Cultural Primer: Food & Groceries
The Big Picture:

**Food passions have become more granular**

**TL;DR:** From inspiration to recipes, preservation tips to nutrition and dietary requirements to baking, Reddit has a community, and a unique audience, for all kinds of food lovers.

Foodies are everywhere on Reddit and we see huge crossover between our food and drink categories and almost every other interest on the platform. This offers the opportunity for brands to meet and message their audience alongside their main passions.

Brands must consider the demographics of each food and drink audience. Reddit’s vegan audience (female, 35-40s) looks much different to our Sunday meal preppers (male, 20-30s).

*Source: Reddit internal data, screenviews, USA, 2020-2022*  
*“Ads Addressable Monthly Active Visitors”*
Every food audience is unique: there is an overall trend towards millennial and Gen X, but food audiences are better identified through their other interests like fitness (r/mealprepsunday) or crafting (r/canning).
**Interest Overlaps:**

**Foodies are everywhere:** food and drink has huge overlap with all other categories on Reddit. Everyone is a foodie in some shape or form!

Redditors who post in r/food are most active in these subreddits...

- r/askreddit
- r/funny
- r/pics
- r/interestingasfuck
- r/news
- r/gaming
- r/movies
- r/madememesmile
- r/todayilearned
- r/showerthoughts
- r/oldschoolcool
- r/lifeprotips
- r/science
- r/music
- r/technology
- r/idiotsincars
- r/memes
- r/oddlysatisfying
- r/therewasanattempt
- r/personalfinance

...and these interest groups

- Humor
- Entertainment
- Life Advice
- Literature
- Video Gaming
- Travel Locations
- Science
- Consumer Electronics
- Personal Finance
- Photography

Source: Reddit internal data, USA, 2021-2022
The Foodie:

*Purposeful and passionatefoodies*

**TL;DR:** Redditors are purposeful and thoughtful in their food choices. The story behind the food, as well as the ingredients, shape what they like to consume.

When choosing foods, redditors place a heavy emphasis on honesty and healthiness. They appreciate natural, organic produce, will seek locally made and eco-friendly, and place a high emphasis on healthy foods.

Food can tell a story for redditors. That story can give an insight into other countries and cultures, or draw them closer to the producers in their local area.

While food has year-round interest, activity does peak during fall/winter and the summer.

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**4-in-5** US redditors are interested in Food and Drink activities

**3-in-4** US redditors use the internet for food inspiration and ideas

**2-in-3** US redditors are the main shopper for groceries

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Source: GlobalWebIndex, USA Q1 2022

*F&D Activities: Cooking, Baking, F&D Festivals, Grilling/BBQ, Health F&D*
Seasonality:

**Summer and winter peaks:** Reddit’s food communities see increased activity during summer and winter periods, driven by weather and event specific food trends, techniques and diets.

- **Summer peak** (May-Aug): Increased visitors to communities like r/bbq, r/smoking, r/grilling.
  - **Key drivers:** Social foods, summer cooking, food and the outdoors.

- **Fall/Winter peak** (Oct-Jan): Increased visitors to communities like r/baking, r/coffee, r/askculinary.
  - **Key drivers:** Thanksgiving, festive season, party season, cold weather food and drink, New Year resolutions.

*Source: Reddit internal data, global, 2019-2021*
Honest, healthy, natural: redditors place a huge emphasis on quality and health, as they account for almost all the leading food purchase drivers. Redditors also appreciate locally made, eco-friendly and organic products.

% of redditors who list the following purchase drivers when buying food

- Natural/Raw: 45%
- Healthy Products: 44%
- Low Sugar/Sugar Free: 32%
- Locally Made: 32%
- Eco-friendly: 31%
- Organic: 31%
- High protein: 30%
- Made in the US: 27%
- Cruelty-Free: 25%
- Low Cal/Carb: 21%
- Fair trade: 21%
- Fat Free: 20%
- High Fiber: 18%
- Low Sodium: 13%
- Low Cholesterol: 12%
- Probiotic: 12%

Source: GlobalWebIndex, USA Q1 2022

Produced by Global Insights
**Key Themes:**

**Food for health:** Reddit’s food conversations often crossover with beauty and personal care as redditors seek natural solutions to health concerns.

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**Food that significantly improves skin texture?**

Drinking water’s always a good one (and working out) for skin health, but what should someone be eating to not clog up pores or inflame the skin? What should people be avoiding if they’re concerned about that?

- low in sugars
- high in antioxidants, most colorful greens and vegetables
- high in omega 3 and 6
- nut- butter and oils, fish, seeds, olive oil, coco oil
- high in fibre

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**Is it possible to eat your way to having clear skin?**

Hello! Since it’s 2022 already, I’ve been thinking of eating right like getting enough fruits and vegetables intake, drinking 8-10 glassed of water, and drinking vitamins. Is it possible to eat my way to have a clear skin? I’ve been suffering from slightly damaged skin barrier (redness, small acne, dryness, and enlarged pores). All due to overexfoliation. Planning to go back to getting it repaired. I’m more on eating and doing healthy things for skin restoration/repairing. Boosting collagen production is my main goal.

If you incorporated a healthy diet and lifestyle, how much was its impact to your skin condition?

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Source: Reddit internal data, global, July 2022
Focused foodies: as a hub of knowledge, Reddit is a valuable resource for foodies who are generally thoughtful about what they put into their bodies.

2-in-5

US redditors usually check food labels for things such as fat content, calories, etc.

Redditors and Pinterest users are more likely to check food labels than users on all other platforms.*

Source: GlobalWebIndex, USA, Q1 2022, *Reddit places second to Pinterest users
Key Themes:

**Cultural melting pot:** recipes on Reddit can be more than just instruction. They offer a window into other cultures and tell stories about their creators.

Half of US redditors want to see more food content about dishes from other cultures.

Redditors and TikTok users are more interested in this type of content than users on all other platforms.*

*Reddit places second to TikTok users

Source: GlobalWebIndex, USA, 2021
The Challenge:

**Standing out when everyone is a foodie**

**TL;DR:** When everyone is a foodie, and foodies are everywhere, it can be tough for brands to stand out with original and engaging messaging.

Brands should focus on who they want to reach, when they want to reach them, and what message they want to share.

While Big Box retailers generate the highest share of conversation, customers actually split their grocery shopping across numerous retailers depending on needs.

Walmart and Costco are perfect for weekly hauls, local stores for mid-week pickups and regional brands cater for specific products.

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*Source: GlobalWebIndex, USA, Q2 2022*
Top Retailers:

With 80% of US Redditors living with family and seeking the best bulk buys, it’s unsurprising that Big Box retailers dominate conversation. But shopping habits are more varied and highlight an extremely competitive market for retailers.

<table>
<thead>
<tr>
<th>% of US Redditors who shop with:</th>
<th>Volume of mentions on Reddit in the US²</th>
</tr>
</thead>
<tbody>
<tr>
<td>Walmart</td>
<td>42.0%</td>
</tr>
<tr>
<td>Costco</td>
<td>35.3%</td>
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<tr>
<td>Kroger</td>
<td>31%</td>
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<tr>
<td>Aldi</td>
<td>28%</td>
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<tr>
<td>Whole Foods</td>
<td>21%</td>
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<tr>
<td>Trader Joe’s</td>
<td>19%</td>
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<tr>
<td>Safeway</td>
<td>17%</td>
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<tr>
<td>Publix</td>
<td>17%</td>
</tr>
<tr>
<td>Albertsons</td>
<td>17%</td>
</tr>
<tr>
<td>BJ’s</td>
<td>17%</td>
</tr>
</tbody>
</table>

Source:¹ GlobalWebIndex, USA Q1 2022 (*weekly or monthly visits) ²Brandwatch Jan-Jun 2022
The Opportunity:

Knowledge driven by the power of community

**TL;DR:** As a hub of culinary knowledge from real consumers, Reddit is a destination platform for foodies and grocery shoppers seeking answers to their culinary questions.

Reddit provides huge value in the research and preparation stage of the grocery shopper customer journey.

Whether it’s questions about ingredients and sourcing, nutrition and dieting, or storage and preparation, Reddit is the go-to platform for solutions to foodie problems.

Advertising on Reddit gives grocery brands a can’t miss opportunity to be in the conversation when consumers need answers.

*Source: GlobalWebIndex, USA, Q1 2022*
Why Reddit?:

Reddit’s role in the grocery shopping customer journey

What should I buy?
1-in-4 US redditors research their grocery purchases online. Reddit’s communities provide honest reviews and advice from real customers with shared experiences.

What's in my cart?
Conversations about food labels and ingredients are up 37% since 2020, making Reddit a go-to source for shoppers who need quick answers about what’s in a product.

Bring it all together
Recipe-based communities have seen a 41% increase in conversation from 2019, with a focus on minimalist and vegan recipes.

Research
Making the Game Plan
Order & Delivery
Unpackaging & Storing
Cookery

Honest, authentic customer views
Brand-specific communities like r/traderjoes, moderated by customers, have grown 17% over the past two years and provide product deals and advice to allow customers to maximise their shopping experience.

Keeping it fresh
As economic uncertainty grows, redditors are looking for the best ways to keep their food fresher for longer. Conversations about Tupperware have increased by +27% YoY.

Social occasions
Eating-in is becoming more of an event. Conversations about dinner parties have increased by +28% YoY.

Source: GlobalWebIndex, Q1 2022; Reddit internal data, USA, 2020-2021 vs. 2021-2022
When everyone is a foodie it becomes difficult for brands to stand out, but Reddit’s ever growing range of food communities driven by interest, passion and dietary requirements means that brands can reach the correct audience with the right message.

Reddit’s foodies are often _thoughtful_ and _purposeful_. They’re likely to check ingredients and sourcing information as they seek healthy, sustainable products.

Reddit acts as a _trusted problem solving tool for foodies_. It is uniquely positioned as a culinary knowledge hub curated by consumers.

**Implications:**

01. **Storytelling**
Food brings people together and celebrates community - just like Reddit. Redditors are keen to understand the stories behind what they eat, how recipes came to exist and the cultures they touch. Brands should celebrate how food can tell stories, evoking the more human and personal experiences we have with food.

02. **Purpose and fact**
Redditors check ingredients and look for products that are healthy, organic and sustainable. They question unidentified chemicals and call out dishonesty. Ensure your messaging is honest and supported by fact, if you’re going to make a claim then make sure you can prove it. Redditors have high standards when it comes to food.

03. **Building around moments and events**
Moments and events, whether the Super Bowl or embarking on a health detox, give brands the perfect opportunity to engage with foodies at the right time.

Reddit’s value comes in answering the key culinary questions, and brands have an opportunity to be in the conversation when the answer is found. Brands can be waiting on r/loseit when redditors ask for the best low-carb snacks on New Year’s Day, or on r/vegan when redditors seek a Thanksgiving turkey alternative.

04. **Life Pro Tips**
With economic uncertainty, redditors aren’t just seeking the best deals but they’re also looking for the best money-saving quick wins. Communities like r/lifeprotips are the ultimate resource, and brands who speak this language, like tasty recipes to use your pantry leftovers, or new ways to store and preserve goods, can add brand authenticity and provide true value to consumers.
Thanks!

Want to Learn More?
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