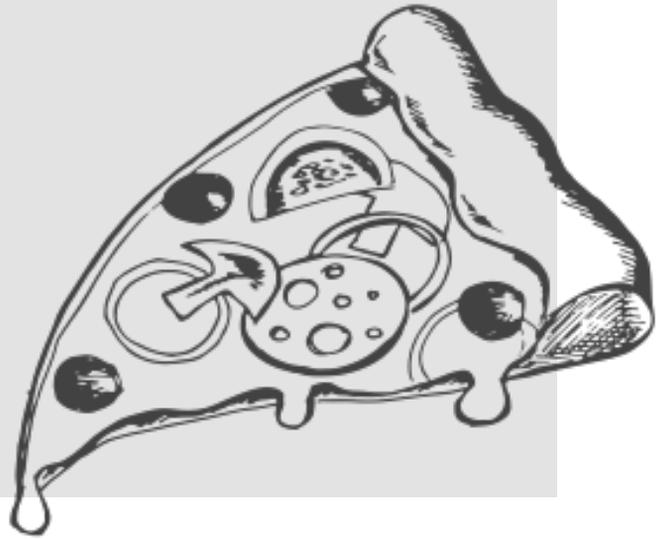


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CONSUMER REPORT

FROZEN FAST FOOD



INTRO

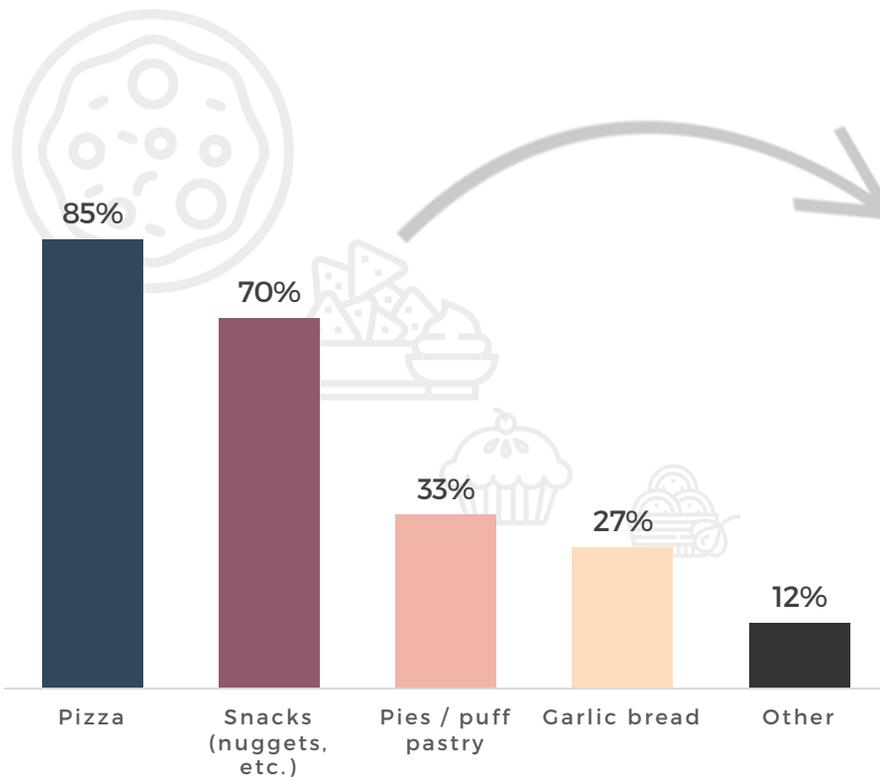
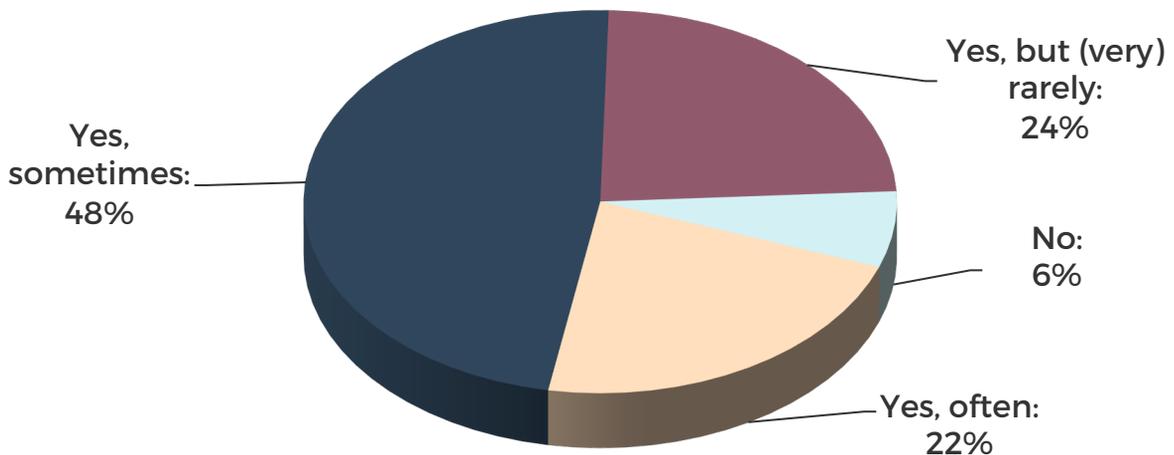
We all love eating fast food from time to time, especially if we can quickly prepare it at home.

We asked our large community of mobile users to tell us more about their shopping and consuming behavior regarding frozen fast food products.

Curious to learn how Europeans buy and consume frozen pizza, pastries and other oven snacks? Read the findings in this [Consumer Report](#).

MOST EUROPEANS EAT FROZEN FAST FOOD

94% of Europeans eat frozen fast food products. 22% eat them “often”, but most people (48%) consume frozen fast foods only “sometimes”.



Fun fact:

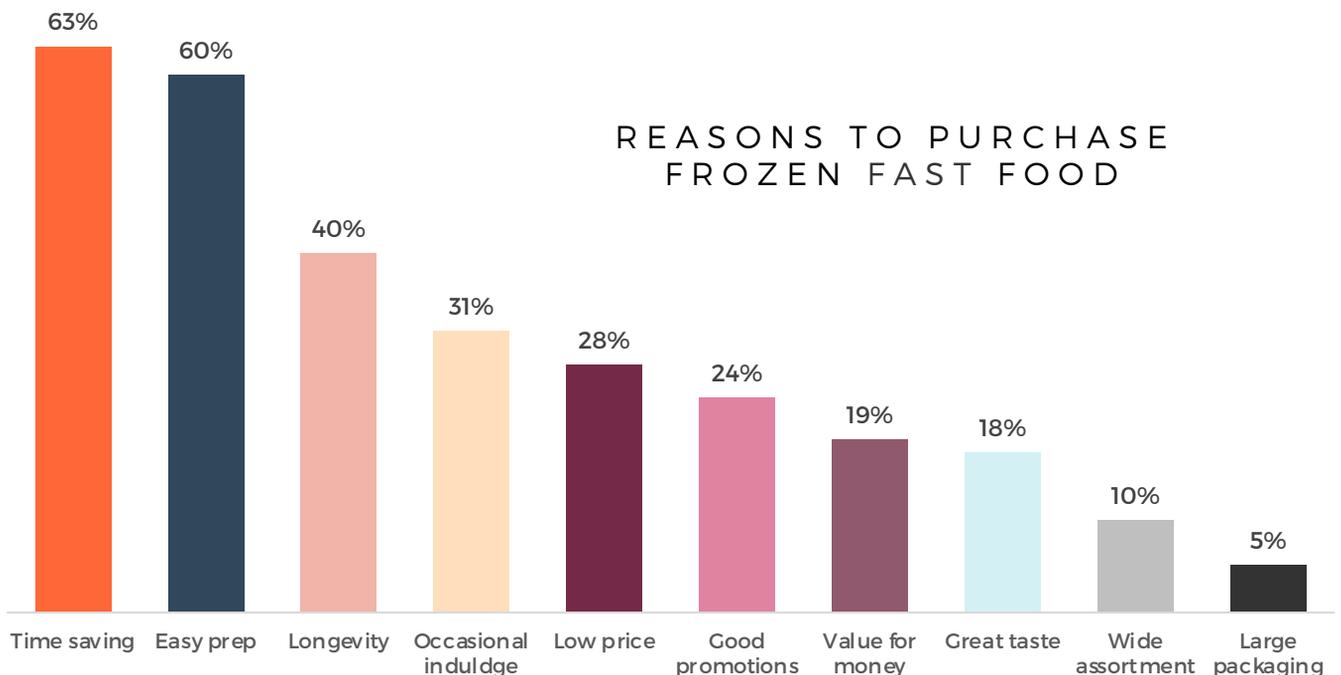
French shoppers are not the biggest fans of frozen “snacks”, with only 45% of respondents stating to eat them. On the opposite note, 82% of Dutch consumers like to indulge in frozen snacks.

CONVENIENCE IS THE TOP MOTIVATION FACTOR FOR CONSUMING FROZEN FAST FOOD

Fun fact:

Compared to the other participating countries, Brits find “low prices” (42%) and “value for money” (38%) far more important reasons to consume frozen fast food.

When it comes to consuming fast foods, 63% of Europeans indicate “Time saving” as their biggest motivation factor. With 60% of preferences, “Easy prep” follows right after. The longevity of the product also plays a crucial factor in the purchase decision (40%).



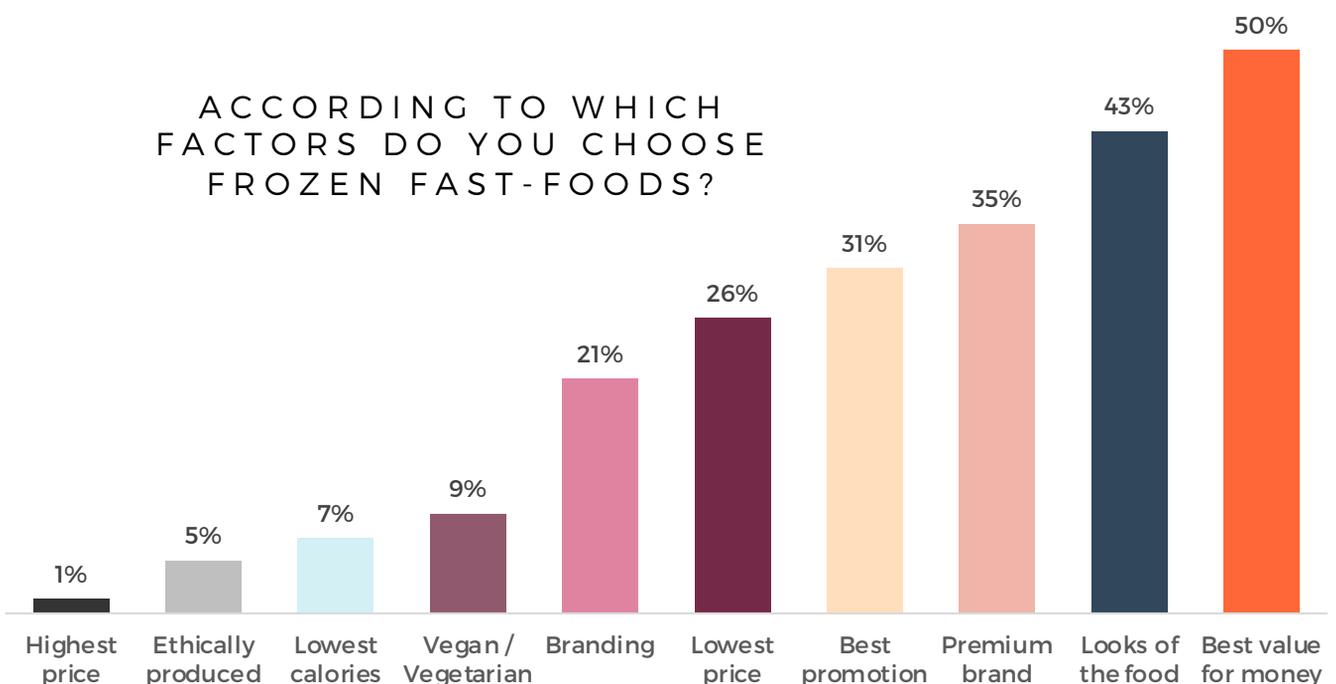
WHAT PRODUCT TO CHOOSE? BEST VALUE WINS!

Fun fact:

In the UK (49%) and Italy (47%) more consumers tend to choose frozen fast food products based on “the best promotions”. On the opposite note, in Germany, only 8% of consumers does so.

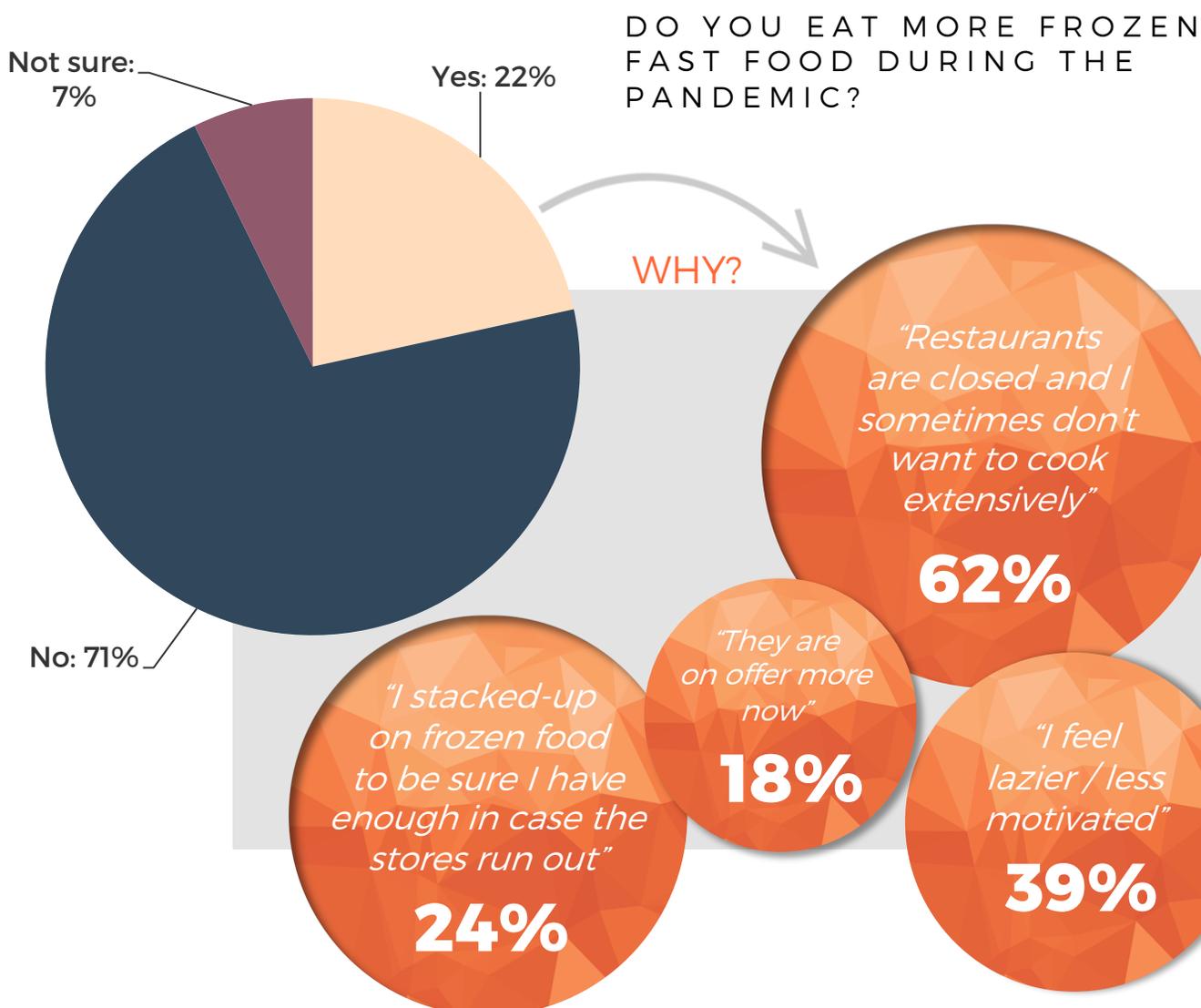
50% of Europeans state that they will most likely buy frozen fast food products with the “best value for money”. “The looks of the food” follow right after with 43% while, whether the product is by a “premium brand”, scores as third most important factor with 35% of preferences.

ACCORDING TO WHICH FACTORS DO YOU CHOOSE FROZEN FAST-FOODS?



THE PANDEMIC AFFECTS FROZEN FAST FOOD HABITS

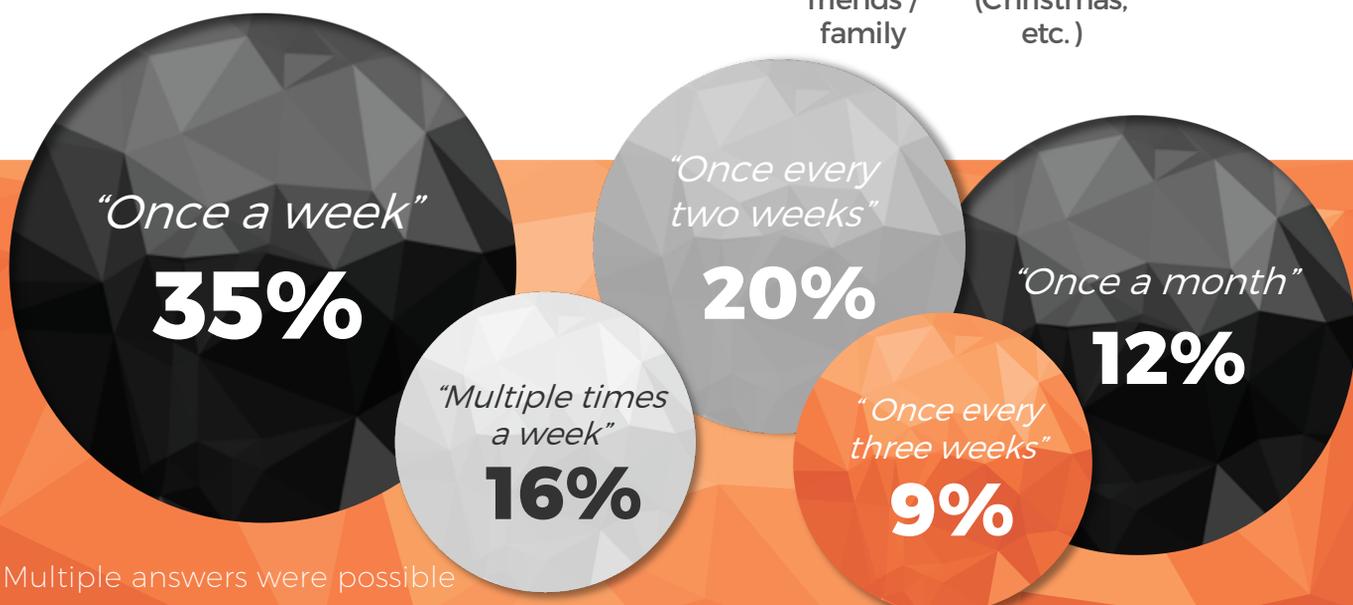
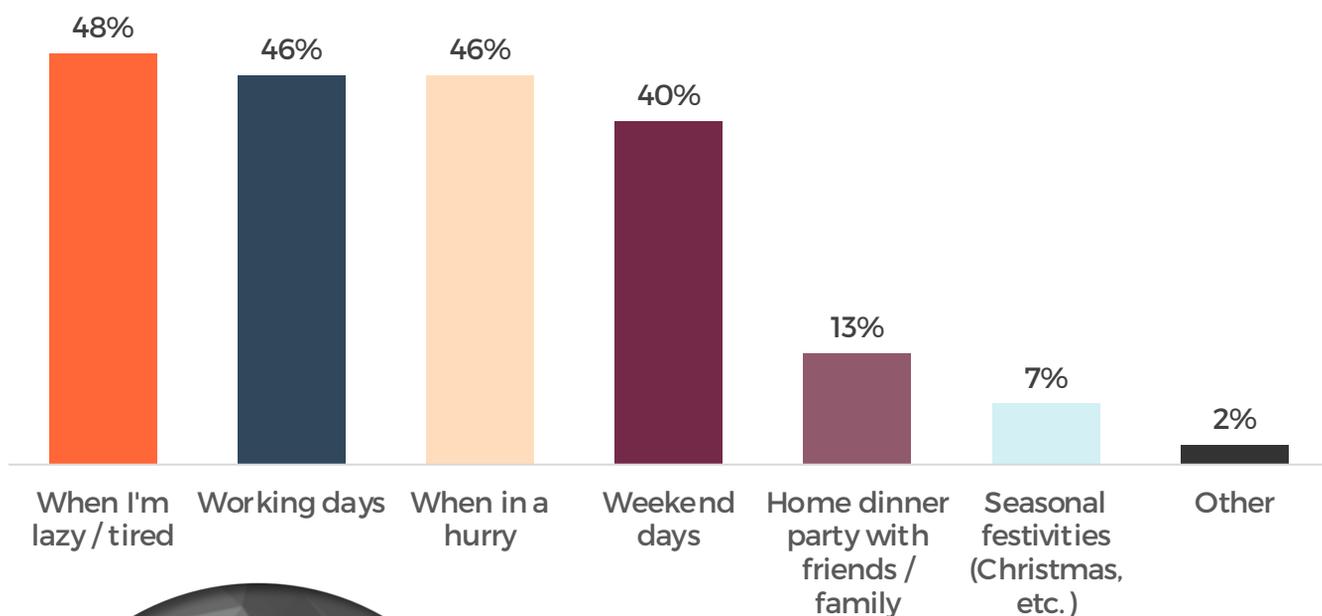
The majority of Europeans (71%) doesn't notice any increase in their consumption of frozen fast foods since the start of the pandemic. However, Covid-19 has led 22% of consumers to eat more frozen fast-food products. The UK has registered the highest increase of frozen fast foods consumption during COVID (+32%).



* Multiple answers were possible

“LAZY MODE” WINS MOST CONSUMERS

48% of Europeans say to choose frozen fast-food products when they are in a lazy or tired mood. 46% of respondents instead, state they do so on “working days” and another 46% when they are “in a hurry”. Most Europeans indulge in frozen fast food once a week (35%).



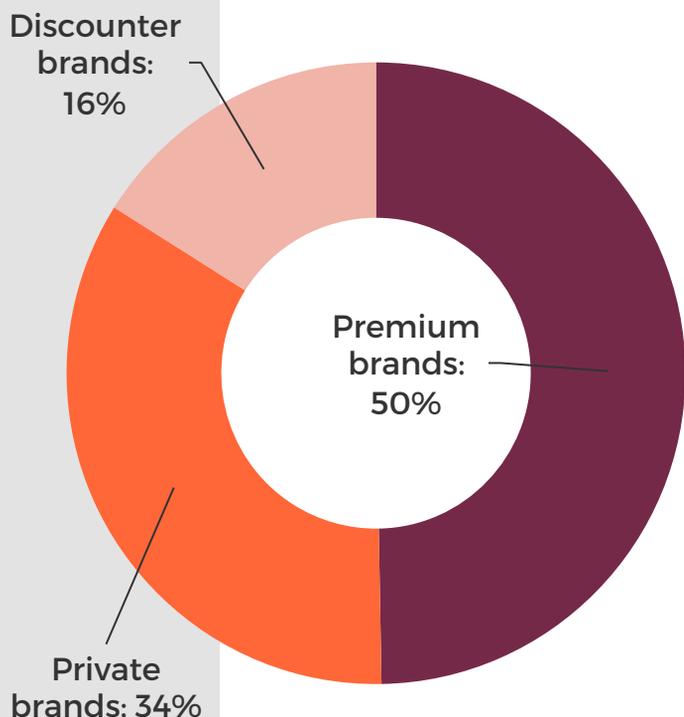
* Multiple answers were possible

PREMIUM BRANDS THE PREFERRED BRAND TYPE

50% of Europeans state to prefer frozen fast foods by a “premium brand”, while 34% opt for a private brand (in-house brand).

When it comes to promotions, 47% say they tend to buy larger quantities of frozen fast foods when they are on offer.

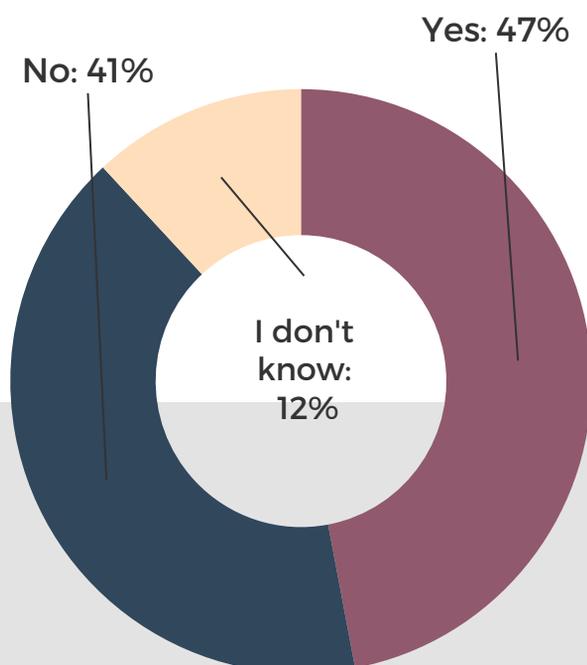
WHAT KIND OF FROZEN FAST
FOOD BRAND?



Fun fact:

Germans don't seem to mind whether frozen fast-food is on promotion. Only 21% say to be affected by promotions, which is low compared to the other countries.

BUY
MORE FROZEN
FAST FOOD
WHEN ON
PROMOTION?





CROWDSOURCING SOLUTIONS FOR BUSINESSES

The findings presented in this report are based on the results of an investigative task submitted to the Roamler Crowd during the month of November 2020. The purpose was to determine the crowd's practices when it comes to purchasing frozen fast food products. The findings take into account data collected from **5.094** respondents, located in Italy, France, Spain, the UK, Germany, Belgium and the Netherlands.

Would you like to receive more information?

Contact us at press@roamler.com

www.roamler.com