

26.10.2022, United States

# appinio hype tracker

Your fast track to consumer insights

## 01

### Weekly Insights

This week —  
[Habits around frozen foods](#)

How often do US respondents buy frozen foods? What brands of frozen food do they buy? Do they freeze food? Why? Are they freezing more foods due to the cost-of-living crisis and to avoid waste?

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## 02

### Hype Tracker

The Hype Tracker gives you front row access to consumers' thoughts on the hottest topics right now. Gain insight into a curated selection of hypes from our industry experts.

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## 03

### Consumer Behavior Tracker

Products, brands and passion points – What are consumers using and thinking about? What's on top of mind for the average shopper and what are the brands they're loving? Our biweekly tracker gives you the lowdown.

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# 01

## Weekly Insights

This week —

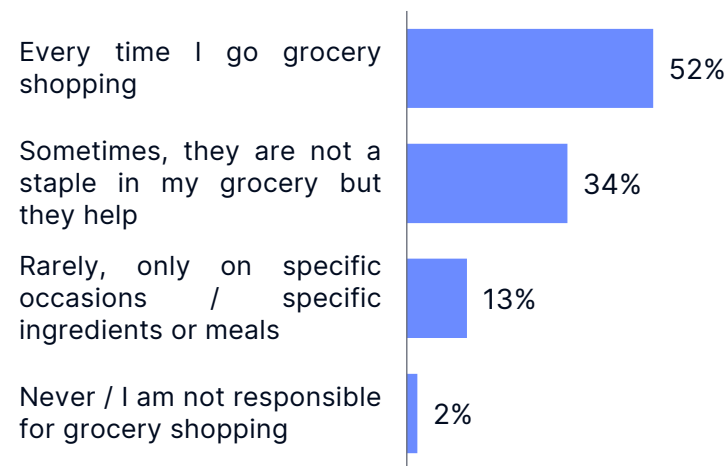
Habits around frozen  
foods



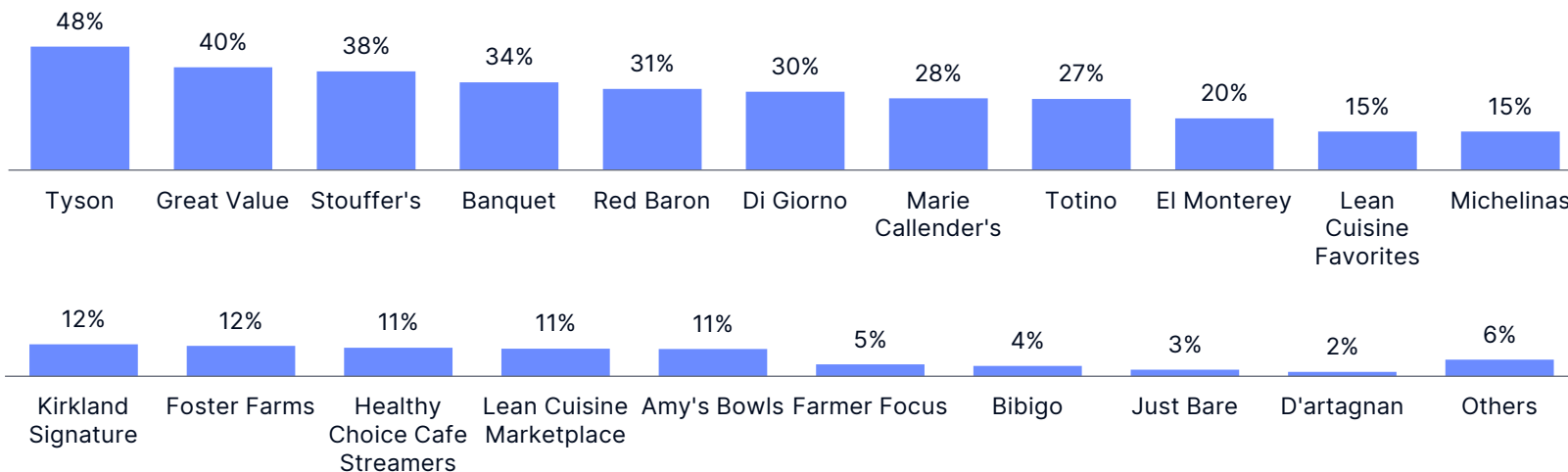
## Weekly Insights— Habits around frozen foods

**52%** of US respondents buy frozen food every time they go shopping (excluding frozen desserts and ice cream).

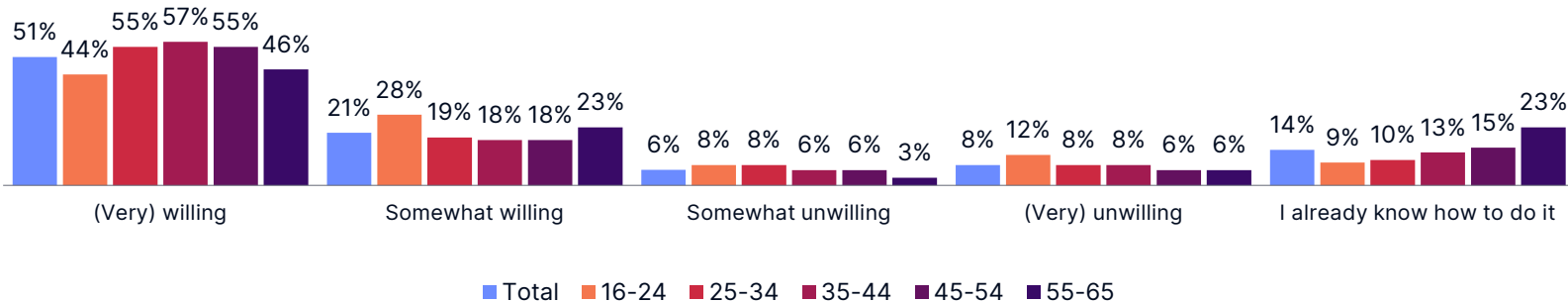
How regularly do you buy frozen foods (e.g. vegetable, fruits, prepared meals, sauce, excluding frozen desserts and ice creams)?



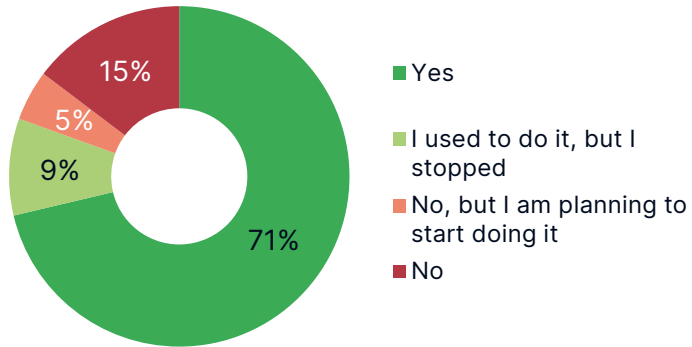
You stated that you buy frozen foods (excluding frozen desserts and ice creams), what brands do you buy? *Multiple answers possible*



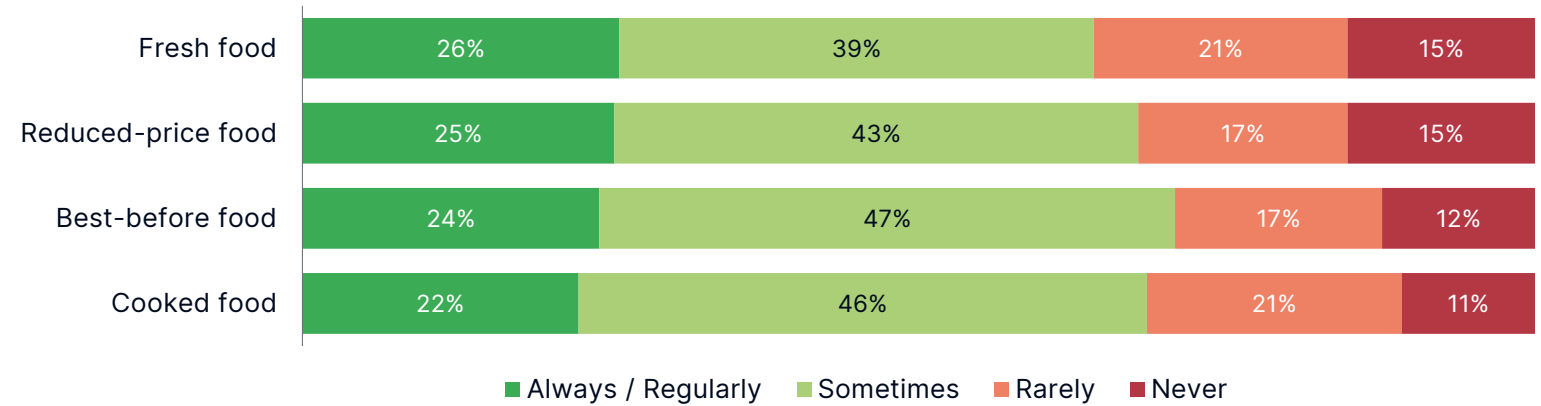
To what extent would you be willing to learn how to properly freeze food to avoid food waste and ultimately save money?



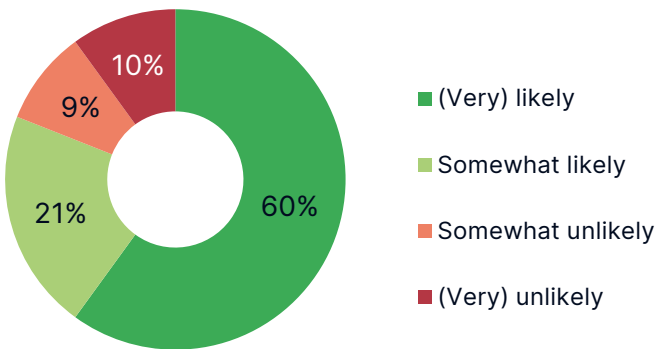
Do you usually freeze food?



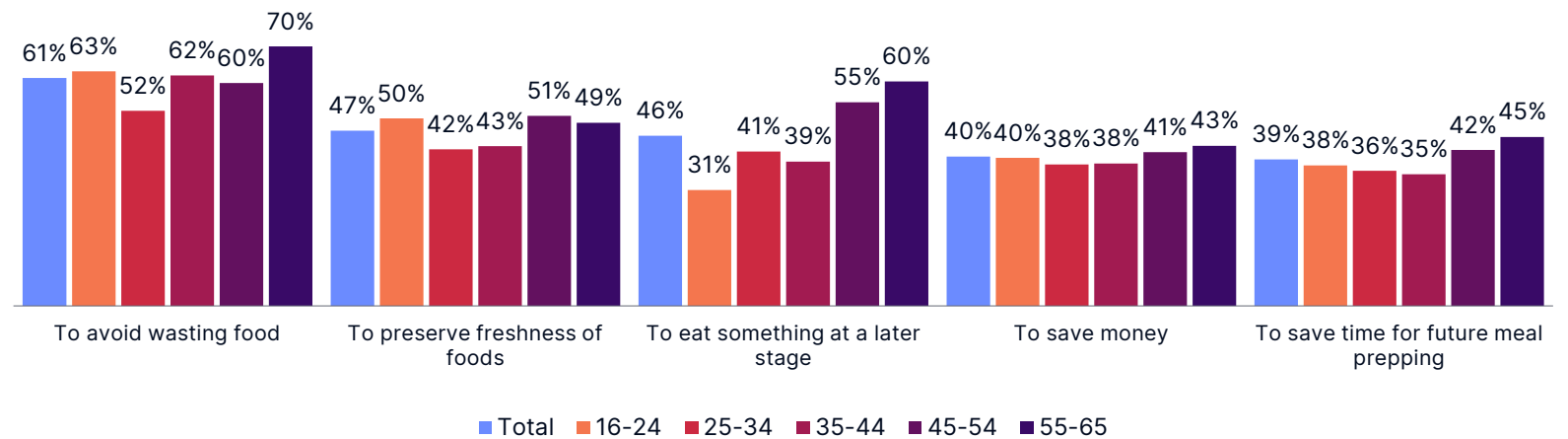
You stated that you freeze/froze foods. How regularly do/did you freeze the following foods?



To what extent are you likely or unlikely to freeze food due to the cost-of-living crisis (i.e. increasing inflation rates, price hikes, etc.)?



Why do/did you freeze food or are planning to do it? *Multiple answers possible*



# 02

## Hype Tracker

The Hype Tracker gives you front row access to consumers' thoughts on the hottest topics right now. Gain insight into a curated selection of hypes from our industry experts.

Fad, fashion or here to stay? We check out the state of play for both established and emerging categories to determine the reach of some of the biggest noisemakers on the ground.





## Coperni

Coperni is a French womenswear brand based in Paris created by Sébastien Meyer and Arnaud Vaillant who first met whilst studying at Mod'Art in 2009.

## Doggyland

Doggyland is a 3D animated series co-created by Snoop Dogg that features a colorful cast of dogs in a vibrant world where they sing, rap and dance to fun and educational songs.

## Dove x Roblox

Dove on Roblox: Super U Story. Super U Story is the world's first video game specifically designed to equip young girls with the tools they need to help combat negative self-esteem.

## McDonald's Halloween Buckets

McDonald's has brought back the iconic white McBoo, orange McPunk'n and green McGoblin Halloween buckets after a six-year-hiatus from releasing the special pails.

## NYC Health x Hospitals

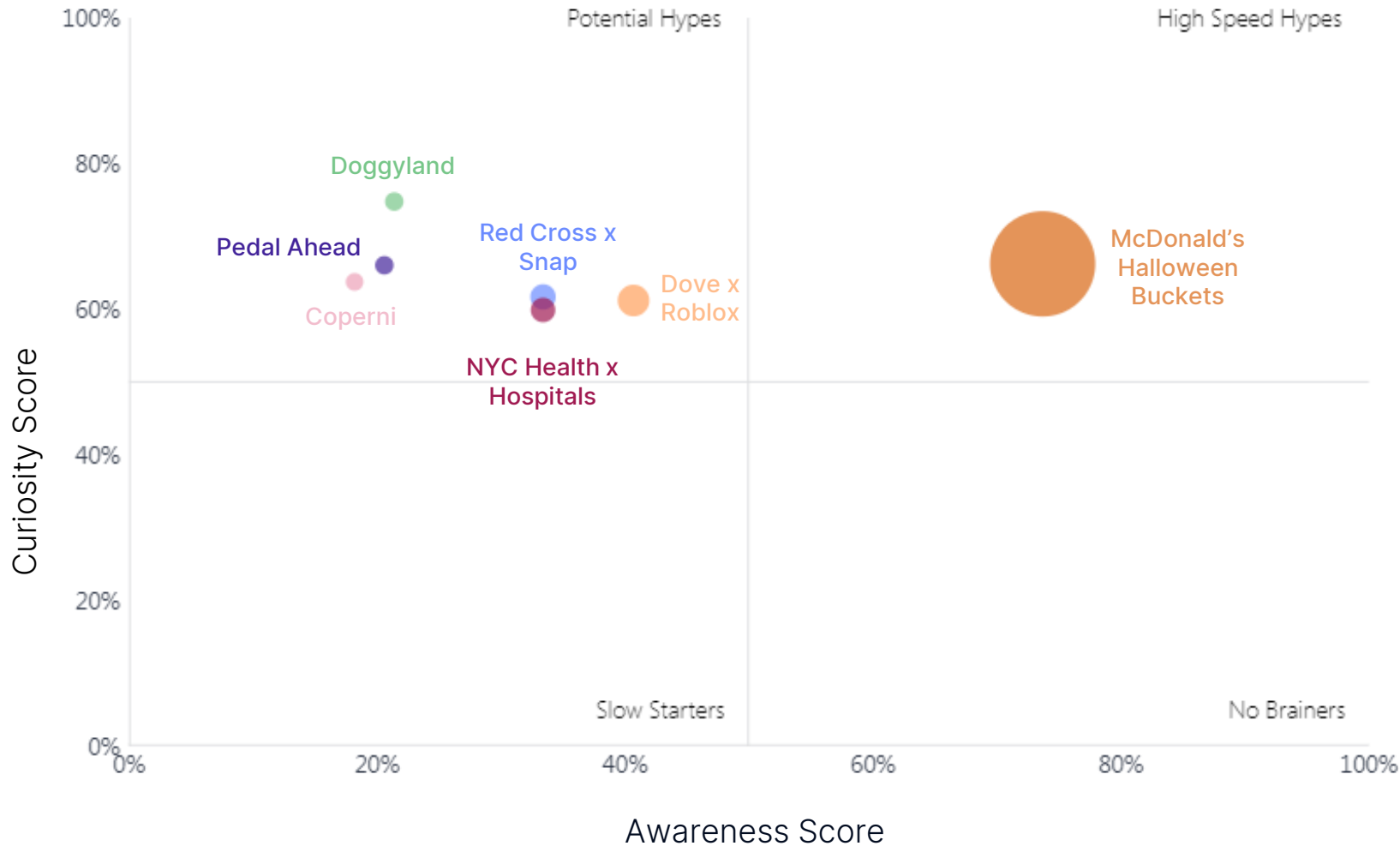
NYC Health + Hospitals/Harlem is the largest hospital in Central Harlem and only Safety Net Hospital in Northern Manhattan.

## Pedal Ahead

Pedal Ahead is an e-bike loan-to-own program that enables eligible pilot program participants to work toward owning an e-bike by completing program requirements. Each participant commits to riding a minimum number of miles per month over two years while recording trips and sharing regular feedback about the experience.

## Red Cross x Snap

Red Cross and Red Crescent partner with Snap for an AR lens that gives a true-to-life CPR demo. While it isn't meant to replace formal instruction, the lens provides a first introduction and encourages people to visit their local Red Cross or Red Crescent website for more information on in-person CPR training. The lens is available in English, French, Arabic, Spanish, Italian, Sweden, Japanese, Hindi and Norwegian.



### Awareness Score

How well known is the hype topic among consumers? What percentage of respondents have heard of it at least once?

### Curiosity Score

How curious are consumers who have heard about hype topics? The Curiosity Score shows what percentage of respondents say "I find (rather) interesting".

### Appinio Buzz (Size of the bubble)

The larger the bubble, the more often the participants have recently talked about it or heard about the topic in their private or professional environment. The score is calculated based on the ratio of people who have heard about a particular topic regularly or often lately to those who have never heard about it.

[To the Analyser](#)

Have a look at the Hype Tracker on our interactive Dashboard



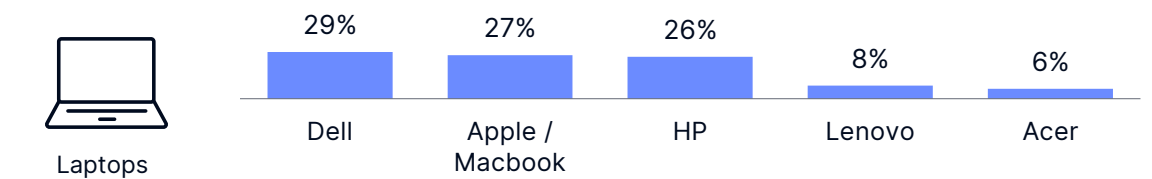
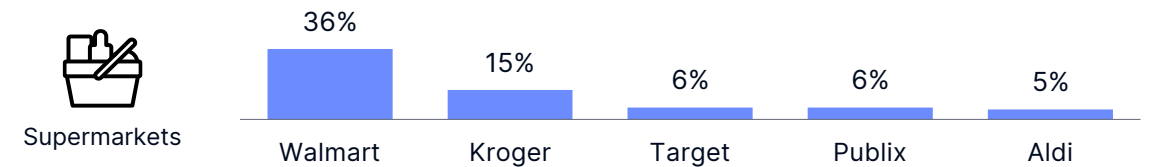
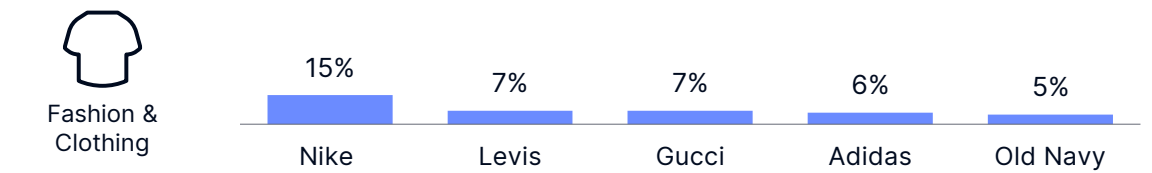
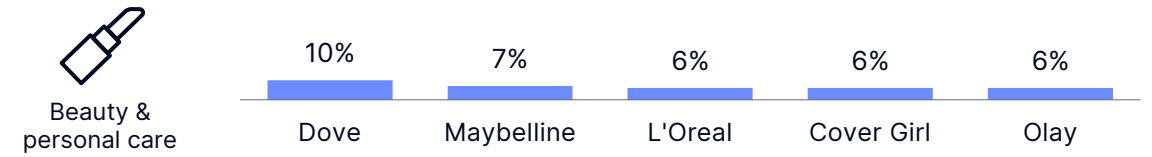
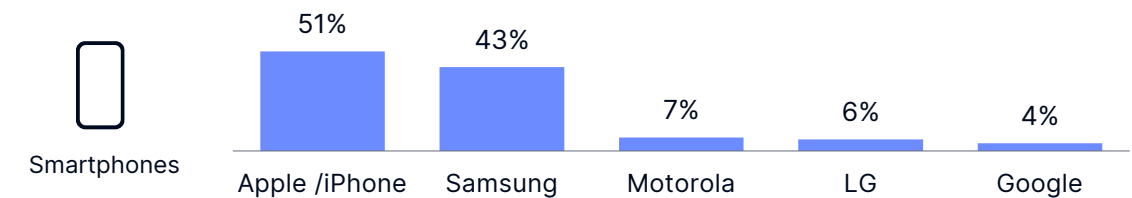
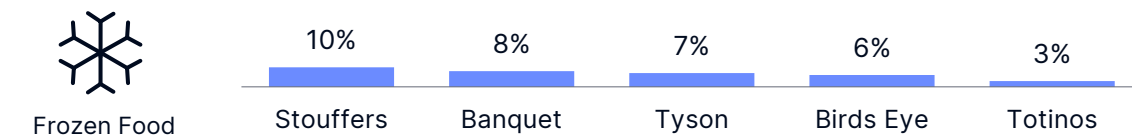
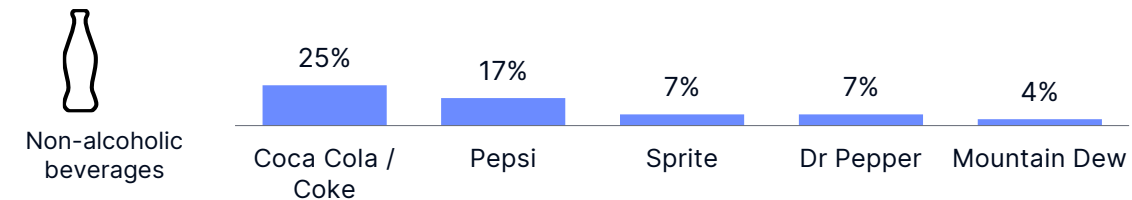
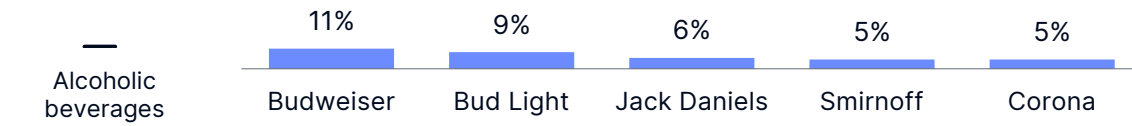
# 03

## Consumer Behavior Tracker









# Top of Mind Brands

What brands do consumers spontaneously recall when prompted?









# How often are product categories bought?

● total ● online ● offline

Rank	Product category	13 Apr	27 Apr	6 May	25 May	15 Jun	29 Jun	13 Jul	27 Jul	10 Aug	24 Aug	14 Sep	28 Sep	12 Oct	26 Oct
1.	 Groceries	96%	95%	96%	95%	94%	96%	96%	94%	95%	95%	94%	95%	94%	92% (-2)
		12%	8%	11%	9%	11%	9%	12%	10%	10%	11%	10%	10%	11%	9%
		59%	65%	58%	63%	60%	62%	62%	59%	65%	59%	62%	62%	62%	63%
2.	 Personal care/ Hygiene	81%	82%	81%	77%	79%	80%	78%	80%	79%	78%	77%	79%	78%	75% (-3)
		15%	15%	13%	12%	14%	13%	14%	15%	12%	13%	15%	13%	13%	10%
		47%	48%	45%	47%	46%	45%	44%	47%	50%	49%	47%	50%	50%	50%
3.	 Non-alcoholic drinks	80%	80%	81%	77%	76%	77%	76%	76%	75%	78%	73%	77%	71%	70% (-1)
		9%	9%	9%	8%	8%	7%	7%	10%	5%	9%	7%	4%	7%	6%
		55%	57%	53%	53%	53%	53%	54%	50%	56%	56%	52%	57%	51%	54%
4.	 Medicine	68%	68%	71%	66%	64%	65%	62%	62%	57%	59%	57%	60%	61%	58% (-3)
		10%	8%	7%	9%	9%	8%	8%	8%	7%	9%	8%	8%	7%	8%
		44%	50%	47%	44%	43%	43%	42%	41%	39%	40%	38%	42%	43%	41%
5.	 Clothes	70%	70%	70%	67%	65%	67%	65%	66%	64%	63%	59%	61%	62%	60% (-2)
		22%	20%	20%	17%	16%	17%	19%	21%	19%	18%	15%	18%	16%	18%
		24%	27%	23%	27%	26%	25%	21%	23%	23%	22%	25%	24%	27%	24%
6.	 Alcoholic drinks	58%	53%	60%	53%	52%	55%	54%	50%	50%	49%	48%	49%	44%	46% (+2)
		7%	5%	7%	5%	6%	5%	5%	6%	4%	6%	4%	4%	4%	4%
		40%	38%	38%	37%	37%	37%	37%	34%	38%	35%	36%	38%	33%	35%

# How often are product categories bought?






● total ● online ● offline

Rank	Product category	13 Apr	27 Apr	6 May	25 May	15 Jun	29 Jun	13 Jul	27 Jul	10 Aug	24 Aug	14 Sep	28 Sep	12 Oct	26 Oct
7.	 Shoes	56%	60%	59%	54%	53%	54%	55%	52%	53%	50%	46%	47%	51%	46% (-5)
		19%	19%	15%	15%	15%	15%	17%	17%	16%	15%	13%	14%	15%	14%
		20%	23%	21%	22%	22%	20%	22%	18%	21%	19%	18%	21%	24%	20%
8.	 Beauty / Make-up	55%	54%	58%	50%	50%	53%	49%	48%	46%	46%	40%	42%	45%	43% (-2)
		15%	13%	13%	11%	12%	13%	13%	11%	10%	12%	10%	11%	11%	10%
		20%	25%	22%	23%	22%	22%	20%	21%	22%	21%	18%	19%	22%	21%
9.	 Books / Magazines	46%	51%	55%	47%	42%	46%	45%	44%	38%	39%	38%	38%	37%	36% (-1)
		17%	16%	16%	14%	14%	14%	14%	15%	15%	15%	14%	15%	13%	12%
		14%	20%	19%	19%	15%	15%	17%	17%	12%	13%	13%	15%	14%	15%
10.	 Household devices	48%	49%	53%	46%	44%	44%	45%	41%	39%	38%	36%	36%	37%	35% (-2)
		10%	11%	12%	10%	11%	12%	11%	10%	11%	9%	8%	9%	9%	8%
		21%	24%	22%	21%	18%	17%	18%	17%	16%	16%	14%	18%	19%	17%
11.	 Electronics	48%	50%	53%	46%	48%	47%	46%	45%	40%	43%	40%	41%	40%	39% (-1)
		17%	15%	15%	14%	16%	16%	14%	14%	14%	13%	13%	15%	12%	13%
		15%	18%	19%	18%	16%	14%	18%	16%	14%	15%	14%	14%	16%	15%
12.	 Toys	47%	49%	50%	43%	45%	44%	45%	44%	38%	40%	37%	38%	37%	36% (-1)
		15%	14%	14%	10%	14%	14%	14%	13%	11%	14%	11%	11%	12%	10%
		15%	20%	17%	17%	16%	15%	17%	15%	13%	14%	13%	14%	14%	15%



# How often are product categories bought?

● total ● online ● offline

Rank	Product category	13 Apr	27 Apr	6 May	25 May	15 Jun	29 Jun	13 Jul	27 Jul	10 Aug	24 Aug	14 Sep	28 Sep	12 Oct	26 Oct
13.	 <b>Kitchen devices</b>	44%	47%	50%	40%	44%	43%	39%	42%	35%	39%	33%	34%	34%	34% (=)
		11%	11%	11%	7%	11%	11%	11%	11%	8%	11%	6%	9%	7%	8%
		19%	24%	22%	20%	21%	18%	18%	18%	15%	16%	15%	16%	19%	21%
14.	 <b>Decorations</b>	48%	48%	50%	45%	44%	45%	43%	44%	40%	41%	36%	39%	38%	41% (+3)
		12%	12%	12%	12%	11%	11%	11%	12%	11%	12%	10%	10%	9%	11%
		20%	22%	18%	20%	18%	19%	19%	18%	16%	16%	16%	19%	18%	21%
15.	 <b>Jewelry</b>	44%	44%	48%	45%	39%	42%	40%	37%	33%	35%	29%	28%	30%	29% (-1)
		13%	13%	12%	12%	9%	12%	12%	11%	10%	9%	7%	8%	9%	8%
		15%	17%	17%	15%	16%	15%	16%	12%	12%	14%	13%	12%	12%	12%
16.	 <b>Furniture</b>	40%	40%	44%	37%	37%	36%	35%	34%	31%	32%	28%	27%	28%	27% (-1)
		8%	9%	9%	7%	10%	7%	7%	8%	8%	8%	6%	7%	5%	6%
		20%	20%	19%	19%	16%	18%	18%	16%	14%	13%	12%	13%	15%	13%
17.	 <b>Sports equipment</b>	40%	40%	43%	37%	35%	36%	39%	33%	33%	33%	28%	28%	26%	28% (+2)
		12%	11%	12%	10%	9%	10%	10%	9%	10%	9%	8%	8%	7%	7%
		14%	16%	14%	14%	12%	11%	12%	10%	12%	11%	10%	11%	10%	11%



## Sample & Method

Sample	1.000 Americans
Country	USA
Age	16-65
Date of the survey	19-24 Oct 2022

Nationally representative – quoted by age  
& gender based on the 2011 census

View and analyze the data  
on [research.appinio.com](https://research.appinio.com)

## Contacts



**Benedikt Helbach**  
Sales Director US

Office +49 15 16 46 22 622  
E-Mail [benedikt.helbach@appinio.com](mailto:benedikt.helbach@appinio.com)



**Jessica Poon**  
Growth, US

Office +44 77 91 68 48 37  
E-Mail [jessica.poon@appinio.com](mailto:jessica.poon@appinio.com)