

*Reddit
Cultural Primer:*

Food & Groceries



The Big Picture:

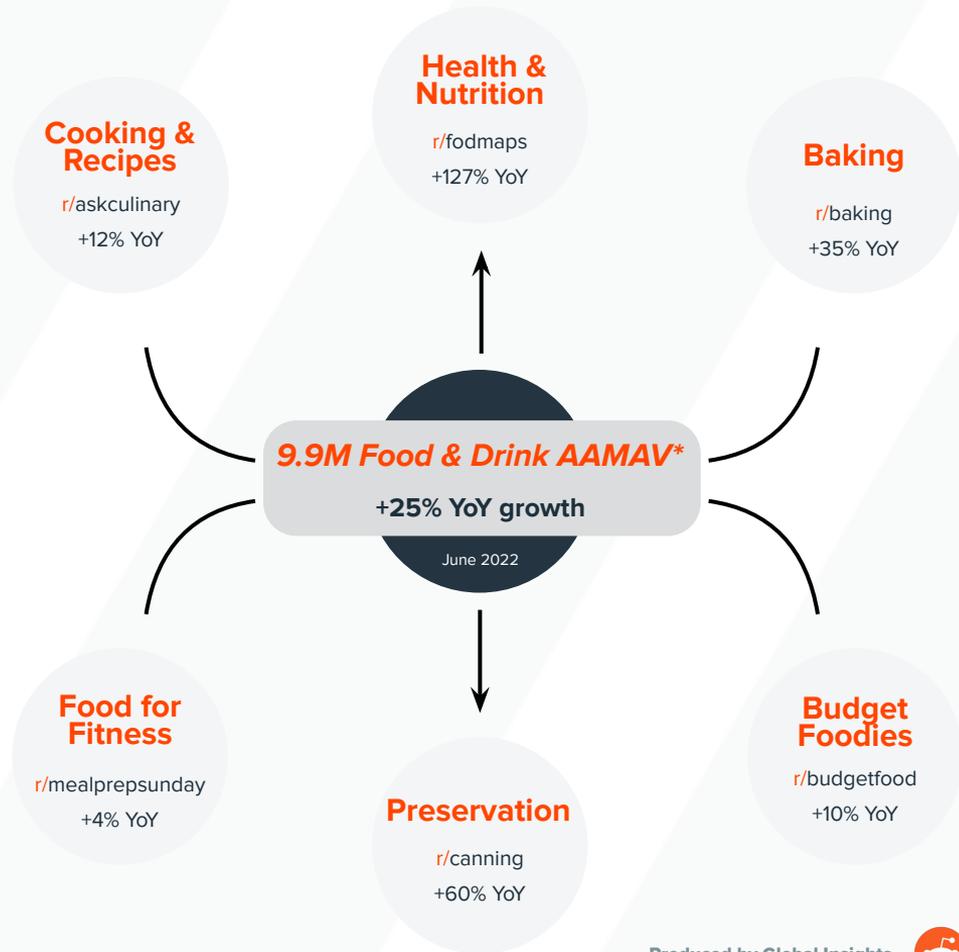
Food passions have become more granular

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

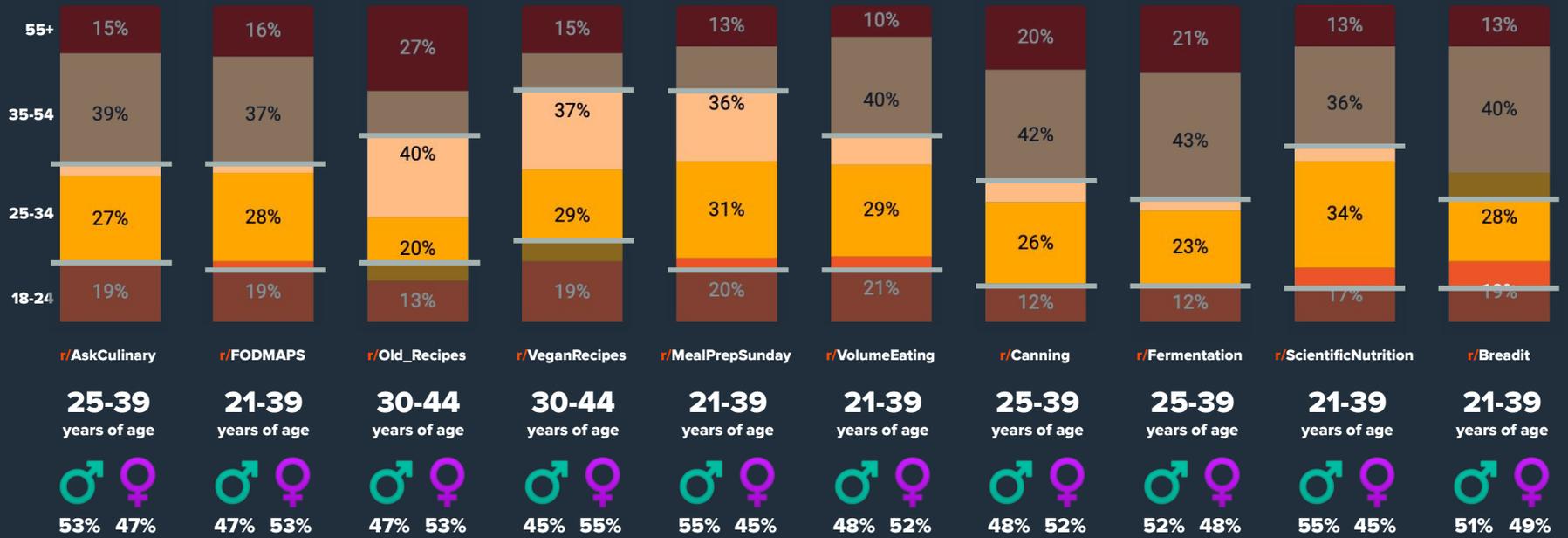


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Audience Demographics:

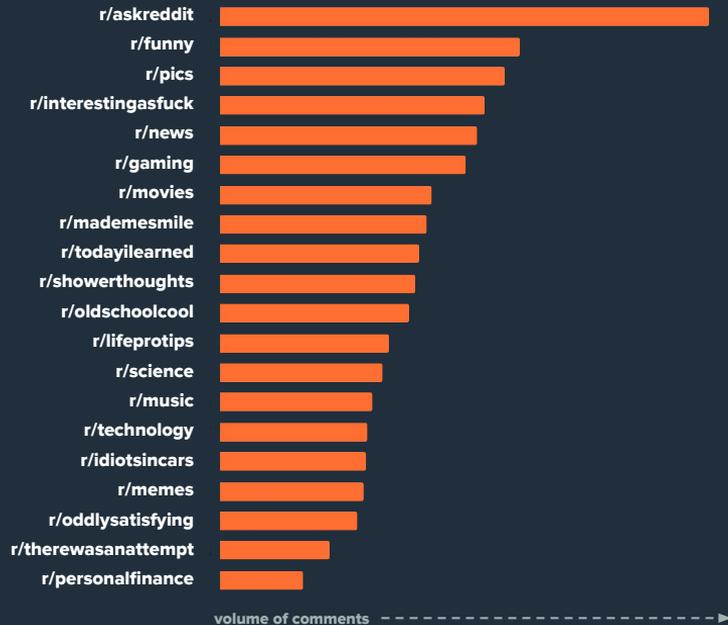
Every food audience is unique: there is an overall trend towards millennial and Gen X, but food audiences are better identified through their other interests like fitness (r/mealprepsunday) or crafting (r/canning)



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...



...and these interest groups



The Foodie:

Purposeful and passionate foodies

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.

Source: GlobalWebIndex, USA Q1 2022

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



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

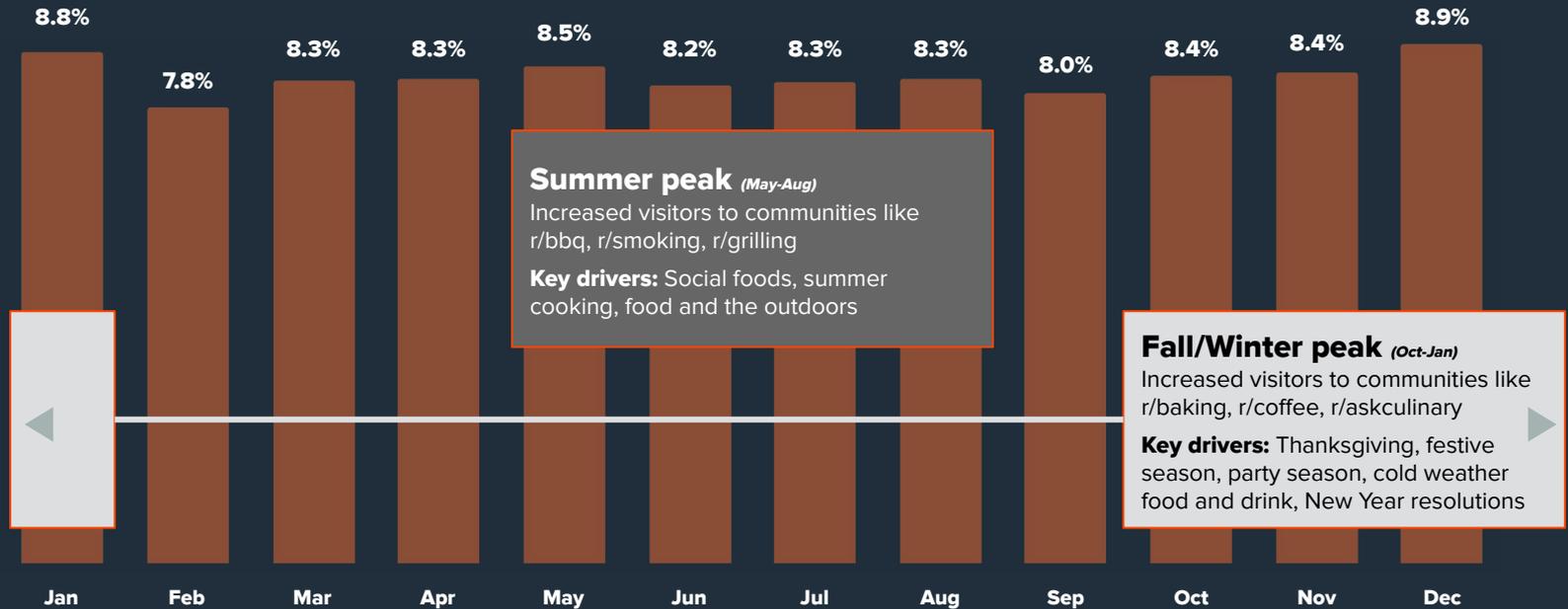


2-in-3 US redditors are the main shopper for groceries



Seasonality:

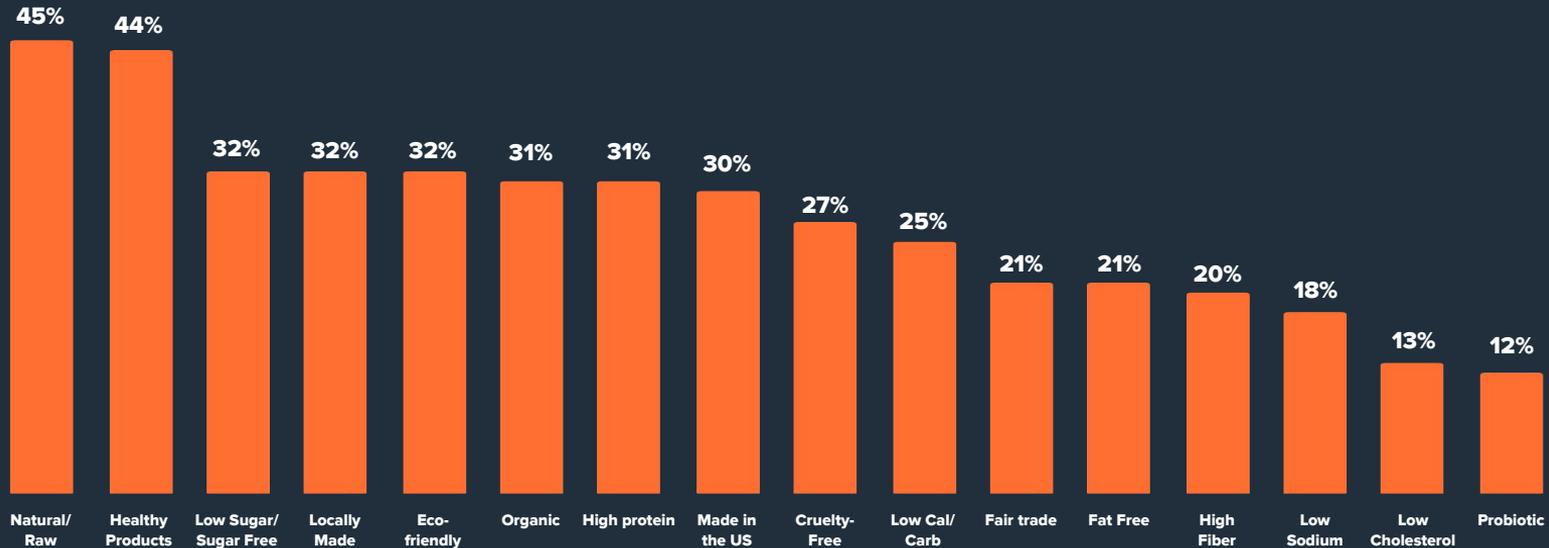
Summer and winter peaks: Reddit's food communities see increased activity during summer and winter periods, driven by weather and event specific food trends, techniques and diets



Purchase Drivers:

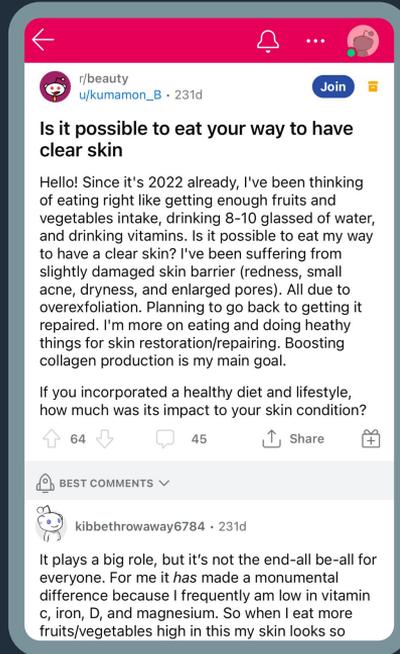
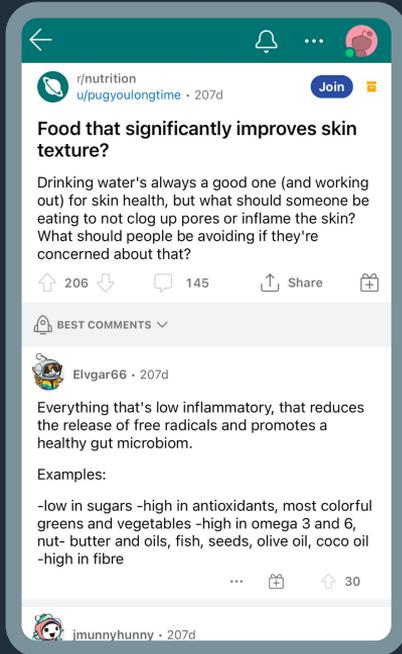
Honest, healthy, natural: redditors place a huge emphasis on quality and health, as they account for almost all the leading food purchase drivers. Redditors also appreciate locally made, eco-friendly and organic products

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



Key Themes:

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



2-in-5

Redditors who visit food and drink communities are also active in beauty communities



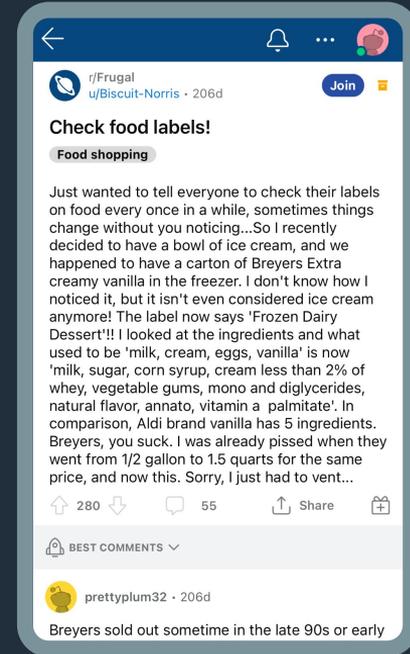
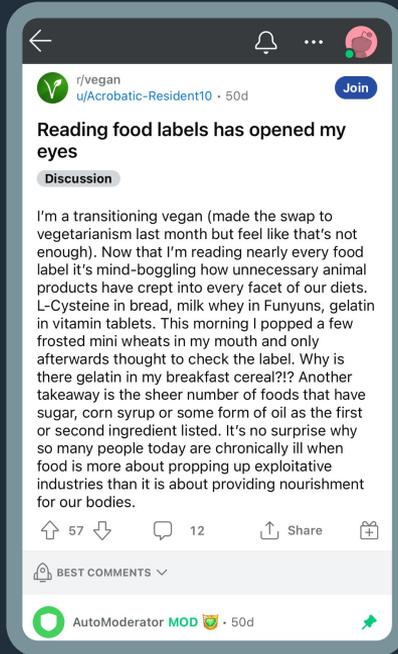
Key Themes:

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*



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*



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.

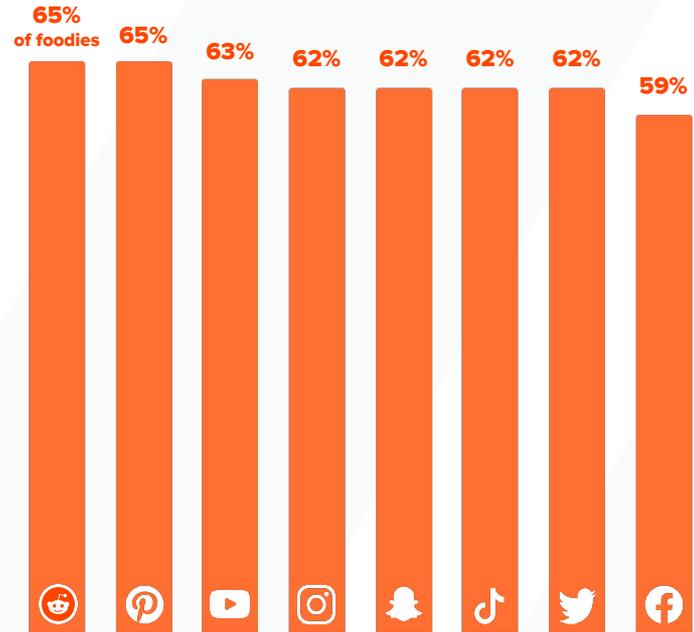
While Big Box retailers generate the highest share of conversation, customers actually split their grocery shopping across numerous retailers depending on needs.

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

Source: GlobalWebIndex, USA, Q2 2022

Food & Drink is a **highly competitive** market where the biggest challenge is to stand out from the crowd

All social platforms have a high % share of foodies



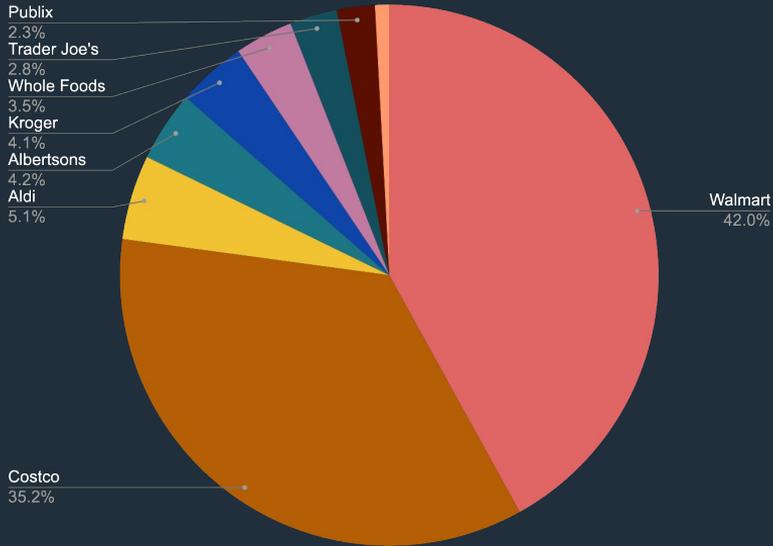
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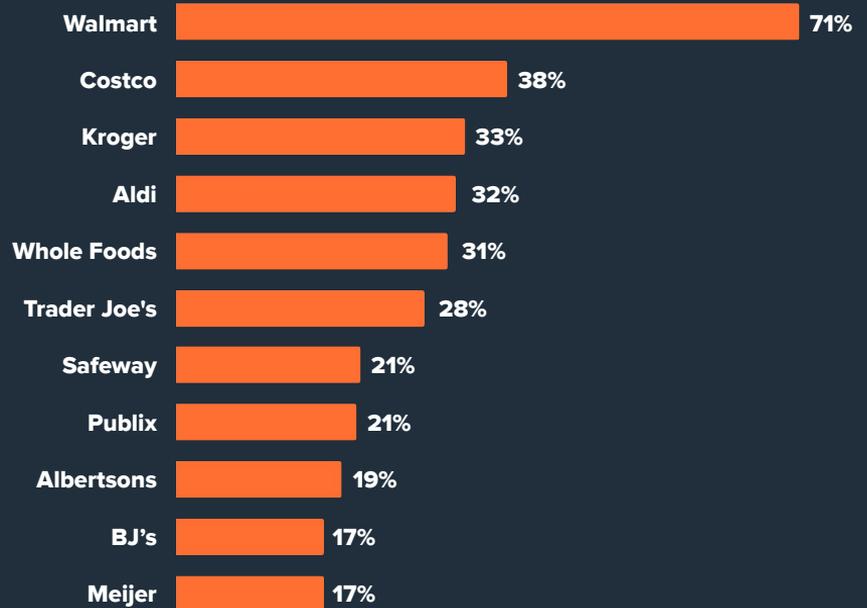
Top Retailers:

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

Volume of mentions on Reddit in the US²



% of US redditors who shop with:¹



Source: ¹GlobalWebIndex, 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.

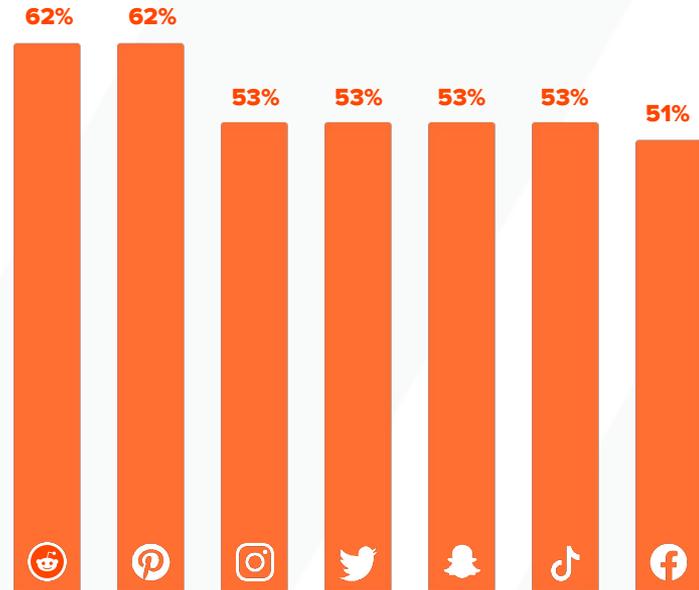
Whether it's questions about ingredients and sourcing, nutrition and dieting, or storage and preparation, Reddit is the go-to platform for solutions to foodie problems.

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

Redditors are among the most receptive audience to online food and cookery content

Reddit and Pinterest users are most likely to turn to **online recipes for food inspiration**

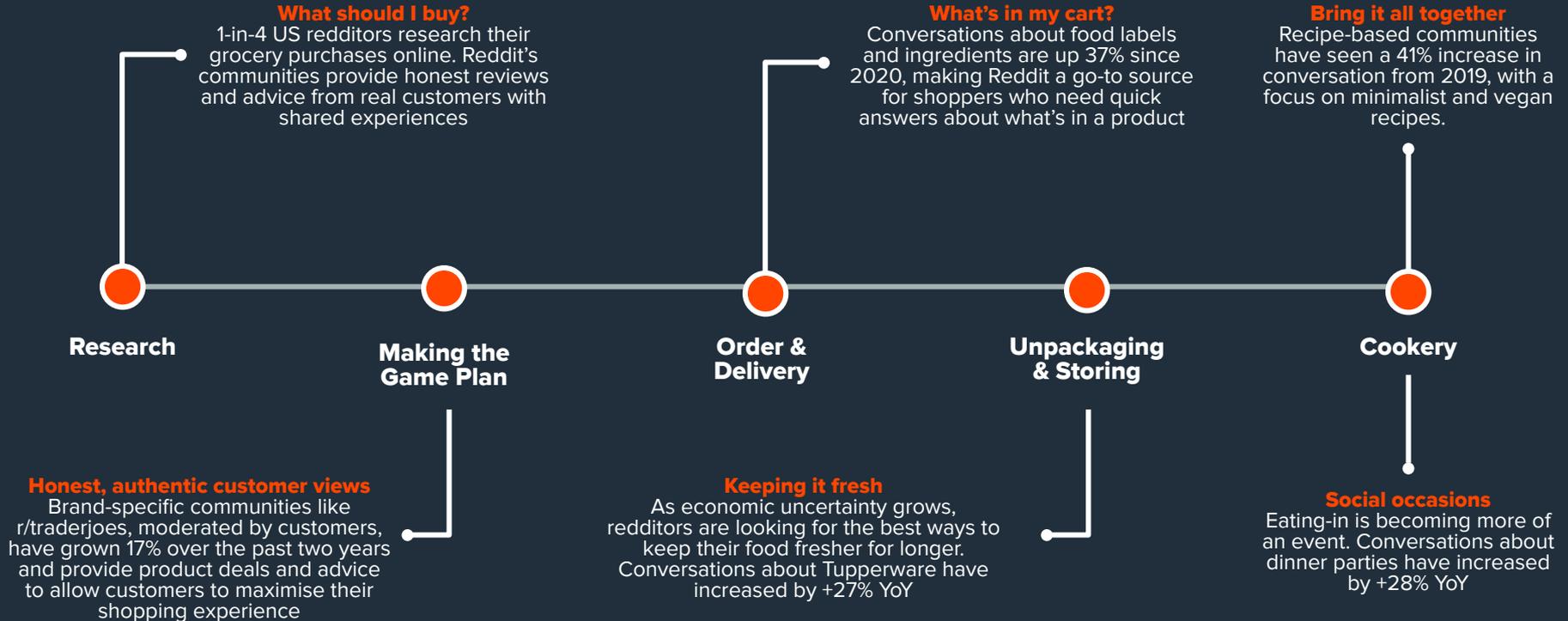


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Why Reddit?:

Reddit's role in the grocery shopping customer journey



The Highlights:

TL;DR

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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