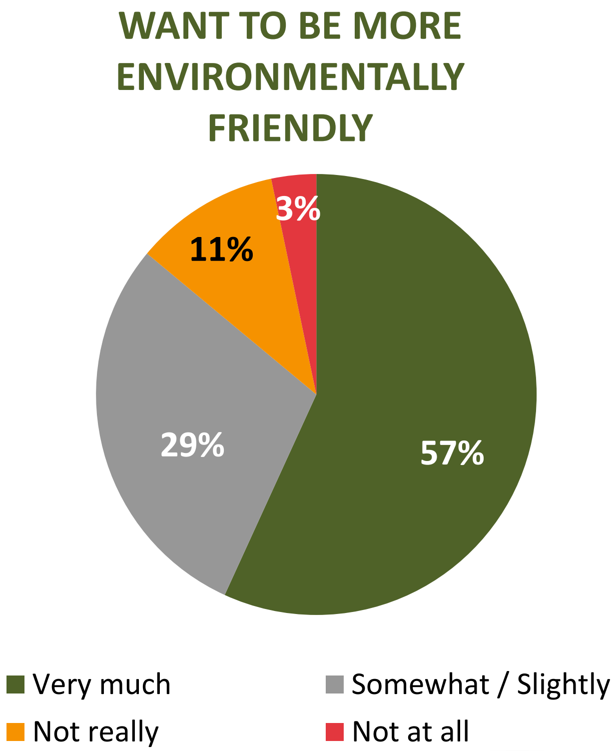
Significantly higher than previous year
Significantly lower than previous year

Increased environmental awareness seen in 2022

With more people feeling guilty but not feeling like they can do much by themselves



Top 2 box



Significantly higher than previous year
Significantly lower than previous year

Q36 For each of the following possible problems, please tell me how serious you think it is? [SA per statement] Q37 Please tell me how much you agree with the following statements? [SA per statement] Q38 How much would you like to change your lifestyle to be more environmentally friendly, reducing your impact on the environment and the climate? [SA]

n=1003

SUMMARY & RECOMMENDATIONS

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GENERAL RECOMMENDATIONS

- Continue with marketing efforts in order to **further grow awareness for the campaign, as it is gaining momentum**
- Consider doing in-store displays that have **promotions or bundle deals** that price sensitive shoppers can take advantage of, and **partnerships with leading retailers** as they are highly associated with driving healthy eating
- Increase **community involvement** as word of mouth is the most effective way of spreading nutritional information
- Continue marketing on **Social Media** as engagement with platforms continues to rise
- **Demonstrate the benefits of a healthy and balanced diet,** with emphasis on the dangers of eating too much meat and sugar

People with Purpose Thrive

THANK YOU

Unilever FOODS & REFRESHMENT

NielsenIQ

Taste good, feel good, force for good.