Northern Ireland Take Home Food and Drink Purchases 2016, 2019 and 2020

December 2021

DOI: https://doi.org/10.46756/sci.fsa.zoa312

Contents

List of figures

List of tables

Glossary

Term	Definition
Discounters	Discounters are defined as a store which uses price as its defining feature, it must also follow the discount model of having extremely tight cost control and very focused buying.
Free sugars	Any sugar added to food or drink products by the manufacturer, cook or consumer including those naturally found in honey, syrups and unsweetened fruit juice.
Frequency	The average number of times a food or drink category has been purchased in a specified period.
Money off promotions	Food and drink purchased using a promotion that has reduced the price of the product. For example, X% off marked price, marked price reduced by £X, special price or trial price.
Natural sugars	Sugars that are naturally occurring in food.
Out of Home sector	Any outlet that prepares food and drink for immediate consumption, on or off the premises (for example, cafés, coffee shops, pubs and restaurants).
Take home food and drink	All food and drink purchased and brought into the home. This excludes takeaways delivered to the home and food ordered at restaurants. This data does not take into account food waste.
Total nutritional volume	The amount/quantity of take home food and drink purchased which is measured in kilograms, litres and servings for all households. This measure is used to calculate nutritional information and will be referred to as volume throughout the report.
Total promotions	The total combined spend or volume of food and drink via money off and volume focussed promotions.

Term	Definition
Total spend	Money (£) spent on take home food and drink for all households.
Total sugars	Total sugars include sugars that are added to food and drink products by the manufacturer, cook and consumer (free sugars) and those naturally occurring in food.

Social class definitions

Grade	Social status	Description
A	Upper middle	Higher managerial, higher administrative, or higher professional
B	Middle	Intermediate administrative, intermediate professional, senior managerial
C1	Lower middle	Supervisory or clerical, junior managerial, junior administrative, junior professional
C2	Skilled working	Skilled manual workers; generally, having served in apprenticeship
D	Working	Semi and unskilled workers
E	Non-earners, state benefits only	Those receiving state benefits only

Family type definition

Family type	Description
Pre/Young Family	Pre family (main shopper under 45 years, no children) Young families (youngest child under 5 years)
Middle Mix Family	Middle family (age of youngest child 5 - 9 years) Older family (age of youngest child 10 - 15 years) Older dependents (main shopper over 45 years, no children, 3+ adults)
Empty Nesters/ Retired	Empty nesters (45 - 64 years, 1 - 2 adults, no children) Retired (65+ years, 1 - 2 adults, no children)

Summary

2016 versus 2019

- In 2019, Northern Ireland households spent more money on take home food and drink than in 2016. However, there was an average of nine shopping occasions less in 2019 when compared to 2016.
- All family types and ABC1 households were purchasing more alcohol (Spirits and Flavoured Alcoholic Beverages) in 2019, compared to 2016.
- All family types purchased more Diet Soft Drinks in 2019 than in 2016.
- In 2019, Fruit, Chocolate Confectionery, Milk and Biscuits (sweet) increased in their percentage contribution to total sugar purchasing when compared to 2016.
- Out of the top five contributors to salt purchasing, Meat Products and Processed Meats was the only category to increase in percentage contribution when comparing 2016 to 2019.
- Data on take home food and drink purchases of Northern Ireland households correlate with the latest findings from the National Diet and Nutrition Survey[1], which shows that Northern Ireland households are consuming more sugar, fat, and saturated fat than the recommended daily intake[2], and not enough fibre.

2019 versus 2020

- Based on the purchasing data, it seems that Covid-19 restrictions did impact take home food and drink purchasing, with increases in spend and total volume purchased and decreases in the average number of shopping occasions (frequency) and promotion purchasing.
- Even though there was an increase in spend and volume purchased for most food and drink categories, this did not result in major changes in the percentage share of total spend and total volume of categories.
- Based on take home food and drink purchasing, there was an increase in energy (kcal), total sugars (g), total fat (g) and saturated fat (g) purchased per person per day during 2020, compared to a decrease from 2016 to 2019.

- For all family types, social class and urban and rural households, there was an increase in percentage share of total volume for Total Alcohol and a decrease in Cakes in 2020 when compared to 2019.
- Pre/Young and Middle Mix families increased their percentage share of total volume for Morning Goods in 2020 when compared to 2019. However, Empty Nesters/Retired families decreased their percentage share of total volume for Morning Goods when comparing the same years.
- The spend on total promotions decreased in 2020 to 21.6% when compared to 2019 and 2016.

Background

The Food Standards Agency (FSA) in Northern Ireland has a remit for dietary health surveillance which provides a comprehensive understanding of what Northern Ireland consumers are eating and purchasing as well as their attitudes and behaviours with regards to food. This data is important in creating an evidence base that informs policy development, implementation and evaluation.

The monitoring of take home food and drink purchases in Northern Ireland forms one part of the FSA's dietary health surveillance. The FSA in Northern Ireland commissioned Kantar Fast Moving Consumer Goods Purchase Panels (Kantar) to provide the purchasing data detailed within this report. Kantar is an international company dealing in consumer knowledge and insights based on continuous consumer panels.

About the report

The aim of this report is to explore Northern Ireland take home food and drink purchases in 2016, 2019 and 2020. In 2020, due to the Covid-19 restrictions, the purchasing of take home food and drink may have been impacted. Therefore, this report will examine the data to identify any key trends in purchasing in 2016 and 2019 (before the Covid-19 pandemic), and then between 2019 and 2020. However, as this study is based on observations, it is not possible to know what may have caused changes in take home food and drink purchasing.

It is important to remember that data in 2019 and 2020 are not directly comparable due to Covid-19 restrictions, as the majority of the out of home sector was closed and therefore an increase in take home purchasing is expected to replace the food and drink that would have been purchased outside of the home.

The analyses within this report have been conducted by the FSA in Northern Ireland with guidance from Kantar. Data presented within this report was collected in 2016 (52 weeks ending 1st January 2017), 2019 (52 weeks ending 29th December 2019) and 2020 (52 weeks ending 27th December 2020).

Methodology

Recruitment and sample size

Kantar recruit panellists through use of both mail outs and email recruitment. Incentives are used to reward participation, which include vouchers from most high street retailers.

650 households are chosen to reflect all Northern Ireland households by region and demographics. For some aspects of the data, weighting is applied to ensure the panel is reflective of the Northern Ireland population and their purchasing habits.

Data collected from panellists

Kantar aim to collect data on all food and drink purchases brought into the home (including in store and online shopping). Food and drink products purchased and consumed out of the home are not included such as supermarket meal deals, restaurant meals, food from takeaways and food on the go. Also, this data does not account for food waste.

In each household, a ‘main shopper’ is designated and defined as the person who is mainly responsible for grocery shopping in each household. Panellists are provided with a handheld scanner to scan purchases once brought into the home. Panellists scan the barcodes of purchased items alongside their shopping receipt, which collects the product prices. Using a codebook provided, panellists scan unbarcoded products such as loose breads, fruit, and vegetables.

Data analysis and outputs

The FSA in Northern Ireland commissioned Kantar to provide data for take home food and drink purchasing on 38 categories. Three additional categories were created through combining relevant individual categories: Total Northern Ireland Categories, Total Northern Ireland Categories excluding Alcohol and Total Alcohol. For all 41 categories, the following data is available:

- spend and volume purchased (analysed by total population and by demographics)
- frequency a category is purchased

- spend and volume purchased on promotion and by type of promotion
- nutritional values (calories, fat, saturated fat, total sugars, and salt)

All the analyses presented in this report are based on the food and drink categories that FSA in Northern Ireland purchased from Kantar (i.e., 41 categories). Please note that in some sections of the report, not all the data presented for the demographics can be directly compared with each other (notes are included at the relevant sections).
The FSA in Northern Ireland have purchased a set of data as detailed in the methodology. In addition, Kantar have used their market knowledge to provide wider contextual information to accompany the data in the commissioned report, which is therefore not always included.

Percentage change in spend or volume purchased

To calculate the percentage change (increase or decrease) in spend or volume purchased of a particular category (or categories), the value for the later year (final) was subtracted from the initial year. Then this new value was divided by the initial year and multiped by 100 (Appendix 2). For example, the spend of a category in 2020 (final) was subtracted from the spend of the same category in 2019 (initial). This value was then divided by the spend of the category in 2019 (initial) and multiplied by 100.

As the spend and volume purchased for categories were different for each demographic, the change in spend and volume were not directly comparable between family types, social classes, and urban and rural households. Therefore, these figures were only used to compare purchasing within each demographic from year to another year. For example, the spend of Fruit in urban households in 2016 was compared to the spend of Fruit in urban households in 2019.

Percentage share of total spend or total volume purchased

To calculate the percentage share of a category of total spend (i.e., how much each category contributed to the total spend), the spend of the category was divided by the total spend and then multiplied by 100 (Appendix 2). For example, if a household spends an average of £100 per week on take home food and drink, and £10 of this £100 was on Fruit, the share of total spend of Fruit would be equal to 10%.

To calculate the percentage share of a category of total volume purchased, the same calculation was applied but using total volume instead of total spend. By doing this calculation it allowed the percentage share of total spend or volume purchased of a category (or categories) by different demographics to be compared to each other.

Frequency

Frequency is the average number of times a food or drink category has been purchased in a specified period. It is important to note that frequency does not take into account the amount purchased on one shopping occasion. For example, if three pieces of fruit were purchased on one shopping occasion, this would be recorded as one frequency in the dataset.

Nutrient purchasing

Kantar collects data on nutritional values from product packaging on take home food and drink purchases. The nutrient values are combined with the purchasing information to provide nutrient volumes by product, food category and for the total take home food and drink market. For products that do not have nutritional information e.g. loose fruit and vegetables, the McCance & Widdowson (The Composition of Foods) nutritional handbook is used.

Data is captured on the following nutrients:

- Calories
- Total sugars (data provided by Kantar does not differentiate between natural sugars and free sugars)
- Total fat
- Saturated fat
- Salt

Results

Spend

In 2019, the total spend on take home food and drink purchases of Kantar Northern Ireland categories was £2.73 billion. Northern Ireland households spent an average of £77 per week in 2019, compared to £75 per week in 2016. There was a 4.5% increase in total spend when compared to 2016 (total spend in 2016 was £2.61 billion).

In 2019, Total Alcohol had the highest share of total spend at 15.2% (Figure 1), whilst Flavoured Alcoholic Beverages had lowest share of spend at 0.2% (data not shown). Total Alcohol had the highest percentage share of spend in 2016 and 2019 at 14.1% and 15.2% respectively. It is important to remember that alcohol is generally a more expensive product compared to other products for example vegetables. Therefore, when the data shows an increase in spend it does not automatically equate to households buying more of that category, it could be due to the price inflation of the product. Spend on Meat (the Meat Category consists of products like chicken legs, offal, and duck) and Fruit decreased in 2019 when compared to 2016, whereas spend on Total Alcohol increased (Figure 1). Spend on Vegetables and Meat Products and Processed Meats (the Meat Products and Processed Meats Category consists of products like bacon joints, burgers, and breaded fillets) stayed the same in 2016 and 2019.

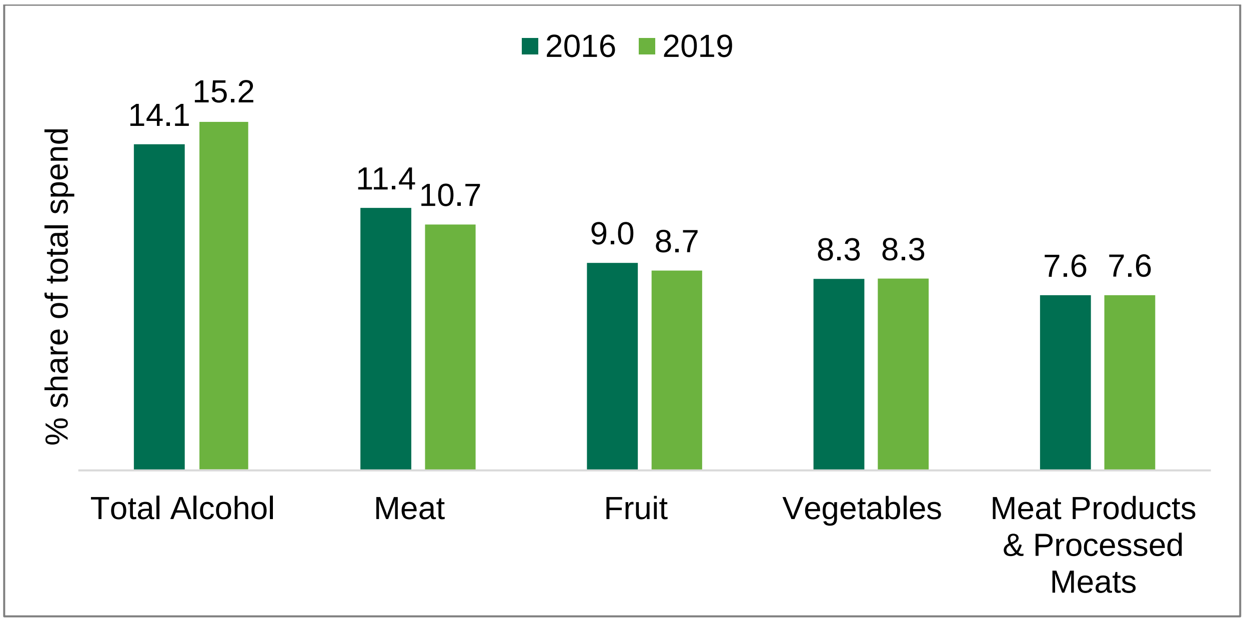

Figure 1. Top five food and drink categories with highest percentage (%) share of total spend in 2019 (52 weeks ending 29th December 2019), compared to 2016 (52 weeks ending 1st January 2017)

Volume

In 2016, total volume purchased on take home food and drink of Kantar Northern Ireland categories was 1.70 billion units (Kilograms, Litres and Packs). In 2019, total volume purchased decreased by 1.5% to 1.68 billion units (Kilograms, Litres and Packs).

In 2019, Morning Goods had the highest percentage share of volume with 13.6% (Figure 2), whilst Flavoured Alcoholic Beverages had the lowest percentage share of volume with 0.1% (data not shown). For Cakes, Plain Breads and Milk, the percentage share of volume decreased when comparing 2016 to 2019. Morning Goods and Meat Products and Processed Meat increased in their percentage share of total volume in 2019 when compared to 2016 (Figure 2). It is important to note that Morning Goods and Cakes are measured in servings rather than in kilograms or litres. This can then overstate the contribution to volume in those categories.

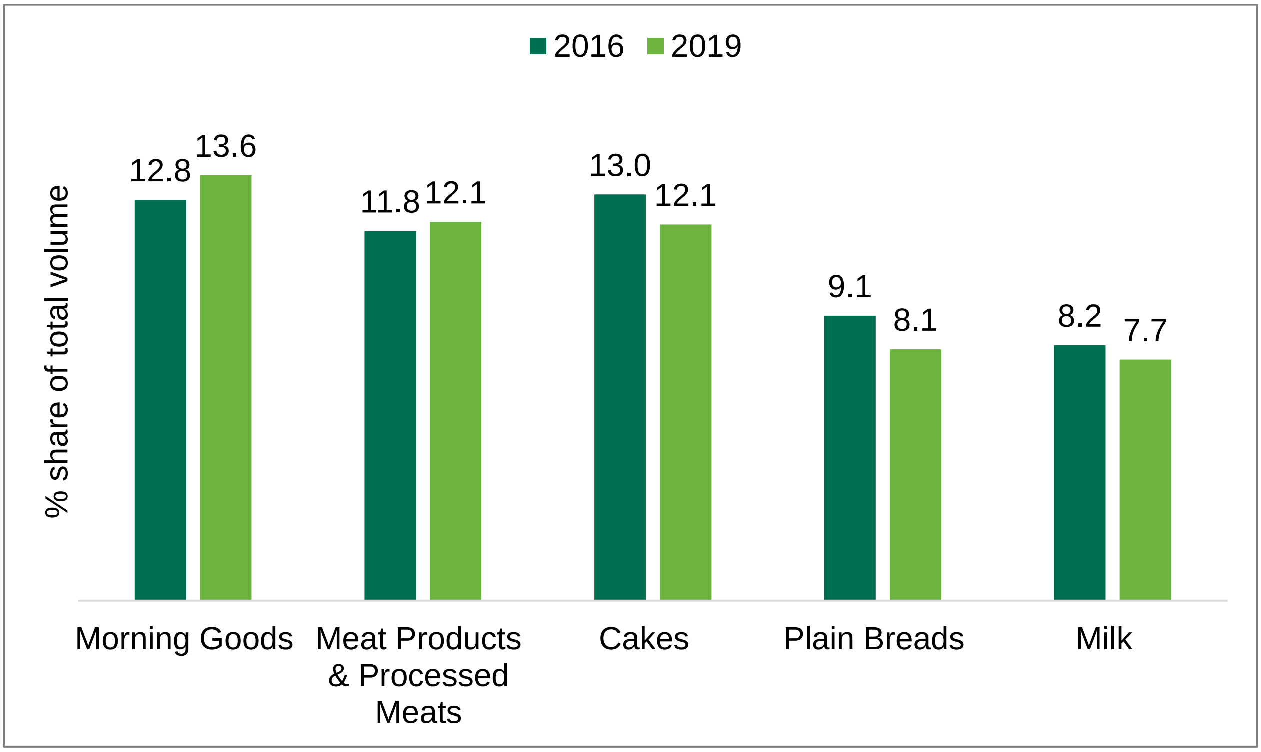

Figure 2. Top five food and drink categories with highest percentage (%) share of total volume in 2019 (52 weeks ending 29th December 2019), compared to 2016 (52 weeks ending 1st January 2017)

Frequency

In 2016, Northern Ireland households purchased take home food and drink on an average of 255 shopping occasions. In 2019, the average number of shopping occasions decreased to 252. The frequency in which Northern Ireland households purchased Vegetables, Fruit, Plain Breads, Meat and Meat Products and Processed Meat decreased in 2019 when compared to 2016, with Plain Breads having the largest decrease in frequency (decreased by an average of nine shopping occasions) (Figure 3).

Northern Ireland households were purchasing Vegetables and Fruit more often than other categories in 2016 and 2019. On average, in 2019, Northern Ireland households purchased Vegetables on 115 different shopping occasions (Figure 3). Flavoured Alcoholic Beverages were purchased the least frequently in 2019 (an average of five shopping occasions) (data not shown).

Vegetables, Fruit, Plain Breads, Meat and Meat Products and Processed Meats are all perishable items which may have contributed to them being the most frequently purchased in 2019.

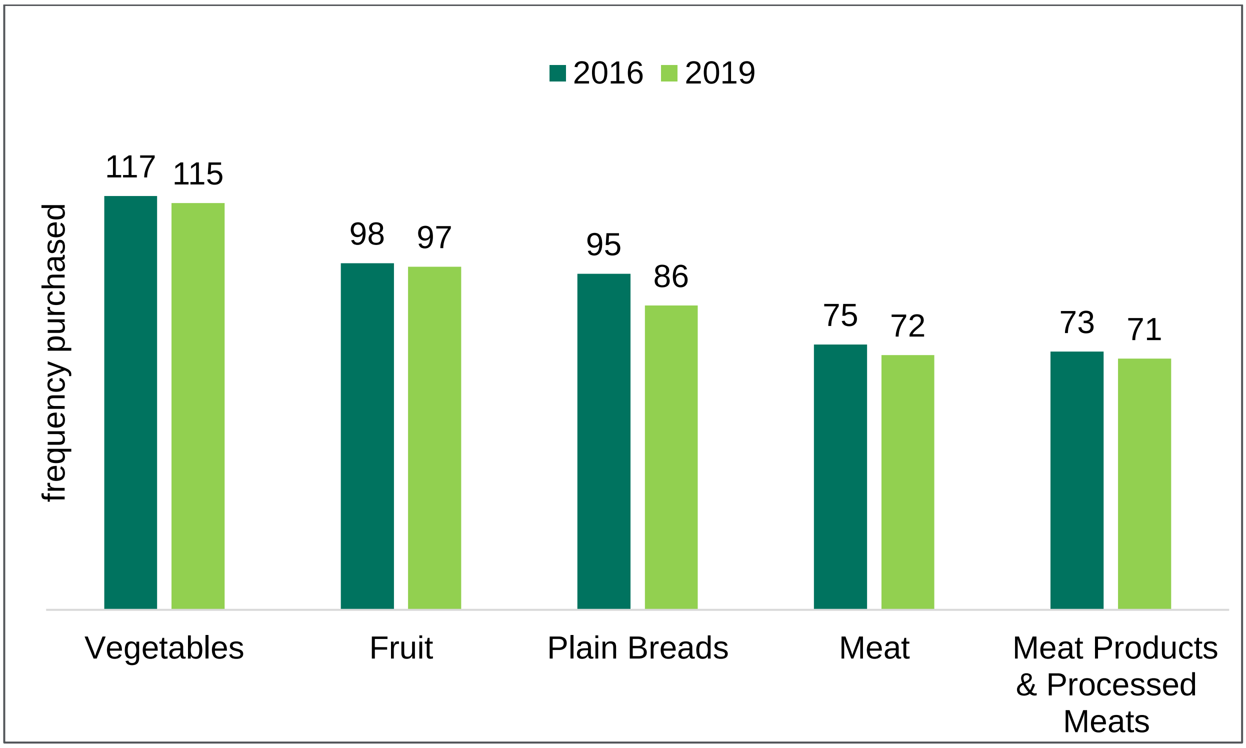

Figure 3. Top five categories with the highest average frequency purchased in 2019 (52 weeks ending 29th December 2019), compared to 2016 (52 weeks ending 1st January 2017)

Nutrient purchasing

In this section, only calories, total sugars and salt are presented. Appendix 3 provides more detailed information on the top ten food and drink categories contributing to the take home purchase of calories, total sugar, total fat, saturated fat, and salt in 2019, compared to 2016, 2017, 2018 and 2020.

Calories

Plain Breads had the highest percentage contribution to calorie purchasing in 2019 and 2016 at 10.1% and 10.7% respectively (Figure 4). In 2019, Diet Soft Drinks had the lowest contribution of calorie purchasing at 0.1% (data not shown). When comparing 2016 to 2019, Fats, Oils and Spreads decreased by 0.1% and Meat Products and Processed Meat increased by 0.2%. Biscuits (sweet) and Meat did not change in percentage contribution to calorie purchasing when comparing 2016 to 2019.

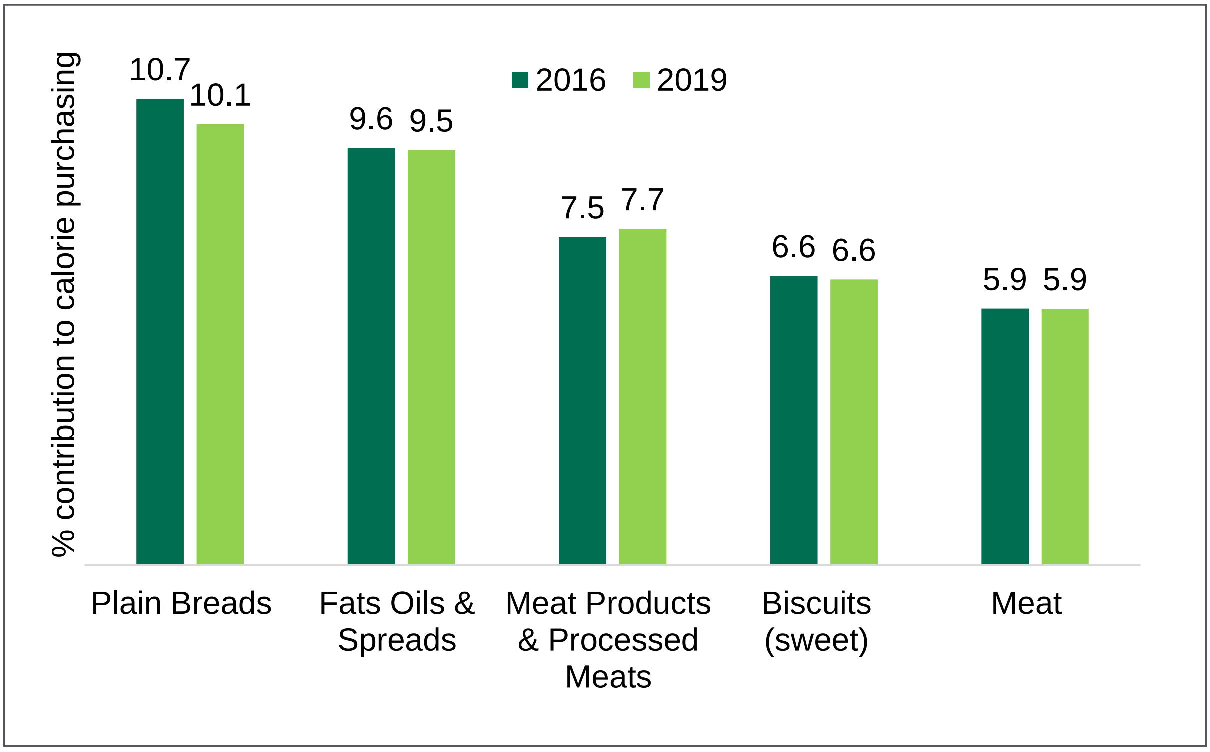

Figure 4. Top five percentage (%) contributors to calorie purchasing in 2019 (52 weeks ending 29th December 2019), compared to 2016 (52 weeks ending 1st January 2017)

Total sugars

Total sugars include sugars that are added to food and drink products by the manufacturer, cook and consumer (free sugars) and those naturally occurring in food. It is important to note that the Kantar data does not differentiate between natural and free sugars.

In 2016 and 2019, Fruit was the highest contributor to total sugar purchasing at 19.0% and 19.9% respectively (Figure 5). In 2019, Oily Fish had the lowest contribution of total sugar purchasing at less than 0.01% (data not shown). In 2019, Fruit, Chocolate Confectionery, Milk, and Biscuits (sweet) increased in their percentage contribution to total sugar purchasing when compared to 2016. Vegetables decreased in their percentage contribution to total sugar purchasing when comparing 2016 to 2019 (Figure 5).

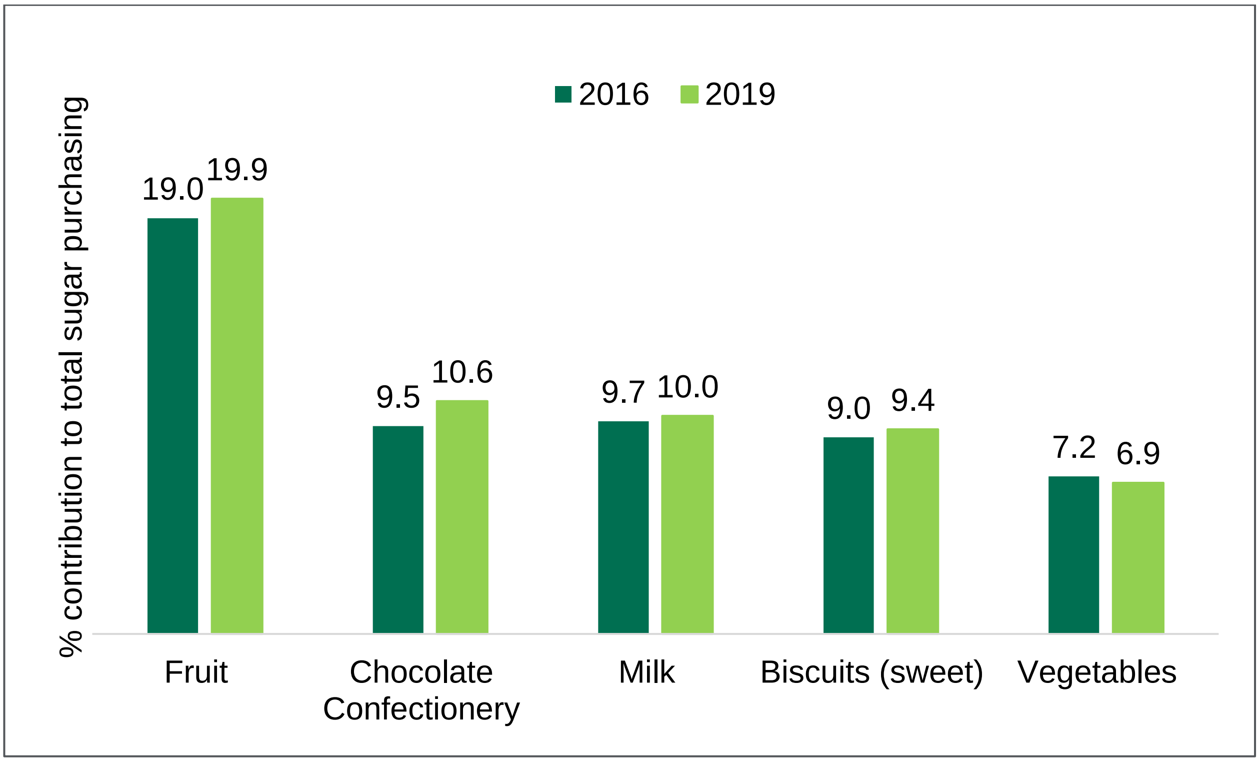

Figure 5. Top five percentage (%) contributors to total sugars purchasing in 2019 (52 weeks ending 29th December 2019), compared to 2016 (52 weeks ending 1st January 2017)

Salt

In 2019, Meat Products and Processed Meats had the highest percentage contribution to salt purchasing at 17.4%. In 2019, Flavoured Alcoholic Beverages had the lowest contribution of total salt purchasing at less than 0.01% (data not shown). Out of the top five contributors to salt purchasing, Meat Products and Processed Meats was the only category to increase in percentage contribution when comparing 2016 to 2019 (Figure 6). Plain Breads, Cooking Sauces, Table Sauces and Dressing and Fats, Oils and Spreads decreased in their percentage contribution to salt purchasing when comparing 2016 to 2019 (Figure 5). Meat did not change in percentage contribution to salt purchasing when comparing 2016 to 2019.

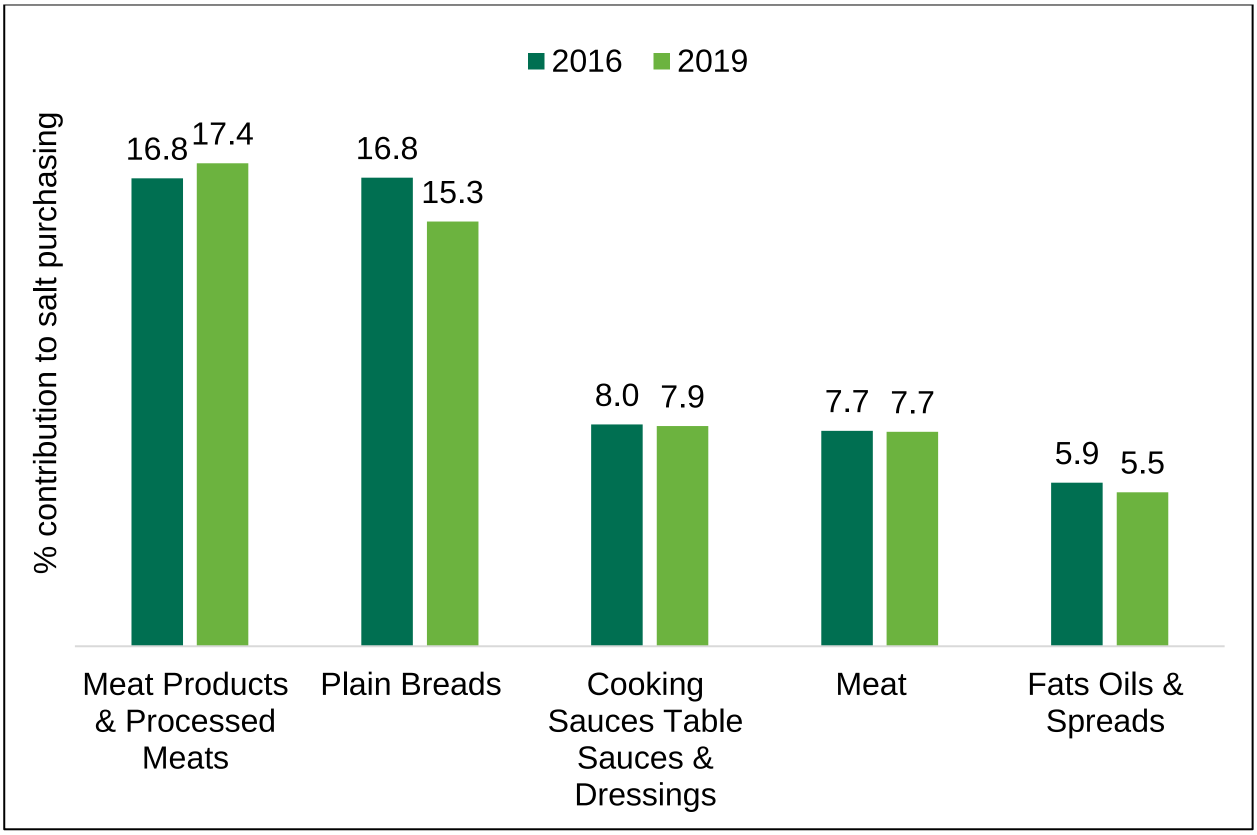

Figure 6. Top five percentage (%) contributors to salt purchasing based on take home food and drink purchases in 2019 (52 weeks ending 29th December 2019), compared to 2016 (52 weeks ending 1st January 2017)

Family type purchasing

In 2019, Morning Goods, Meat Products and Processed Meats, Cakes, Plain Breads and Milk were among the top five categories with the highest percentage share of total volume purchased for all family types (Appendix 4).

Spirits (+337.5%), Pizza (+111.0%) and Diet Soft Drinks (+110.7%) were the three categories with the greatest increases in volume purchased by the Pre/Young family from 2016 to 2019 (Figure 7). From 2016 to 2019, the Pre/Young family increased their total spend by 53.2%, which may have caused an increase in volumes purchased for most categories. For the Middle Mix family, Flavoured Alcoholic Beverages (+41.1%), Water (+16.6%) and Diet Soft Drinks (+9.4%) were the three categories with the greatest increases in volume purchased from 2016 to 2019 (Figure 7). For the Empty Nesters/Retired family, Flavoured Alcoholic Beverages (+183.6%), Milk Based Drinks (+43.3%) and Diet Soft Drinks (+33.4%) were the three categories with the greatest increases in volume purchased from 2016 to 2019 (the Flavoured Alcoholic Beverages category consists of hard seltzers and premixed drinks such as gin & tonics and the Milk Based Drinks Category consists of products like malted drinks, flavoured milks and milkshake mixes). Due to varying sample sizes of each family type and total volumes purchased, they cannot be directly compared in Figure 7.

A possible explanation for the increases in purchasing of Flavoured Alcoholic Beverages purchased may be due to innovations in this field during this time i.e., the development of pre-mixed gin and tonics. Additionally, the increases in Spirits purchased may not be related to consumers purchasing more alcohol in general. For instance, it may have been driven by individuals who previously would have bought Beer & Lager choosing to buying spirits instead.

The food and drink categories in Figure 7 show major increases in volume purchased when comparing 2016 to 2019. However, the percentage share of total volume for those categories are still a relatively small proportion of the share of total volume purchased in 2019. For example, the Pre/Young Family increased their volume purchased of Spirits in 2019 by 337.5% however, this category makes up only 0.4% of the share of total volume purchased in 2019. In 2019, previous Kantar research in Great Britain has shown that over a quarter of households purchased gin (including flavoured/gin liqueurs) within a 12-month period, compared to just over 10% four years previous[3].

	Category	Percentage increases in volume from 2016 to 2019	Percentage share of total volume in 2019
Pre/Young Family	Spirits	337.5%	0.4%
	Pizza	111.0%	0.5%
	Diet Soft Drinks	110.7%	5.5%
Middle Mix family	Flavoured Alcoholic Beverages	41.1%	0.1%
	Water	16.6%	3.2%
	Diet Soft Drinks	9.4%	4.7%
Empty Nesters/Retired family	Flavoured Alcoholic Beverages	183.6%	0.1%
	Milk Based Drinks	43.3%	0.1%
	Diet Soft Drinks	33.4%	2.7%

Figure 7. Top three take home food and drink categories with the greatest increases in volume purchased from 2016 (52 weeks ending 1st January 2017) to 2019 (52 weeks ending 29th December 2019), and their percentage share of total volume in 2019, for each family type

Social class purchasing

In 2019, Morning Goods, Cakes, Meat Products and Processed meats, Plain Breads and Milk were among the top five food and drink categories with the highest percentage share of total volume purchased by both ABC1 and C2DE households (Appendix 4).

Flavoured Alcoholic Beverages (+74.3%), Spirits (+64.0%) and Water (+41.2%) were the top three categories showing the greatest increases in volume from 2016 to 2019 for ABC1 households (Figure 8). Diet Soft Drinks (+34.7%), Pasta Rice and Noodles (+22.6%) and Pizza (+15.0%) were the top three categories showing the greatest increases in volume from 2016 to 2019 amongst C2DE households (Figure 8).

Please note, the data for ABC1 households and C2DE households in Figure 8 cannot be directly compared to each other due to differing sample sizes and total volumes purchased.

For ABC1 households, Flavoured Alcoholic Beverages had the greatest increase in volume purchased from 2016 to 2019 at 74.3%. However, the percentage share of total volume for this category was relatively small at 0.1% in 2019. For C2DE households, Diet Soft Drinks had the greatest increase in volume purchased from 2016 to 2019, and this category makes up 3.9% of the percentage share of total volume in 2019.

	Category	Percentage increases in volume from 2016 to 2019	Percentage share of total volume in 2019
ABC1 Households	Flavoured Alcoholic Beverages	74.3%	0.1%
	Spirits	64.0%	0.4%
	Water	41.2%	3.2%
C2DE Households	Diet Soft Drinks	34.7%	3.9%
	Water	22.6%	3.6%
	Pizza	15.0%	0.3%

Figure 8. Top three take home food and drink categories with the greatest percentage increase in volume from 2016 (52 weeks ending 1st January 2017) to 2019 (52 weeks ending 29th December 2019) and their percentage share of total volume in 2019, for ACB1 and C2DE households*

* Please note, the data for ABC1 households and C2DE households in Figure 8 cannot be directly compared to each other due to differing sample sizes and total volumes purchased

Calculations have been carried out to allow comparisons of the percentage difference in share of total volume purchased by ABC1 and C2DE households (Appendix 2). In 2019, ABC1 households were purchasing more Bread with Additions (+0.9%) and Diet Soft Drinks (+0.4%) than C2DE households (Figure 9). However, ABC1 households were purchasing less Regular Soft Drinks (-0.5%), Meat Products and Processed Meats (-0.7%), Fruit (-0.8%) and Milk (-0.9%) than C2DE households (Figure 9).

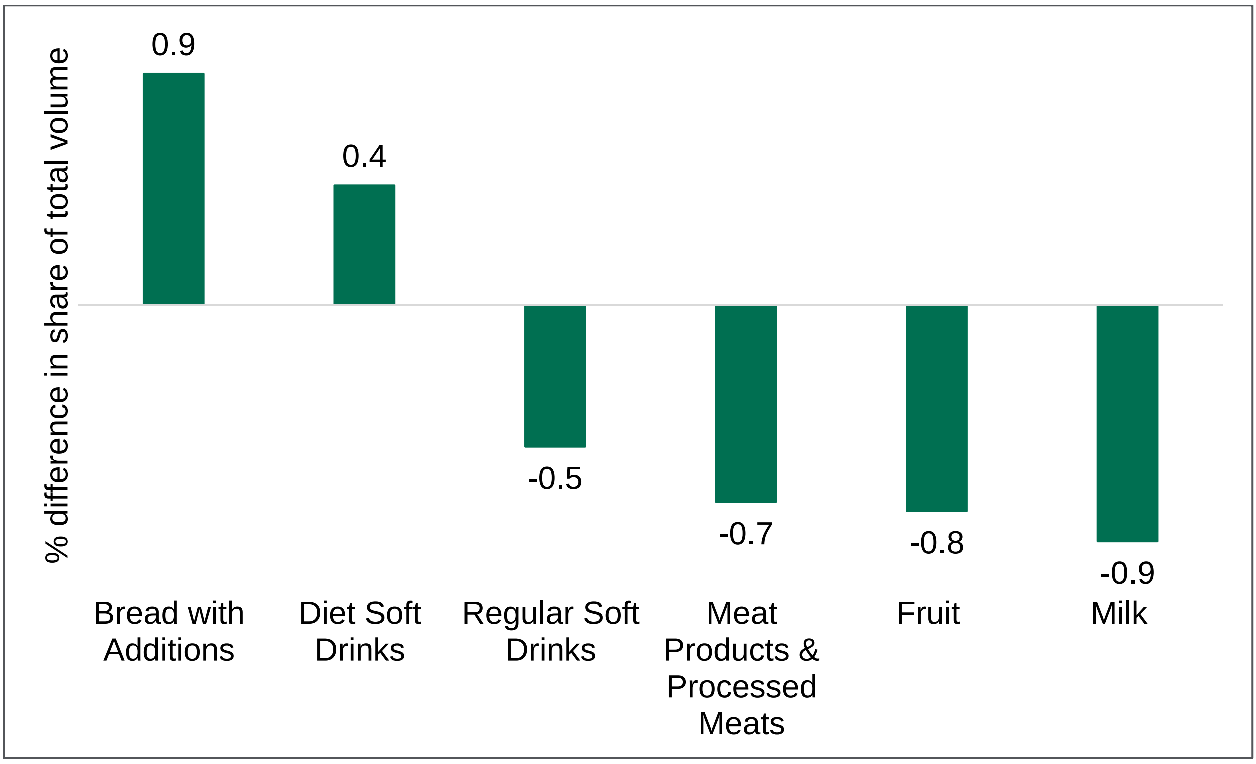

Figure 9. Take home food and drink categories with the greatest difference in share of total volume between ABC1 and C2DE households in 2019 (52 weeks ending 29th December 2019)

Urban and rural purchasing

In 2019, Morning Goods, Cakes, Meat Products and Processed meats, Plain Breads and Milk were among the top five food and drink categories with the highest percentage share of total volume purchased by urban and rural households (see Appendix 4).

Diet Soft Drinks (+34.7%), Beer and Lager (+23.6%) and Flavoured Alcoholic Beverages (+21.5%) were the top three categories showing the greatest increases in volume from 2016 to 2019 for urban households (Figure 10). Water (+44.2%), Diet Soft Drinks (+26.5%) and Spirits (+24.2%) were the top three categories showing the greatest increases in volume from 2016 to 2019 for rural households (Figure 10). Please note, that the urban households and rural households cannot be directly compared in Figure 10 due to different sample sizes and total volumes purchased.

For urban households, Diet Soft Drinks had the greatest increase in volume purchased from 2016 to 2019 at 37.4% and the percentage share of total volume for this category was 4.0% in 2019. For rural households, Water had the greatest increase in volume purchased from 2016 to 2019, and this category makes up 3.9% of the percentage share of total volume in 2019.

	Category	Percentage increases in volume from 2016 to 2019	Percentage share of total volume in 2019
Urban Households	Diet Soft Drinks	37.4%	4.0%
	Beer & Lager	23.6%	2.8%
	Flavoured Alcoholic Beverages	21.5%	0.1%
Rural Households	Water	44.2%	3.9%
	Diet Soft Drinks	26.5%	4.2%
	Spirits	24.2%	0.5%

Figure 10. Top three take home food and drink categories with the greatest percentage increase in volume from 2016 (52 weeks ending 1st January 2017) to 2019 (52 weeks ending 29th December 2019) and their percentage share of total volume in 2019, for urban and rural households†

† Please note, that the urban households and rural households cannot be directly compared in Figure 10 due to different sample sizes and total volumes purchased.

In 2019, urban households purchased more Cakes (+1.5%), Beer and Lager (+0.9%) and Total Alcohol (+0.5%) than rural households. However, urban households were buying less Morning Goods (-1.2%), Milk (-1.1%) and Water (-0.8%) than rural households (Figure 11).

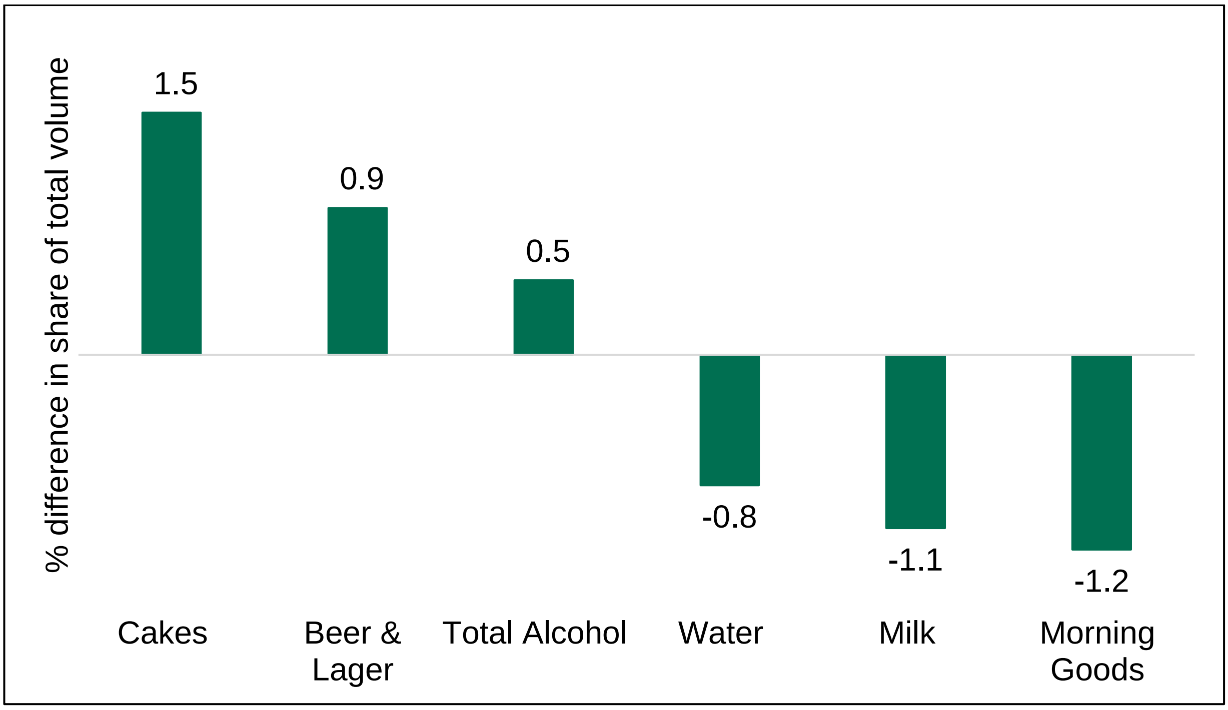

Figure 11. Take home food and drink categories with the greatest difference in share of total volume between urban and rural households in 2019 (52 weeks ending 29th December 2019)

Promotions

In 2019, 25.1% of spend on take home food and drink purchases was on total promotion. The spend on take home food and drink purchases on total promotion decreased by 2.8% when compared to 2016 (spend on total promotions in 2016 was 27.9%).

Kantar reported that the decline in spend on promotions is reflective of the wider Great Britain market, where retailers are moving to everyday low prices and the popularity of the discounters has reduced the amount of money spent on promotions[4].

Volume purchased on total promotion

The percentage share of volume of take home food and drink purchased on total promotion decreased from 2016 to 2019, going from 23.8% to 19.8% respectively.

In 2019, Yoghurts and Fromage Frais had the highest share of volume purchased on total promotion at 40%, which increased by 1% when compared to 2016 (Table 1). When comparing volume purchased on total promotion in 2016 and 2019, Diet Soft Drinks and Spirits had the greatest change (-11% and +10% respectively, Table 1).

Table 1. Top five take home food and drink purchases with the highest percentage (%) share of volume by total promotions in 2016 (52 weeks ending 1st January 2017) and 2019 (52 weeks ending 29th December 2019)

Type of food or drink	% share of volume in 2016	% share of volume in 2019
Yoghurts and Fromage Frais	39	40
Diet Soft Drinks	49	38
Ice Cream, Lollies and Sorbets	34	37
Spirits	25	35
Crisps and Savoury Snacks	38	35

Total promotions purchasing is split into two types, volume focussed promotions and money off promotions (see Glossary). Data in Table 1 shows volume focussed promotions and money off promotions purchasing combined, whereas Figure 12 shows the promotions data split by the two types of promotion. When comparing 2016 and 2019 promotions purchasing, there has been a decrease in volume focussed promotions for Yoghurt and Fromage Frais (-3.0%), Diet Soft Drinks (-12%) and Crisps and Savoury Snacks (-3.0%) (Figure 12). Ice Cream, Lollies and Sorbets increased by 2.0% in volume focussed promotions when comparing 2016 to 2019. Money off promotions increased for Yoghurts and Fromage Frais (+4.0%), Diet Soft Drinks (+1.0%), Ice Cream Lollies and Sorbets (+1.0%).

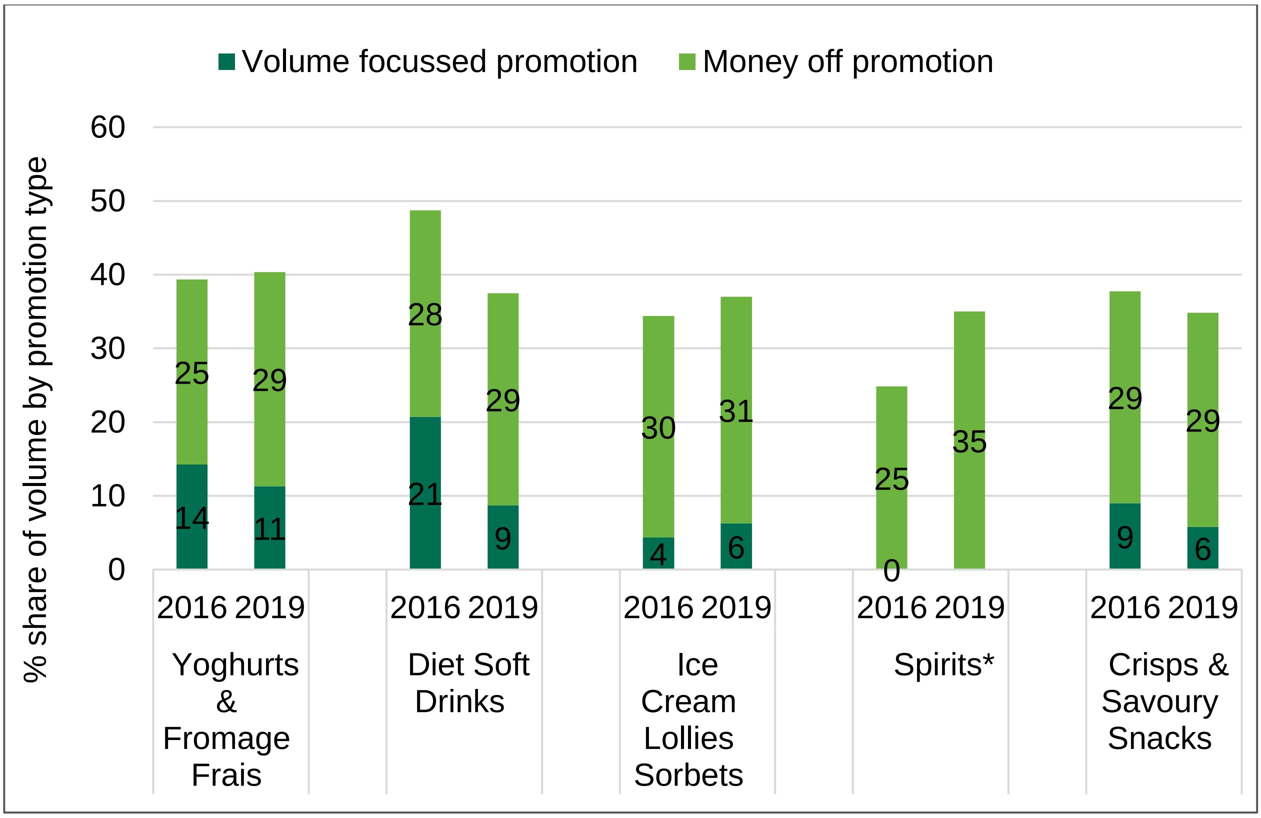

Figure 12. Top five take home food and drink categories with the highest percentage (%) share of volume by promotion type in 2019 (52 weeks ending 29th December 2019), compared to 2016 (52 weeks ending 1st January 2017).

---

* No information is available for percentage (%) volume focussed promotion between 2016 and 2019 due to a low sample number of spirits purchased

Potential impact of Covid-19

In 2020, take home food and drink purchasing may have been impacted by Covid-19 restrictions as the majority of the Out of Home sector was closed which means that more meals were eaten in the home and households structures may have changed for example, university students living at home rather than in halls of residence[5].

The data in this section compares take home food and drink purchasing from 2019 to 2020 to identify trends, if any, during this time period that could be a result or impact of Covid-19 restrictions.

Spend in 2020

In 2020, the total spend on take home food and drink purchases of Kantar Northern Ireland categories was £3.09 billion with Northern Ireland households spending an average of £79 per week, compared to £77 per week in 2019. The total spend in 2020 increased by 13.2% when compared to 2019 (total spend in 2019 was £2.73 billion).

Total Alcohol had the highest percentage share of share of total spend in 2020 (Figure 13) and has had the highest percentage share of total spend since 2016 (data not shown). In 2019 and 2020, for Total Alcohol the share of total spend was 15.2% and 17.5% respectively (Figure 13). It is important to remember that alcohol is generally a more expensive product compared to other products for example vegetables. Therefore, when the data shows an increase in spend it does not automatically equate to households buying more of that category, it could be due to the price inflation of the product. In 2019 and 2020, Flavoured Alcoholic Beverages had the lowest share of total spend at 0.2% and 0.3% respectively (data not shown).

Figure 13 shows that Northern Ireland households spent less on Meat, Fruit and Vegetables in 2020, compared to 2019. Kantar suggested that the decrease in spend on those categories could be due lower prices being offered and/or fresh produce shortages driven by EU Exit and/or the Covid-19 pandemic. Figure 13 also shows that Northern Ireland households are spending more on Total Alcohol and Meat Products and Processed Meat which could be a result of households stocking up on longer lasting items.

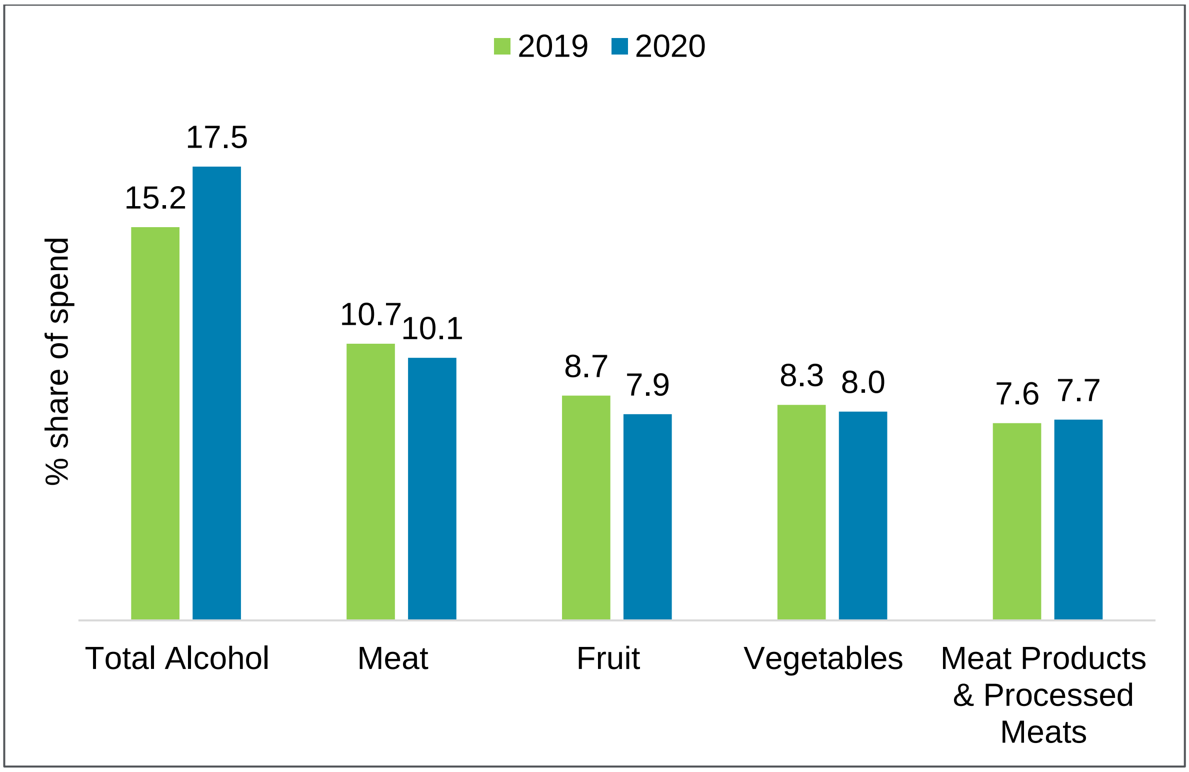

Figure 13. Top five food and drink categories with the highest percentage (%) share of total spend in 2020 (52 weeks ending 27th December 2020), compared to 2019 (52 weeks ending 29th December 2019)

Volume purchased in 2020

In 2020, the total volume purchased on take home food and drink purchases of Kantar Northern Ireland categories was 1.85 billion units (Kilograms, Litres and Packs). This increased by 8.8% when compared to the total volume purchased in 2019 (total volume purchased in 2019 was 1.68 billion units (Kilograms, Litres and Packs).

In 2020, Morning Goods had the highest percentage share of total volume with 13.5% (Figure 14), whilst Flavoured Alcoholic Beverages had the lowest percentage share of total volume with 0.1% (data not shown). In 2020, the percentage share of total volume for Morning Goods, Cakes and Milk decreased when compared to 2019. However, Meat Products and Processed Meat and Plain Breads increased in percentage share of total volume in 2020 to 12.6% and 8.2% respectively, compared to 2019 (Figure 14).

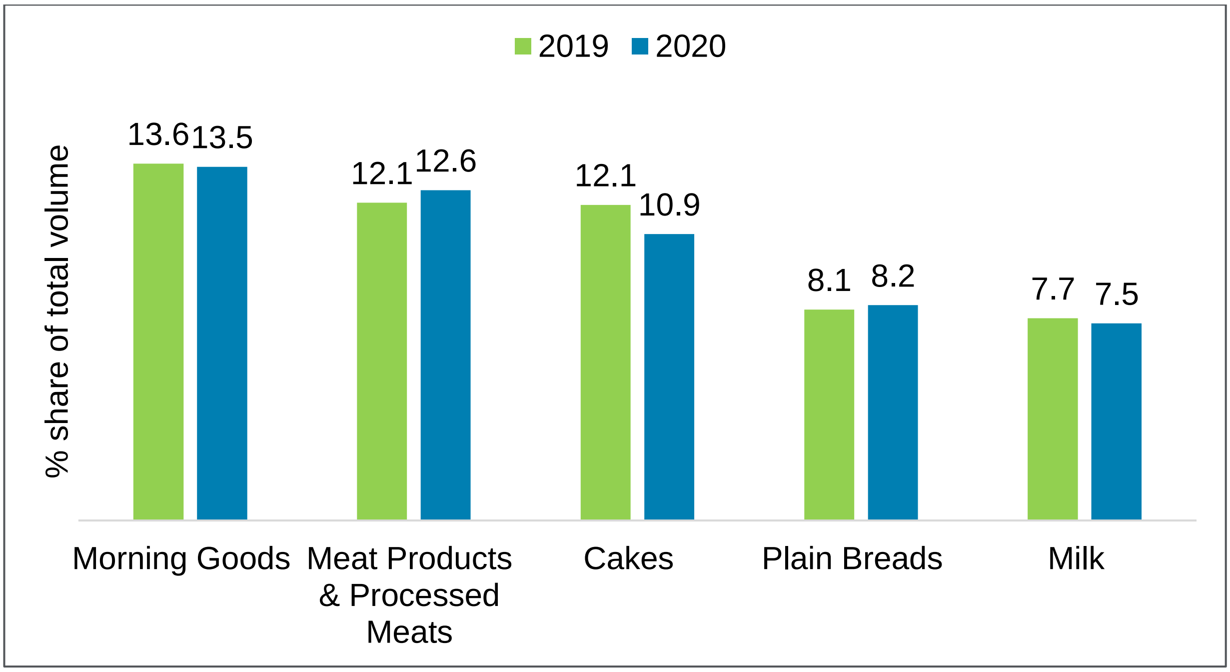

Figure 14. Top five food and drink categories with the highest percentage (%) share of total volume in 2020 (52 weeks ending 27th December 2020), compared to 2019 (52 weeks ending 29th December 2019)

Figure 15 shows the top ten categories with the highest percentage increase in volume purchased when comparing 2019 to 2020. Beer and Lager had the greatest increase in volume by 40.0%, followed by Flavoured Alcoholic Beverages at 29.4%.

Figure 15. Top ten take home food and drink categories with the highest percentage (%) increase in volume from 2019 (52 weeks ending 29th December 2019) to 2020 (52 weeks ending 27th December 2020)

From 2019 to 2020, Total Alcohol had the greatest increase in share of volume purchased (+1.2%), followed by Beer & Lager (+0.7%), and Meat and Processed Meats (+0.5%). Cakes (-1.1%) and Fruit (-0.4) had the greatest decrease in share of volume purchased (Figure 16).

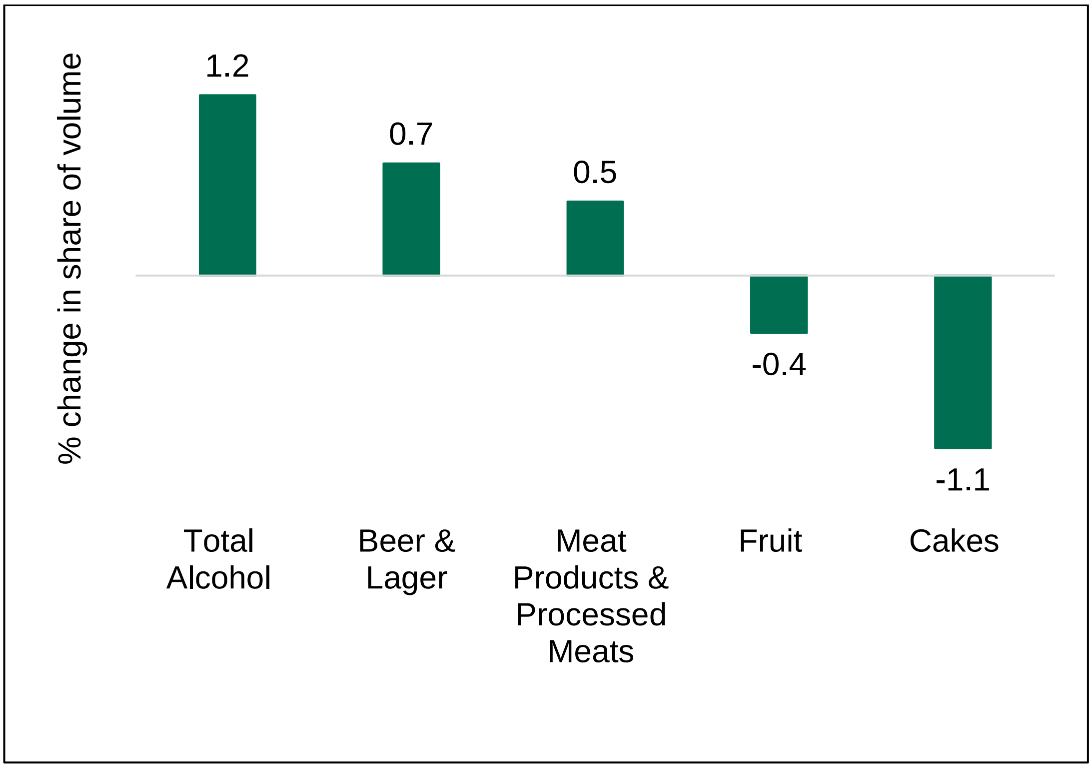

Figure 16. Categories with the greatest percentage (%) change in share of total volume from 2019 (52 weeks ending 29th December 2019) and 2020 (52 weeks ending 27th December 2020)

Frequency purchased in 2020

In 2020, Northern Ireland households purchased take home food and drink on an average of 234 shopping occasions which was a decrease on figures from 2019, with an average of 252 shopping occasions. Due to Covid-19 restrictions, households were encouraged to reduce the number of shopping trips which may have caused the decrease in shopping occasions[6].

On average Northern Ireland consumers purchased Vegetables on 113 different shopping occasions in 2020 (Figure 17). The frequency in which Northern Ireland consumers purchased Plain Breads and Meat Products and Processed Meats increased in 2020 compared to 2019. Whereas, the frequency in which Northern Ireland households purchased Vegetables, Fruit and Meat decreased in 2020 compared to 2019 (Figure 17).

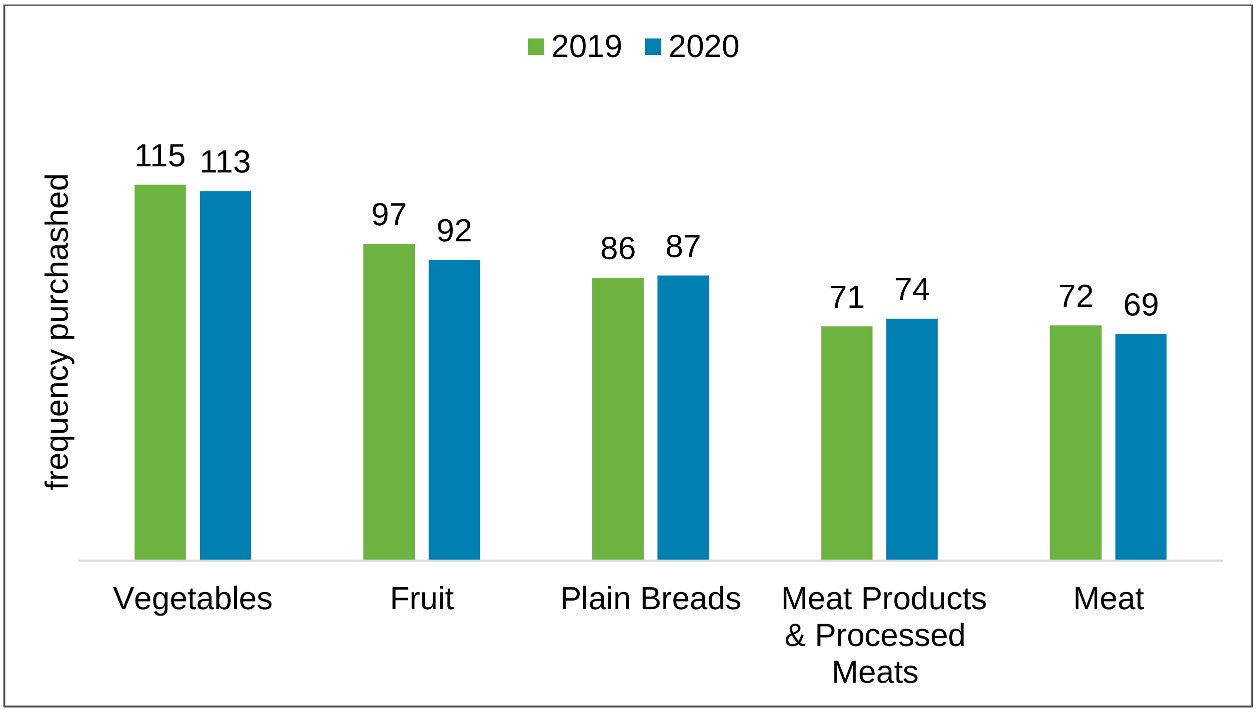

Figure 17. Top five categories with the highest average frequency purchased in 2020 (52 weeks ending 27th December 2020), compared to 2019 (52 weeks ending 29th December 2019)

Nutrient purchasing in 2020

In 2020, Plain Breads had the highest percentage contribution to calories based on take home food and drink purchasing at 10.6% (Figure 18). Fruit had the highest percentage contribution to total sugars purchasing at 19.1%. Total sugars include sugars that are added to food and drink products by the manufacturer, cook and consumer (free sugars) and those naturally occurring in food. Meat Products and Processed Meat had the highest percentage contribution to salt purchasing at 17.7%. It is important to note that plain breads, meat, milk, fruit and vegetables also contain essential nutrients which are important for a healthy, balanced diet.

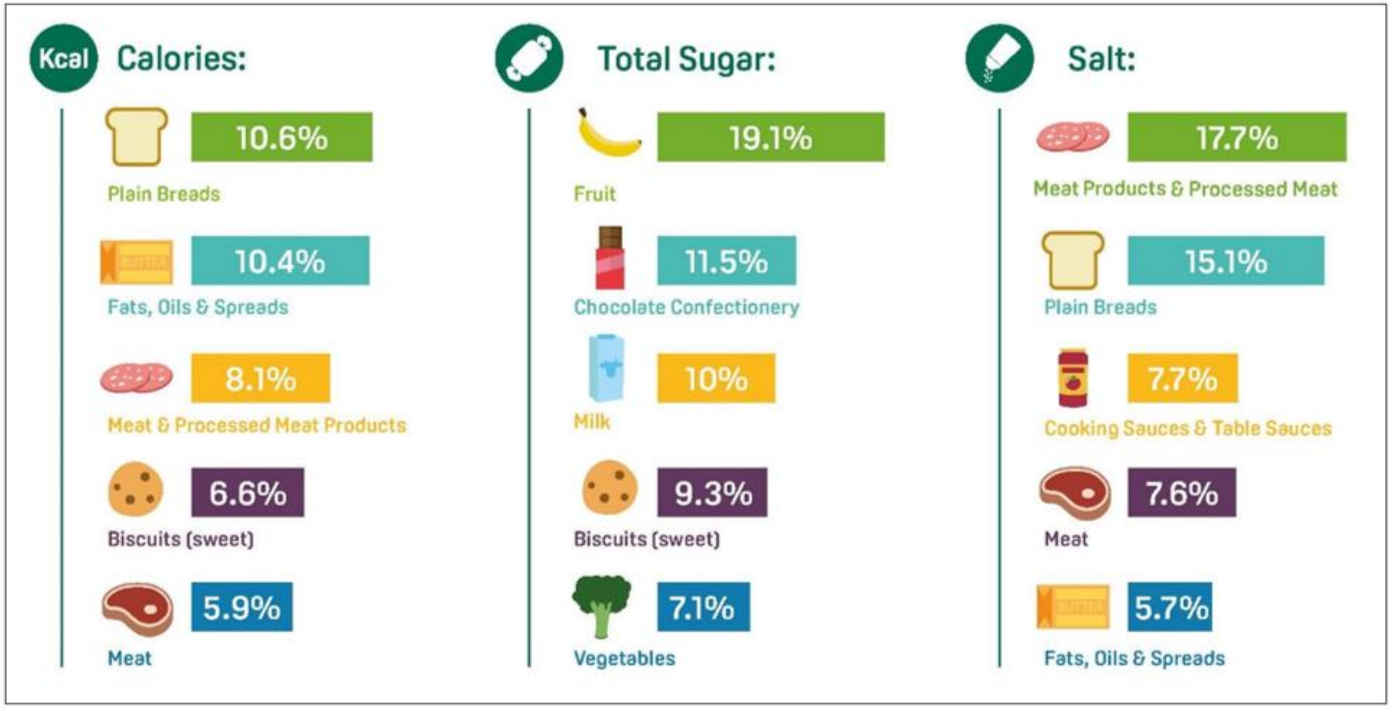

Figure 18. Top five food and drink categories with the highest percentage (%) contribution to calories, total sugars and salt based on purchasing in 2020 (52 weeks ending 27th December 2020) (excluding alcohol categories)

Figure 19 shows the average nutrient purchasing per person per day based on take home shopping in 2016, 2019 and 2020. For all the nutrients in Figure 19, there was a decrease in purchasing per person per day in 2019 when compared to 2016. However, when comparing 2019 to 2020, there was an increase in purchasing of all nutrients per person per day. Also, in 2020, households purchased more sugar, fat, and saturated fat than the recommended daily intake, and not enough fibre[2].

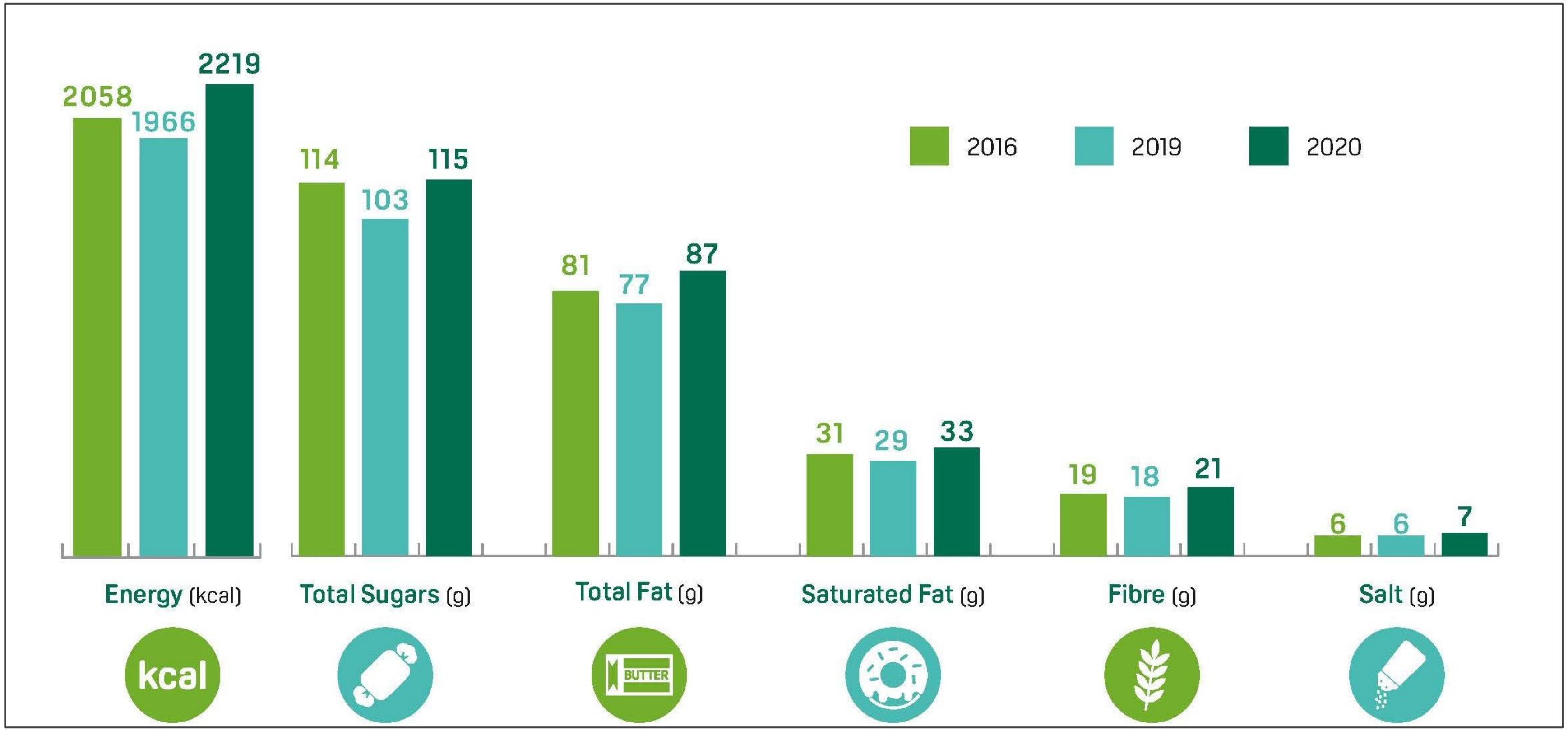

Figure 19. Average take home food and drink purchasing of nutrients per person per day in 2016 (52 weeks ending 1st January 2017), 2019 (52 weeks ending 29th December 2019) and 2020 (52 weeks ending 27th December 2020)

Family type purchasing in 2020

In 2020, Morning Goods, Cakes, Meat Products and Processed Meats, Plain Breads and Milk were among the top five food and drink categories with the highest percentage share of total volume purchased for all family types (Appendix 5).

From 2019 to 2020, percentage share of volume of Pre/Young families increased for Total Alcohol (+0.8%), Beer & Lager (+0.8%), Milk (+0.7%), and Morning Goods (+0.5%) (Figure 20). Cakes had the greatest change in percentage share of volume from 2019 to 2020; decreasing by 1.6%. The percentage share of volume of Diet Soft Drinks also decreased for Pre/Young families by 0.4%.

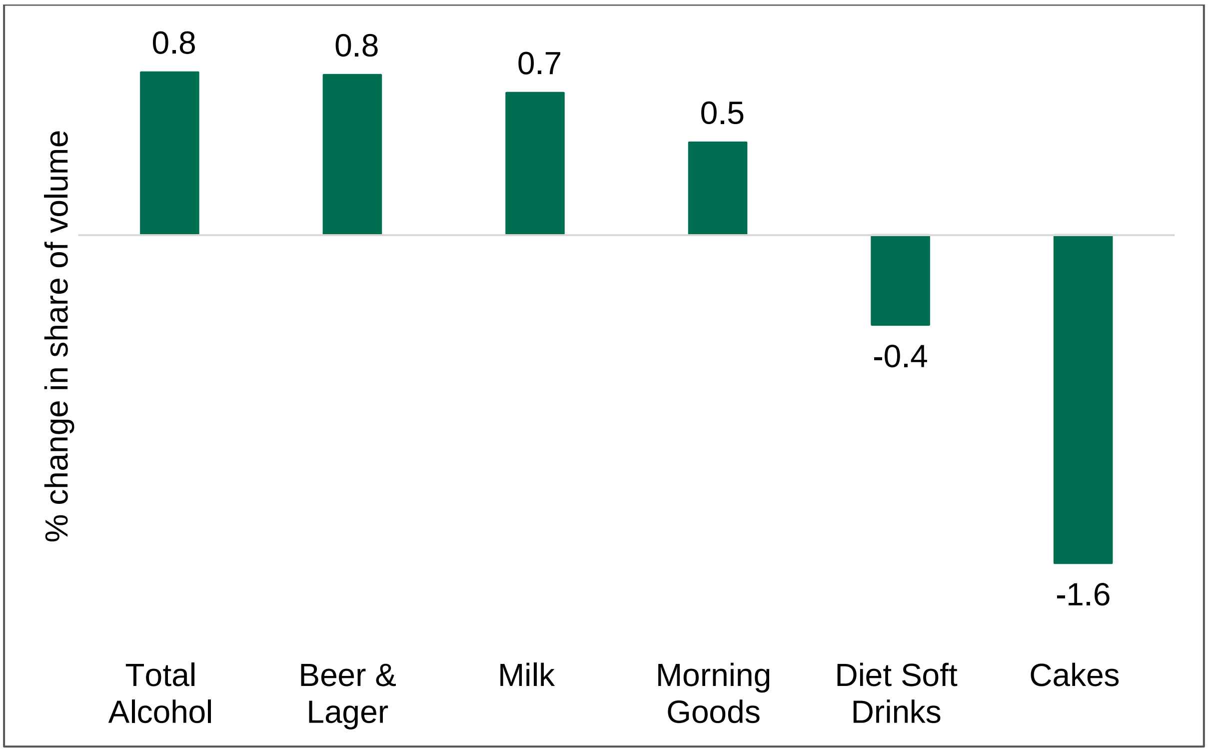

Figure 20. Categories with the greatest percentage (%) change in share of total volume for Pre/Young family type between 2019 (52 weeks ending 29th December 2019) and 2020 (52 weeks ending 27th December 2020)

From 2019 to 2020, the percentage share of spend of Middle Mix families increased for Total Alcohol (+1.0%), Meat Products and Processed Meats (+0.8%), Beer & Lager (+0.6%), and Morning Goods (+0.3%) (Figure 21). Cakes had the greatest change in percentage share of volume for Middle Mix families from 2019 to 2020, decreasing by 1.4%. The percentage share of volume of Milk also decreased for Middle Mix families by 0.6%.

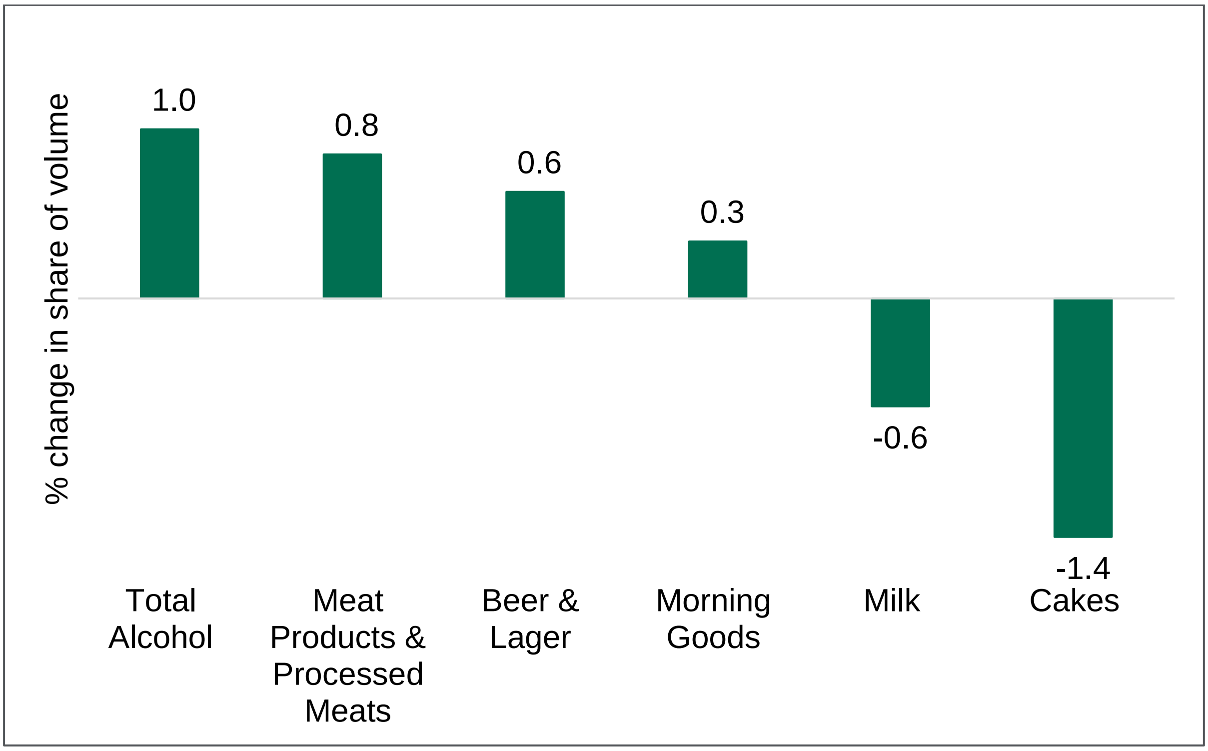

Figure 21. Categories with the greatest percentage (%) change in share of total volume for the Middle Mix family type between 2019 (52 weeks ending 29th December 2019) and 2020 (52 weeks ending 27th December 2020)

Total Alcohol had the greatest change in percentage share of volume for the Empty Nesters/Retired family type from 2019 to 2020; increasing by 1.6% (Figure 22). Their percentage share of volume for also increased for Beer & Lager (+0.8%), and Plain Breads (+0.6%). However, the percentage share of volume decreased for Fruit (-0.5%), Cakes (-0.6%), and Morning Goods (-0.9%) from 2019 and 2020.

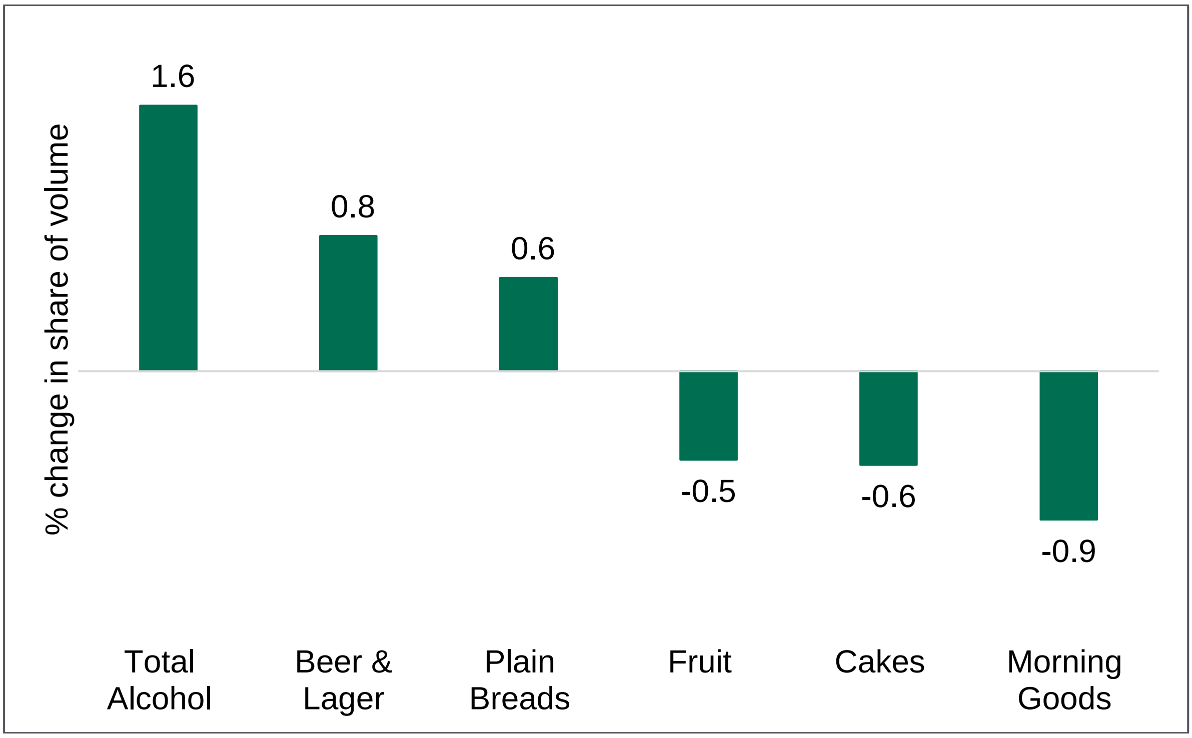

Figure 22. Categories with the greatest percentage (%) change in share of total volume for Empty Nesters/Retired family type between 2019 (52 weeks ending 29th December 2019) and 2020 (52 weeks ending 27th December 2020)

Social class purchasing in 2020

In 2020, Morning Goods, Meat Products and Processed meats, and Cakes were among the top five food and drink categories with the highest percentage share of total volume purchased for both ABC1 and C2DE households (Appendix 5).

From 2019 to 2020, percentage share of total volume of ABC1 households increased for Total Alcohol (+1.8%), Beer and Lager (+1.0%), Meat Products and Processed Meats (+0.6%) and Wine (+0.4%) (Figure 23). Cakes had the greatest change in percentage share of volume for ABC1 households from 2019 to 2020; decreasing by 1.6%. Fruit also decreased in the percentage share of total volume by -0.5%.

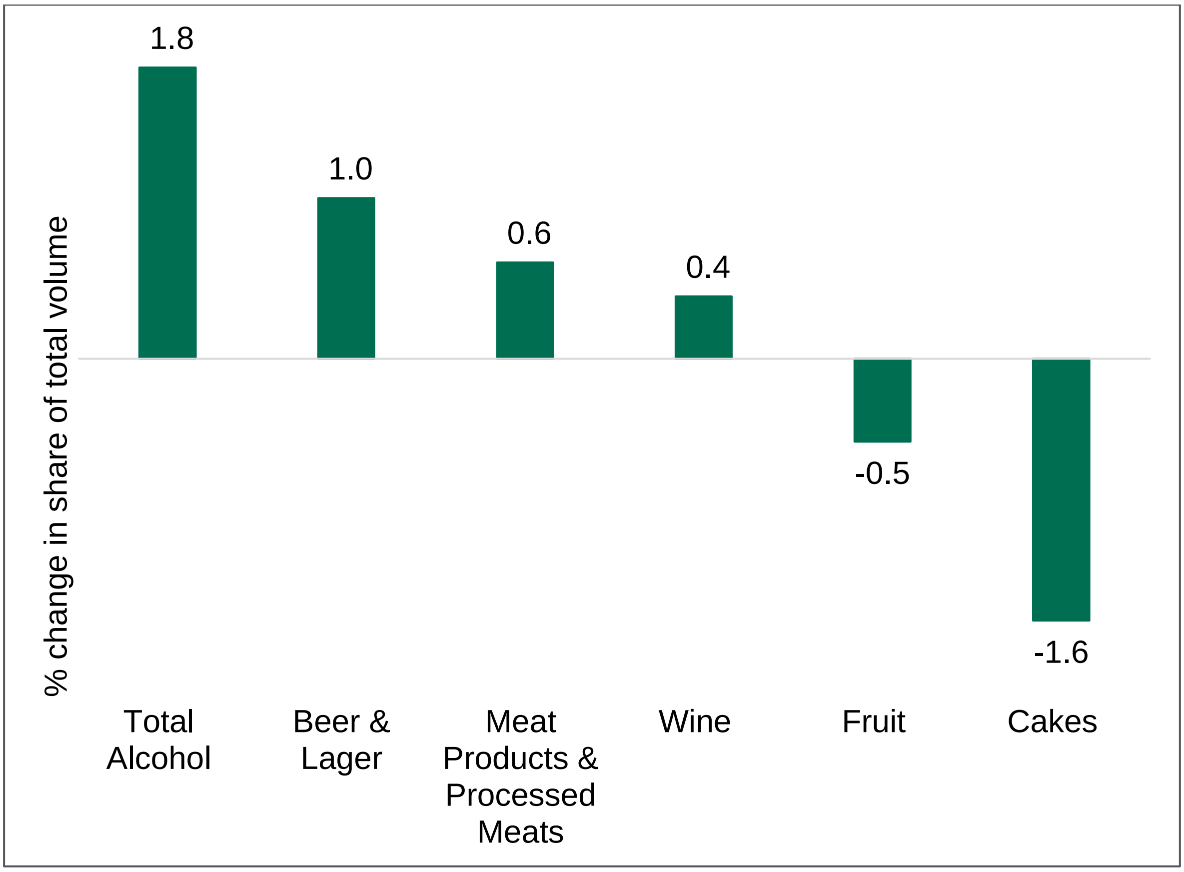

Figure 23. Categories with the greatest percentage (%) change in share of total volume for ABC1 households between 2019 (52 weeks ending 29th December 2019) and 2020 (52 weeks ending 27th December 2020)

From 2019 to 2020, percentage share of volume of C2DE households increased for Total Alcohol (+0.7%), Beer & Lager (+0.5%), Plain Breads (+0.4%), and Meat Products and Processed Meats (+0.4%) (Figure 24). Cakes had the greatest change in percentage share of volume for C2DE households from 2019 to 2020, decreasing by 0.7%. The percentage share of volume for C2DE households also decreased for Milk by -0.3%.

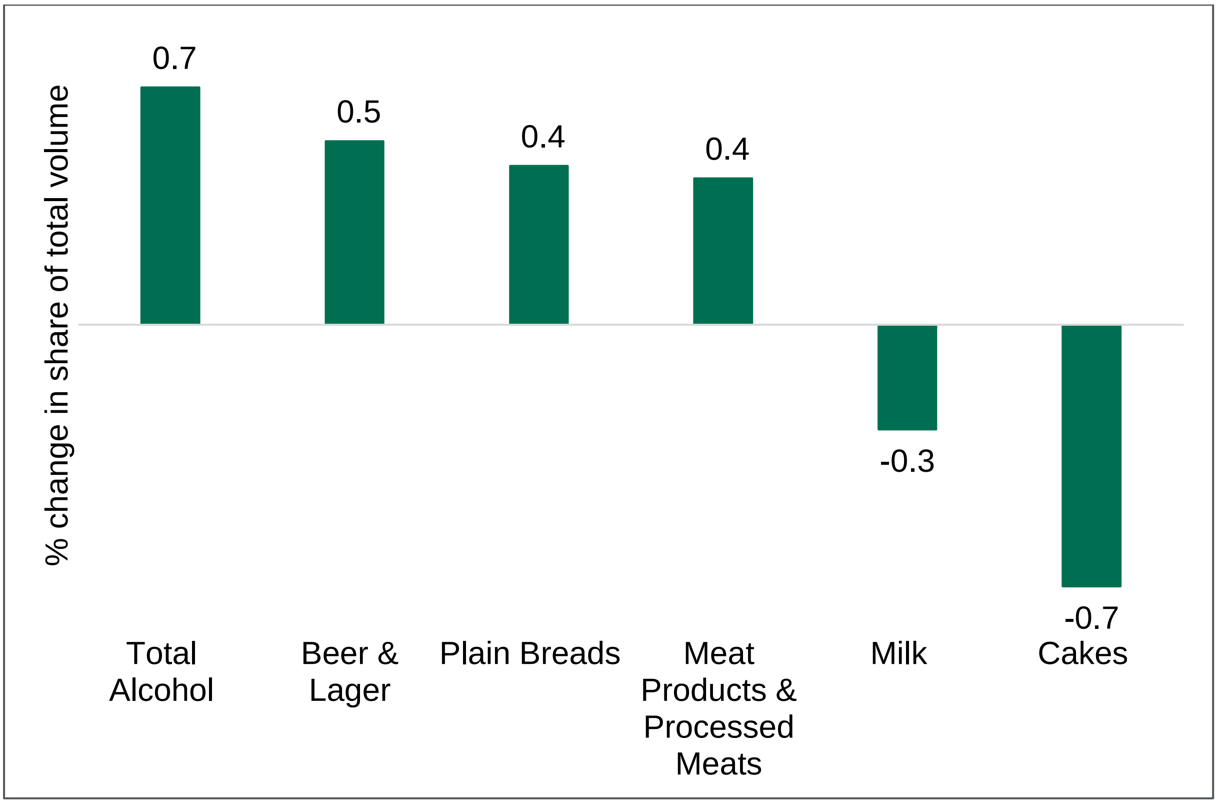

Figure 24. Categories with the greatest percentage (%) change in share of total volume for C2DE households between 2019 (52 weeks ending 29th December 2019) and 2020 (52 weeks ending 27th December 2020)

Urban and rural purchasing in 2020

In 2020, Morning Goods, Meat Products & Processed Meats, Cakes, Plain Breads and Milk were among the top five food and drink categories with the highest percentage share of total volume purchased for both urban and rural households (Appendix 5).

From 2019 to 2020, percentage share of volume of urban households increased for Total Alcohol (+0.8%), Meat Products & Processed Meats (+0.7%) and Beer & Lager (+0.4%) (Figure 25). Cakes had the greatest change in percentage share of volume for urban households from 2019 to 2020; decreasing by 1.1%. The percentage share of volume for urban households also decreased for Fruit (-0.3%) and Soups (-0.4%).

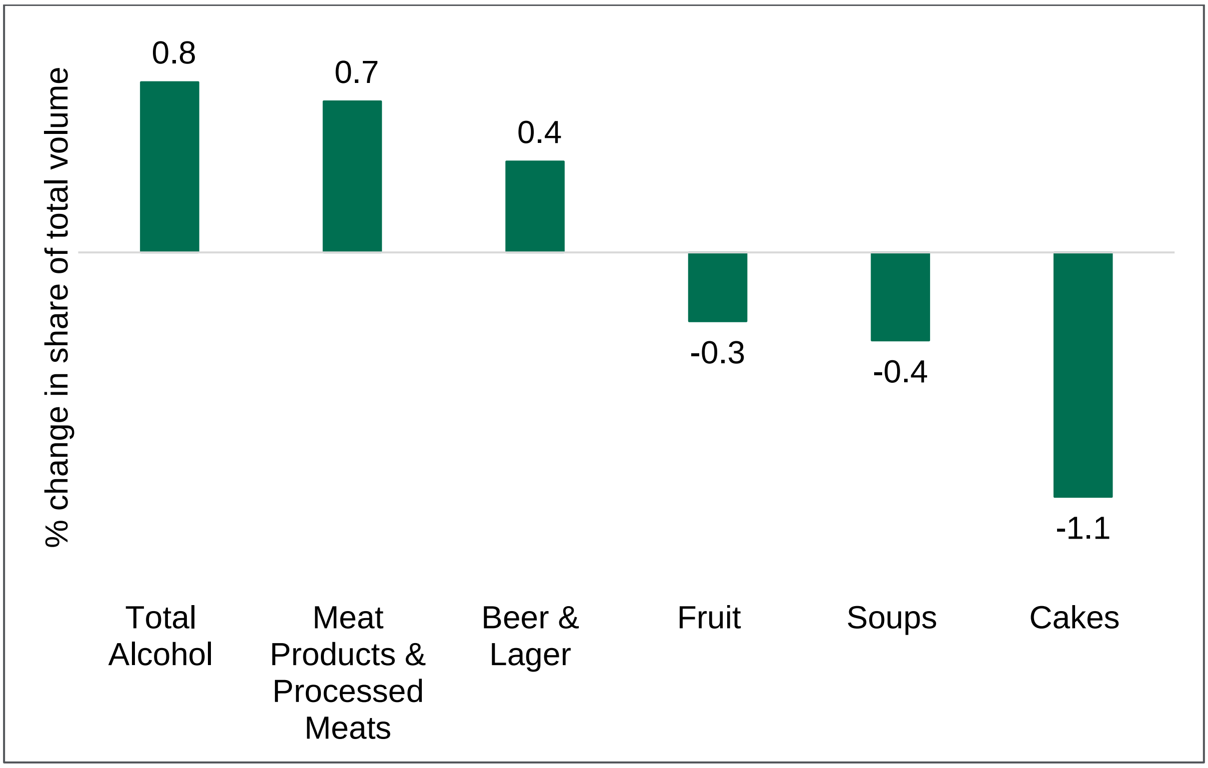

Figure 25. Categories with the greatest percentage (%) change in share of total volume for urban households between 2019 (52 weeks ending 29th December 2019) and 2020 (52 weeks ending 27th December 2020)

Total Alcohol had the greatest change in percentage share of volume for rural households from 2019 to 2020, increasing by 2.1% (Figure 26). The percentage share of total volume for rural households also increased for Beer & Lager (1.5%) and Plain Breads (0.4%). From 2019 to 2020, percentage share of total volume decreased for Morning Goods (-0.4%), Fruit (-0.4%), and Cakes (-1.5%).

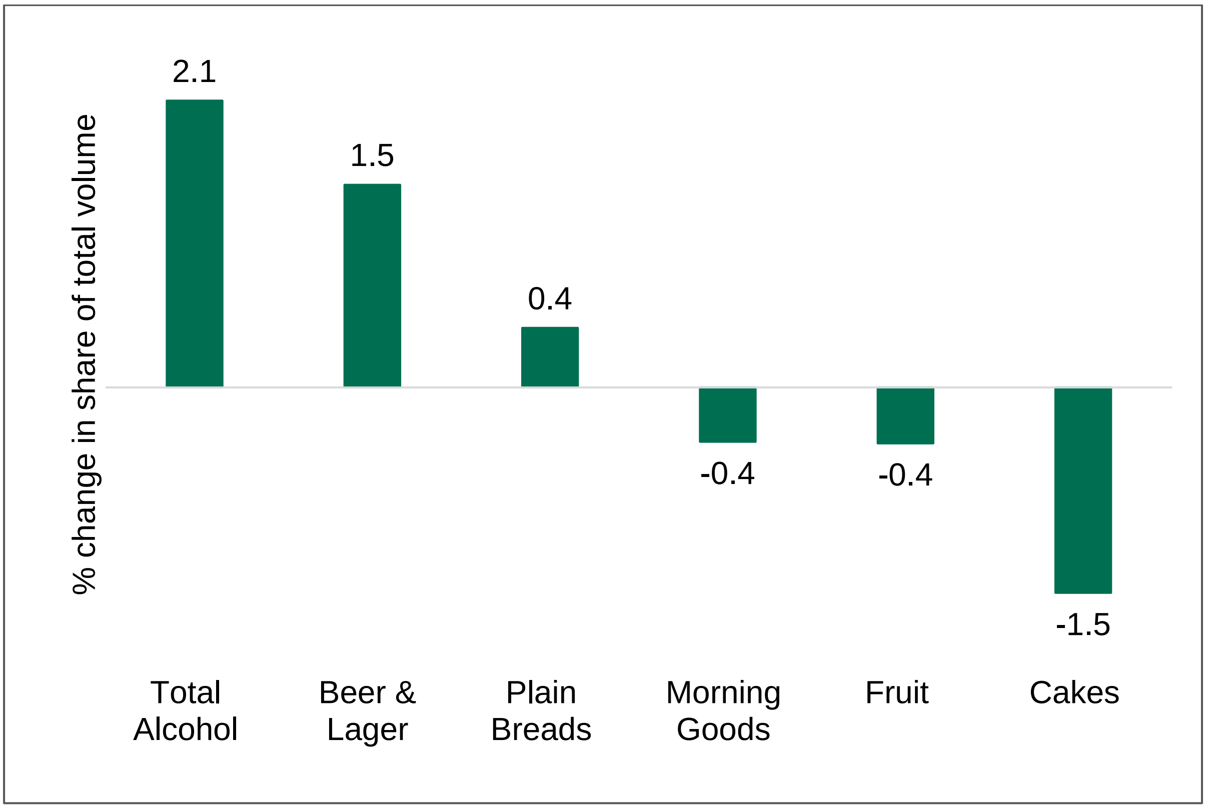

Figure 26. Categories with the greatest percentage (%) change in share of total volume for rural households between 2019 (52 weeks ending 29th December 2019) and 2020 (52 weeks ending 27th December 2020)

Promotions purchasing in 2020

In 2020, 21.6% of spend on take home food and drink purchases was on total promotion (Figure 27). The spend on total promotion decreased when compared to 2019 (25.1%).

Volume purchased on total promotion in 2020

The percentage share of volume of take home food and drink purchased on total promotion decreased when comparing to 2019 to 2020 (19.8% and 16.2% respectively). This decrease may be explained with a reduction in promotion products available in the UK during lockdown periods. Research on Kantar data for Great Britain found that in the first two weeks of lockdown, promotions reduced to 16.5% from 20.5% in the weeks preceding[7]. Although this study excluded Northern Ireland, it could be assumed that promotions offerings would have been similar to Great Britain to discourage panic buying and avoid food shortages.

In 2020, Spirits had the greatest percentage of volume purchased on promotion (31.7%), followed by Pizza (31.2%), Yoghurts & Fromage Frais (31.2%), Ice Cream Lollies Sorbets (31.0%), and Diet Soft Drinks (30.8%) (Figure 27).

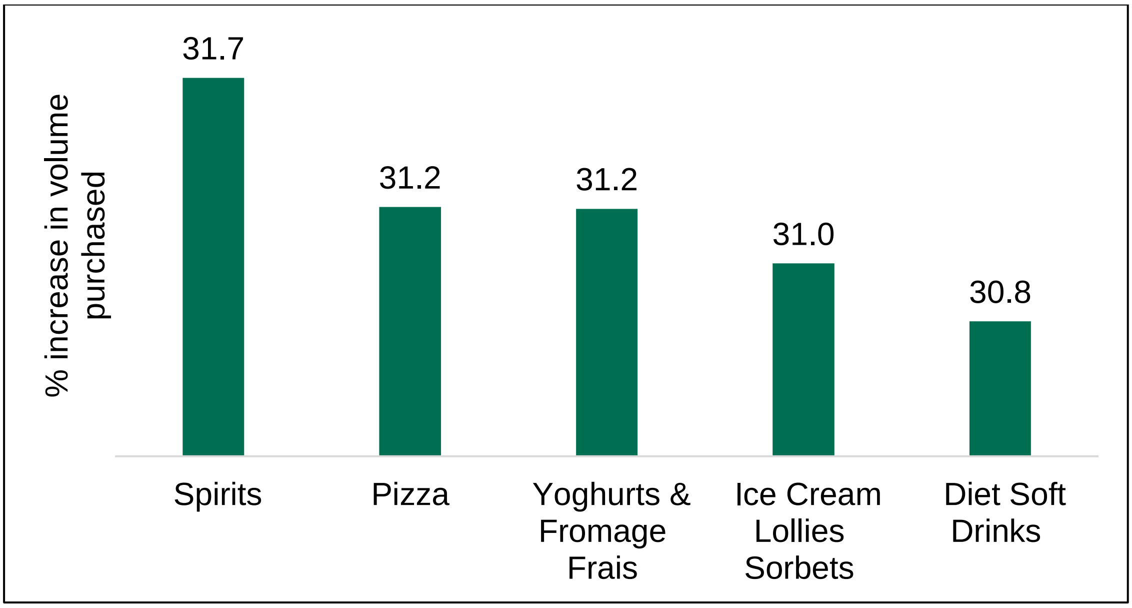

Figure 27. Categories with the greatest percentage (%) share of total volume purchased on promotion in 2020 (52 weeks ending 27th December 2020)

Milk Based Drinks had the greatest change in share of total volume purchased on promotion from 2019 to 2020, decreasing by 10.4%. Percentage share of total volume purchased on promotion also decreased for Yoghurts & Fromage Frais (-9.1%), Cooking Sauces Tables Sauces & Dressings (-8.6%), Sweet Confectionery (-7.1%), and Puddings (-6.8%) (Figure 28).

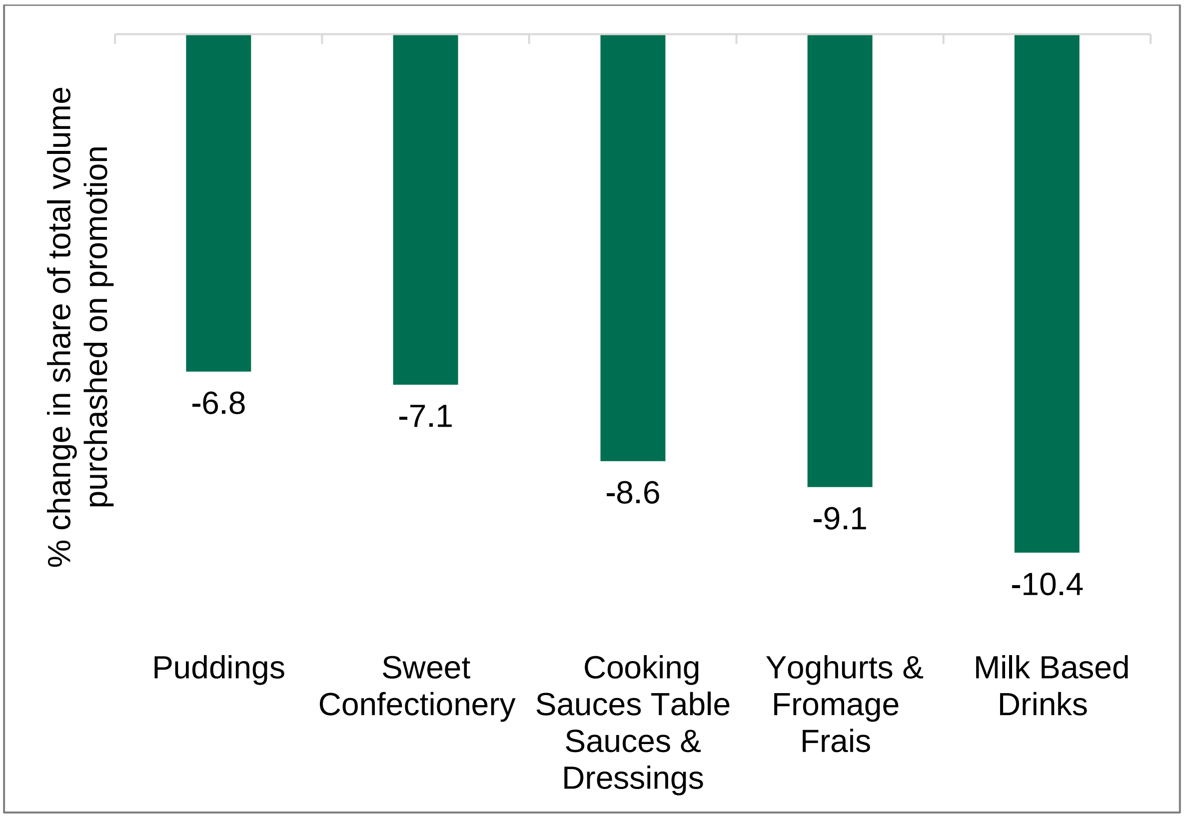

Figure 28. Categories with the greatest percentage (%) decreases in share of total volume purchased on promotion between 2019 (52 weeks ending 29th December 2019) and 2020 (52 weeks ending 27th December 2020)

Conclusions

In 2019, Northern Ireland households spent more money on take home food and drink than in 2016. However, there was an average of nine shopping occasions less in 2019 when compared to 2016. The take home food and drink categories with the highest spend and volume purchased for 2016 and 2019 remained similar. However, there was an increase in share of spend for Total Alcohol, and an increase in share of total volume for Morning Goods and Meat Products & Processed Meats. All family types and ABC1 households were purchasing more alcohol (Spirits and Flavoured Alcoholic Beverages) in 2019, compared to 2016.

The percentage share of volume of take home food and drink purchased on total promotion decreased from 2016 to 2019 by 4%. Yoghurts and Fromage Frais and Diet Soft Drinks were the top two categories purchased on promotion in 2019. Plain Breads was the top contributor to calories purchasing and Fruit was the top contributor to total sugar purchasing in 2019. Please note that Kantar data does not differentiate between natural sugars and free sugars.

In 2020, the total spend on take home food and drink increased by 13.2% when compared to 2019. The data shows that Northern Ireland households spent less on Meat, Fruit and Vegetables in 2020, compared to 2019. Kantar suggested that the decrease in spend on those categories could be due lower prices being offered and/or fresh produce shortages driven by EU Exit and/or the Covid-19 pandemic. In 2020, the total volume purchased also increased by 8.8% when compared to 2019. Beer and Lager and Flavoured Alcoholic Beverages were the top two categories with the highest percentage increase in volume when comparing 2019 and 2020. Although there was an increase in total spend and volume when comparing 2019 and 2020, the data showed that average number of shopping occasions decreased when comparing the same period.

As this study is based on observations, it is not possible to know what may have caused the changes in take home food and drink purchasing. However, it is likely that the Covid-19 pandemic may have had a major impact, with increases in total spend and total volume purchased and decreases in the average number of shopping occasions (frequency) and promotion purchasing during 2020. When comparing 2016 and 2019, there was a decrease in frequency of shopping occasions by an average of three times. However, when comparing 2019 and 2020, the frequency of shopping occasions decreased by an average of 18 times.

Generally, retailers offered fewer promotions during 2020, which may have resulted in a reduction in share of volume purchased on promotion for several categories. The majority of the out of home sector such as, pub and restaurants were closed in 2020, potentially explaining an increase of purchasing of Total Alcohol. This also could explain the major increases in total spend and total volume for most categories. Despite these increases, categories percentage contribution to energy (kcal), total sugars (g), total fat (g) and saturated fat (g) has remained relatively unchanged. For example, the percentage contribution of Meat Products and Processed Meats to salt purchasing has increased from 17.4% to 17.6% from 2019 to 2020. This might indicate that although households may have bought more take home food and drink, the proportions of the products they are buying have remained similar.

There was a decrease in energy (kcal), total sugars (g), total fat (g) and saturated fat (g) purchased per person per day from 2016 to 2019. However, this trend did not continue in 2020, with the amount of these nutrients purchased per person per day increasing. This may have also been due to households purchasing more take home food and drink in 2020. Future studies are needed to investigate future take home food and drink purchasing post Covid-19.

The findings of this report provide a valuable insight on household purchasing patterns in Northern Ireland and how they influence dietary health outcomes. This information will be considered in conjunction with Northern Ireland specific data from the National Diet and Nutrition Survey[§1] and the FSA's Food and You 2 Survey[**8] to build a picture of what Northern Ireland consumers are eating, buying and thinking with regards to food.

[§]The National Diet and Nutrition Survey (NDNS) rolling programme is a continuous, cross-sectional survey. It is designed to collect detailed, quantitative information on the food consumption, nutrient intake and nutritional status of the general population aged 1.5 years and over living in private households in the UK.

[**] Food and You 2 is a biannual survey which measures self-reported consumer knowledge, attitudes and behaviours related to food safety and other food issues amongst adults in England, Wales, and Northern Ireland.

References

1. Food Standards Agency. (2019). Results for Years 5 to 9 (combined) of the Rolling Programme for Northern Ireland (2012/13 - 2016/17) and time trend and income analysis (Years 1 to 9; 2008/09 - 2016/17). Available: https://www.food.gov.uk/sites/default/files/media/document/national-diet-and-nutrition-survey-northern-ireland-y5-9-full-report_2.pdf. Last accessed 29th October 2021.
2. Public Health England. (2016). Government Dietary Recommendations: Government recommendations for energy and nutrients for males and females aged 1 – 18 years and 19+ years (2016). Available: https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/618167/government_dietary_recommendations.pdf. Last accessed 29th October 2021.
3. Cooke, K. (2019). The data behind Britain's love of gin. Available: https://www.kantar.com/uki/inspiration/consumer/the-data-behind-britains-love-of-gin/. Last accessed 11th November 2021.
4. Mintel. (2018). UK Food and Non-Food Discounters Market Report. Available: https://store.mintel.com/uk-food-and-non-food-discounters-market-report. Last accessed 29th October 2021.
5. Public Health England. (2020). Impact of COVID-19 pandemic on grocery shopping behaviours. Available: https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/932350/Grocery_Purchasing_Report.pdf. Last accessed 29th October 2021.
6. The Journal. (2020). UK in lockdown: Boris Johnson tells British people to 'stay at home' for three weeks to slow coronavirus spread. Available: https://www.thejournal.ie/boris-johnson-speech-5055379-Mar2020/. Last accessed 3rd November 2021.
7. Jaravel, X. and O'Connell, M. (2020). Grocery prices and promotions during the COVID-19 pandemic. *Institute for Fiscal Studies, Briefing Note*. 306 (1), p1-23.

8. Food Standards Agency. (2021). Food and You 2 - Wave 2. Available: https://www.food.gov.uk/research/food-and-you-2/food-and-you-2-wave-2. Last accessed 5th November 2021.

Appendices

List of figures in appendices

List of tables in appendices

Appendix 1: Kantar Northern Ireland take home food and drink categories

The FSA in Northern Ireland commission Kantar to provide data for take home food and drink purchasing on 41 different categories which include:

1. Total Northern Ireland Categories
2. Total Northern Ireland Categories (excluding Alcohol Categories)
3. Total Alcohol
4. Beer & Lager
5. Spirits
6. Wine
7. Flavoured Alcoholic Beverages
8. Pure Fruit Juice
9. Milk Based Drinks
10. Regular Soft Drinks
11. Diet Soft Drinks
12. Water
13. Plain Breads
14. Bread with Additions
15. Morning Goods
16. Pasta Rice Noodles
17. Potato Products
18. Breakfast Cereals
19. Vegetables
20. Fruit
21. Chocolate Confectionery
22. Sweet Confectionery
23. Ice Cream, Lollies, Sorbets
24. Biscuits (sweet)
25. Savoury Biscuits & Crackers
26. Cakes
27. Puddings
28. Crisps & Savoury Snacks

29. Ready Meals (excluding Pizza)
30. Pizza
31. Meat
32. Fish (excluding Oily Fish)
33. Oily Fish
34. Meat Products and Processed Meats
35. Yoghurts & Fromage Frais
36. Cheese
37. Milk
38. Fats, Oils & Spreads
39. Cooking Sauces, Table Sauces & Dressings
40. Dips & Salads
41. Soups

Appendix 2: Calculations for percentage change in volume and spend and change in percentage share of total volume and total spend

1. Change in volume of a category between years were calculated using the following equation (Example: 2019 to 2020):

$$\text{Change in volume} = \frac{\text{volume of category in 2020 - volume of category in 2019}}{\text{volume of category in 2019}} \times 100$$

2. Change in spend of a category between years were calculated using the following equation (Example: 2019 to 2020) :

$$\text{Change in volume} = \frac{\text{spend of category in 2020 - spend of category in 2019}}{\text{spend of category in 2019}} \times 100$$

3. Percentage share of volume was calculated using the following equation:

$$\text{\% share of total volume} = \frac{\text{volume of category}}{\text{total volume}} \times 100$$

4. Percentage share of spend was calculated using the following equation:

$$\text{\% share of total spend} = \frac{\text{spend of category}}{\text{total spend}} \times 100$$

5. Change in percentage share of volume of categories between years were calculated using the following equation (Example: 2019 to 2020):

   Change in volume = % share of volume in 2020 - % share of volume in 2019

6. Change in percentage share of spend of categories between years were calculated using the following equation (Example: 2019 to 2020):

   Change in spend = % share of spend in 2020 -% share of spend in 2019

Appendix 3: Top ten food and drink categories contributing to the take home purchase of calories, total fat, saturated fat sugar, total fat, saturated fat, and salt

Table 2. Top ten food and drink categories contributing to the take home purchase of calories in 2019 (52 weeks ending 29th December 2019), compared to 2016 (52 weeks ending 1st January 2017), 2017 (52 weeks ending 31st December 2017), 2018 (52 weeks ending 30th December 2018), and 2020 (52 weeks ending 2number7th December 2020)

Categories	% Contribution to calorie purchasing in 2016	% Contribution to calorie purchasing in 2017	% Contribution to calorie purchasing in 2018	% Contribution to calorie purchasing in 2019	% Contribution to calorie purchasing in 2020
Plain Breads	11.2	10.8	10.6	10.6	10.6
Fats Oils & Spreads	10.0	10.1	9.9	10.0	10.4
Meat Products & Processed Meats	7.9	7.9	8.0	8.1	8.1
Biscuits (sweet)	6.9	6.7	6.9	6.9	6.6
Meat	6.1	6.2	6.2	6.2	5.9
Milk	5.7	5.6	5.5	5.5	5.4
Breakfast Cereals	5.3	5.4	5.4	5.4	5.4
Chocolate Confectionery	4.8	4.8	5.1	5.1	5.4
Fruit	4.6	4.9	4.8	4.8	4.5

Table 3. Top ten food and drink categories contributing to the take home purchase of total fat in 2019 (52 weeks ending 29th December 2019), compared to 2016 (52 weeks ending 1st January 2017), 2017 (52 weeks ending 31st December 2017), 2018 (52 weeks ending 30th December 2018), and 2020 (52 weeks ending 27th December 2020)

Categories	**% Contribution to total fat purchasing in 2016**	**% Contribution to total fat purchasing in 2017**	**% Contribution to total fat purchasing in 2018**	**% Contribution to total fat purchasing in 2019**	**% Contribution to total fat purchasing in 2020**
Fats Oils & Spreads	25.2	25.6	24.8	24.9	25.8
Meat Products & Processed Meats	11.6	11.5	11.8	11.7	11.7
Meat	7.1	6.9	6.9	7.0	6.6
Biscuits (sweet)	6.9	6.7	6.9	6.8	6.5
Chocolate Confectionery	5.8	5.8	6.2	6.1	6.3
Crisps & Savoury Snacks	5.6	5.4	5.8	5.9	6.1
Cheese	4.9	5.0	5.2	5.4	5.4
Milk	5.3	5.2	5.1	5.0	4.8
Cakes	3.1	3.1	3.2	3.2	2.7
Plain Breads	3.1	2.9	2.9	3.0	2.9

Table 4. Top ten food and drink categories contributing to the take home purchase of saturated fat in 2019 (52 weeks ending 29th December 2019), compared to 2016 (52 weeks ending 1st January 2017), 2017 (52 weeks ending 31st December 2017), 2018 (52 weeks ending 30th December 2018), and 2020 (52 weeks ending 27th December 2020)

Categories	**% Contribution to saturated fat purchasing in 2016**	**% Contribution to saturated fat purchasing in 2017**	**% Contribution to saturated fat purchasing in 2018**	**% Contribution to saturated fat purchasing in 2019**	**% Contribution to saturated fat purchasing in 2020**
Fats Oils & Spreads	22.7	22.6	22.1	22.2	23.2
Meat Products & Processed Meats	10.2	10.1	10.4	10.3	10.3
Chocolate Confectionery	8.6	8.8	9.3	9.3	9.6
Biscuits (sweet)	9.4	9.1	9.4	9.2	8.7
Cheese	8.1	8.3	8.6	8.9	8.9
Milk	8.5	8.5	8.2	8.2	7.8
Meat	7.1	6.9	6.8	6.9	6.4
Cakes	3.6	3.6	3.7	3.7	3.2
Ice Cream Lollies Sorbets	3.5	3.4	3.2	2.9	3.4
Ready Meals (excluding Pizza)	1.9	2.0	2.0	2.0	2.0

Table 5. Top ten food and drink categories contributing to the take home purchase of total sugar in 2019 (52 weeks ending 29th December 2019), compared to 2016 (52 weeks ending 1st January 2017), 2017 (52 weeks ending 31st December 2017), 2018 (52 weeks ending 30th December 2018), and 2020 (52 weeks ending 27th December 2020)

Categories	**% Contribution to total sugar purchasing in 2016**	**% Contribution to total sugar purchasing in 2017**	**% Contribution to total sugar purchasing in 2018**	**% Contribution to total sugar purchasing in 2019**	**% Contribution to total sugar purchasing in 2020**
Fruit	19.5	20.3	20.3	20.3	19.1
Chocolate Confectionery	9.7	9.9	10.7	10.8	11.5
Milk	10.0	9.8	9.9	10.1	10.0
Biscuits (sweet)	9.2	9.1	9.4	9.5	9.3
Vegetables	7.4	7.5	7.1	7.0	7.1
Cakes	4.9	4.8	5.0	5.0	4.5
Sweet Confectionery	4.4	4.4	4.7	4.8	5.2
Regular Soft Drinks	7.0	6.7	4.8	4.8	4.5
Breakfast Cereals	4.0	3.8	3.9	3.7	5.2
Plain Breads	3.1	3.1	3.0	3.2	4.5

Table 6. Top ten food and drink categories contributing to the take home purchase of salt in 2019 (52 weeks ending 29th December 2019), compared to 2016 (52 weeks ending 1st January 2017), 2017 (52 weeks ending 31st December 2017), 2018 (52 weeks ending 30th December 2018), and 2020 (52 weeks ending 27th December 2020)

Categories	**% Contribution to salt purchasing in 2016**	**% Contribution to salt purchasing in 2017**	**% Contribution to salt purchasing in 2018**	**% Contribution to salt purchasing in 2019**	**% Contribution to salt purchasing in 2020**
Meat Products & Processed Meats	16.9	17.5	17.3	17.4	17.7
Plain Breads	16.9	15.9	15.6	15.3	15.1
Cooking Sauces Table Sauces & Dressings	8.0	8.0	8.3	7.9	7.7
Meat	7.8	8.2	7.8	7.7	7.6
Fats Oils & Spreads	5.9	5.7	5.7	5.6	5.7
Cheese	4.8	5.2	5.2	5.4	5.4
Crisps & Savoury Snacks	4.1	4.1	4.3	4.5	4.6
Milk	4.1	3.9	3.8	4.4	4.5
Vegetables	4.3	4.3	4.0	3.9	3.9
Ready Meals (excluding Pizza)	3.6	3.9	3.2	3.3	3.8

Appendix 4: Top five categories with the highest percentage share of total volume purchased by different demographics in 2019, compared to 2016

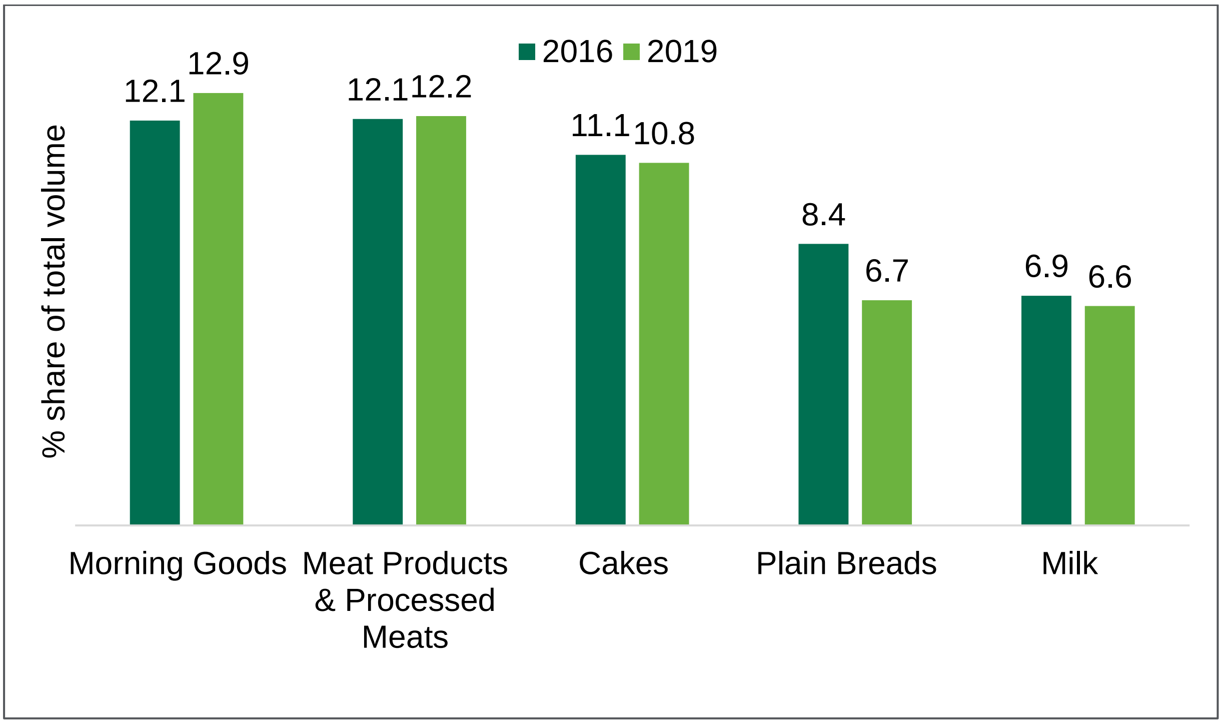

Figure 29. Top five take home food and drink categories with the highest percentage (%) share of total volume purchased for the Pre/Young family type in 2019 (52 weeks ending 29th December 2019), compared to 2016 (52 weeks ending 1st January 2017)

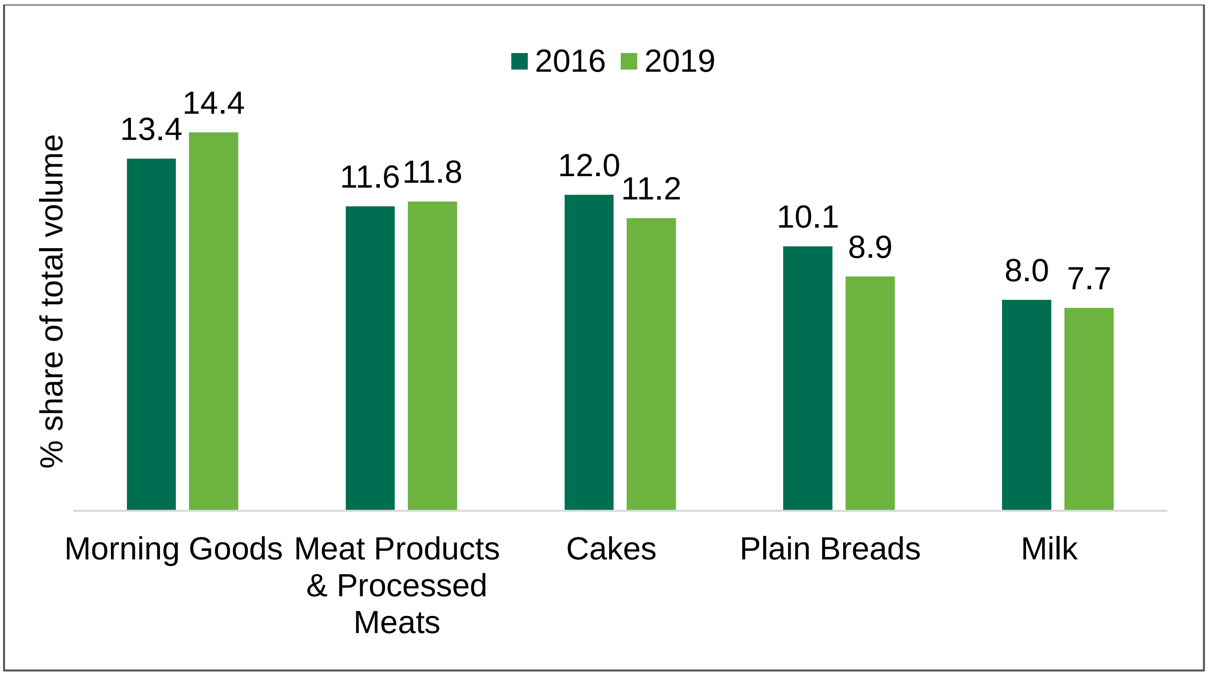

Figure 30. Top five take home food and drink categories with the highest percentage (%) share of total volume purchased for the Middle Mix family type in 2019 (52 weeks ending 29th December 2019), compared to 2016 (52 weeks ending 1st January 2017)

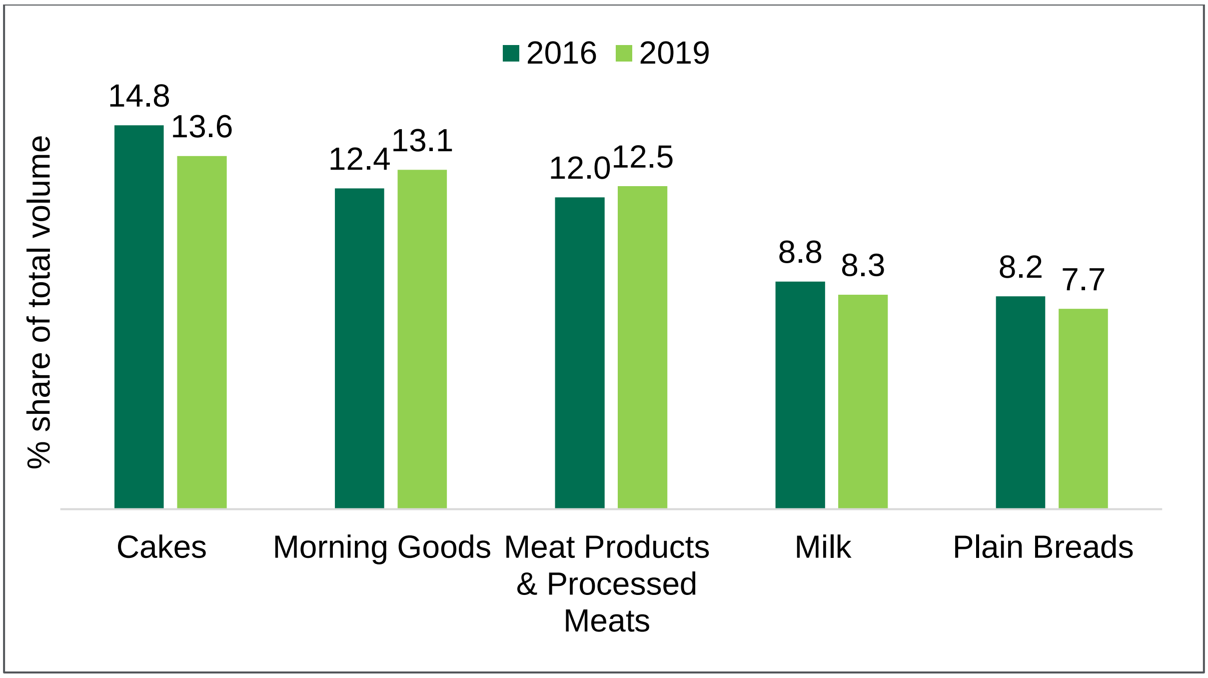

Figure 31. Top five take home food and drink categories with the highest percentage (%) share of total volume purchased for the Empty Nesters/Retired family type in 2019 (52 weeks ending 29th December 2019), compared to 2016 (52 weeks ending 1st January 2017)

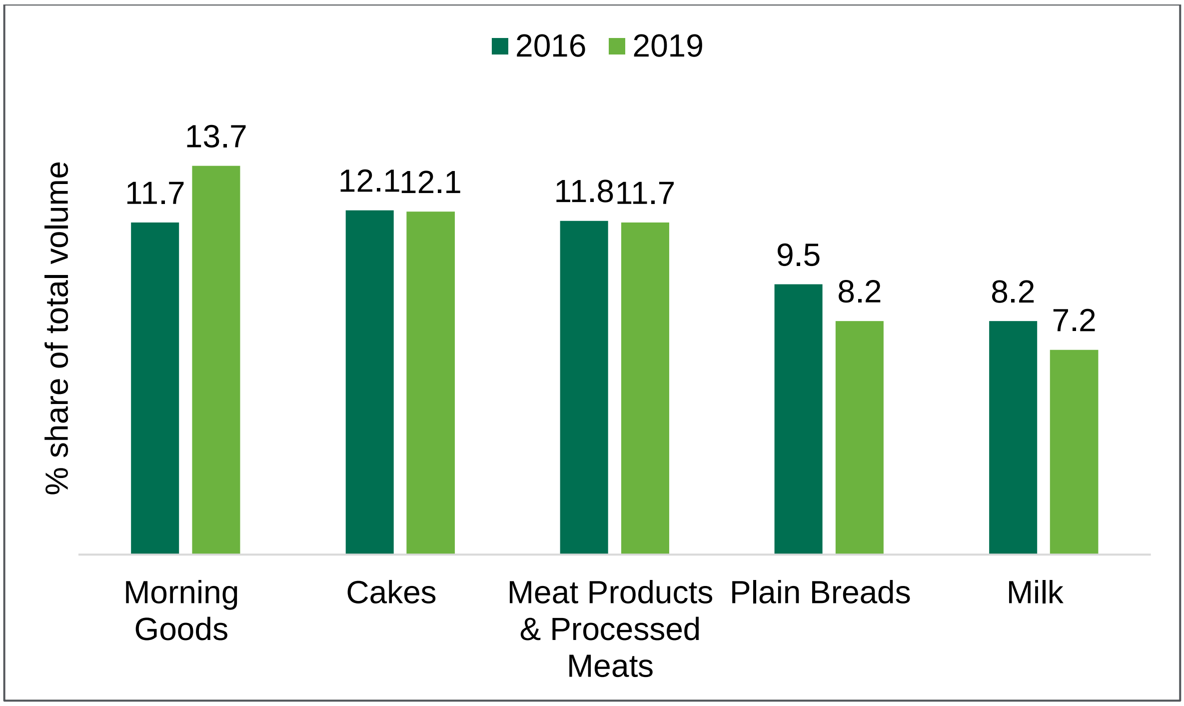

Figure 32. Top five take home food and drink categories with the highest percentage (%) share of total volume purchased for the ABC1 households in 2019 (52 weeks ending 29th December 2019), compared to 2016 (52 weeks ending 1st January 2017)

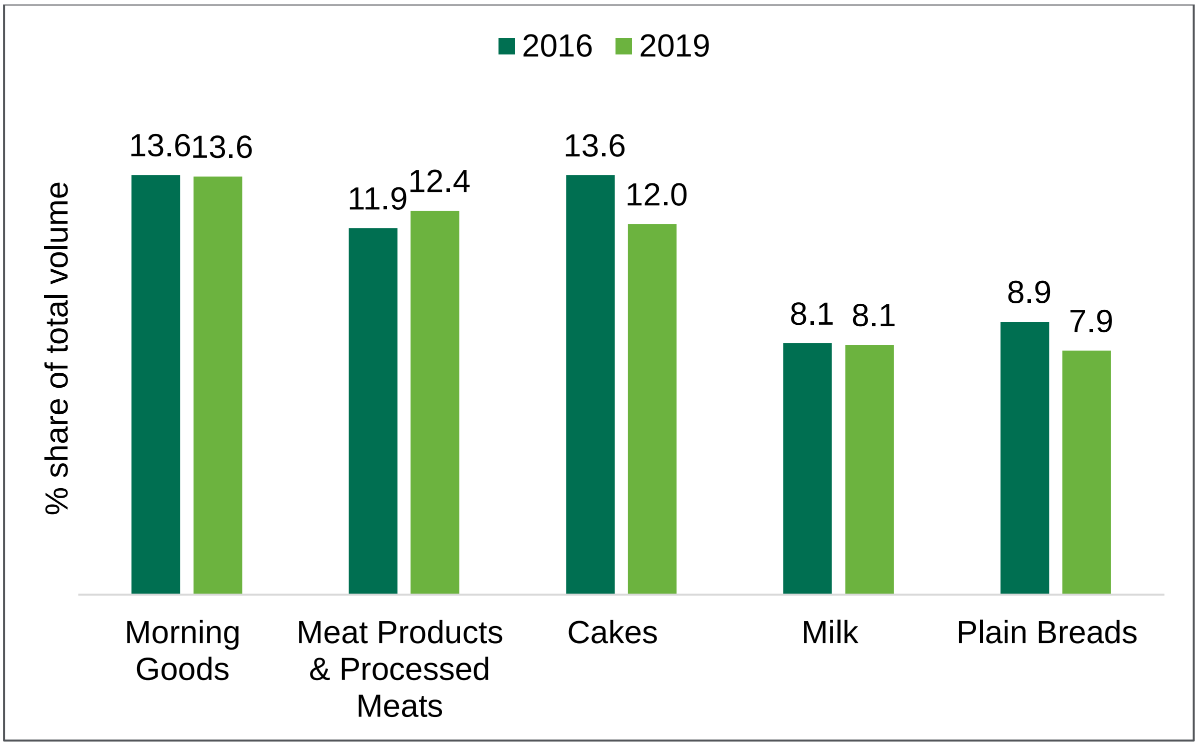

Figure 33. Top five take home food and drink categories with the highest percentage (%) share of total volume purchased for the C2DE households in 2019 (52 weeks ending 29th December 2019), compared to 2016 (52 weeks ending 1st January 2017)

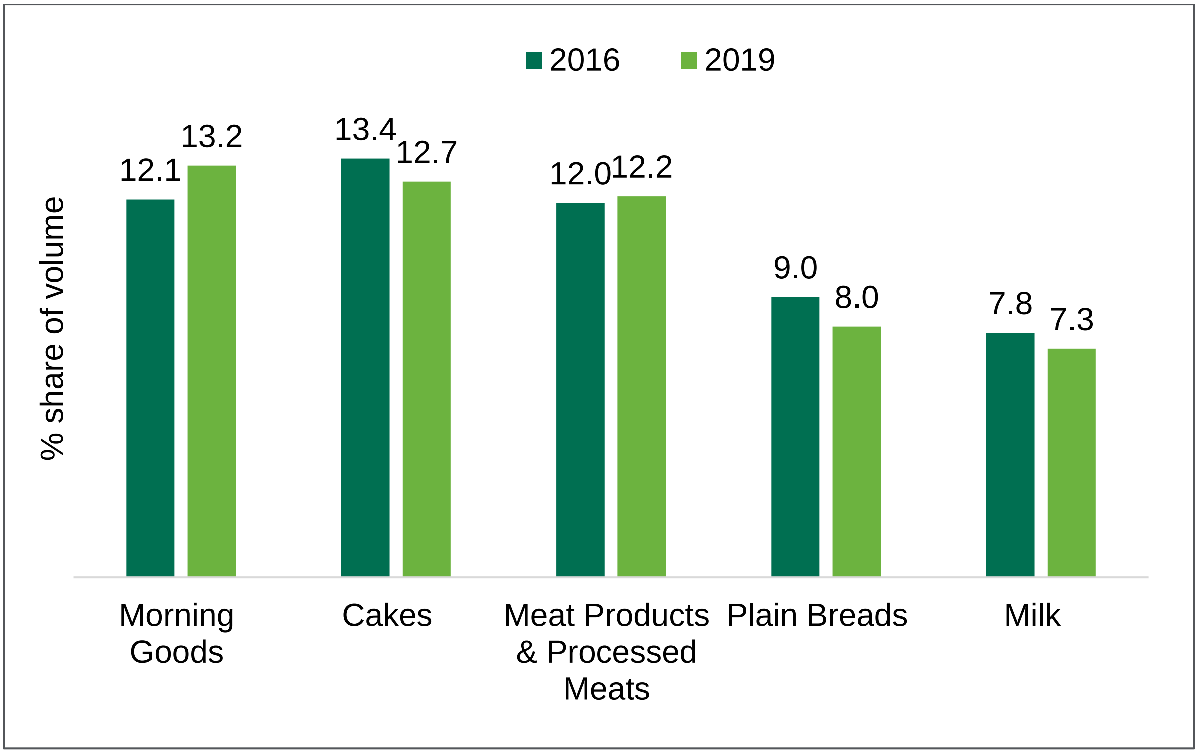

Figure 34. Top five take home food and drink categories with the highest percentage (%) share of total volume purchased for the urban households in 2019 (52 weeks ending 29th December 2019), compared to 2016 (52 weeks ending 1st January 2017)

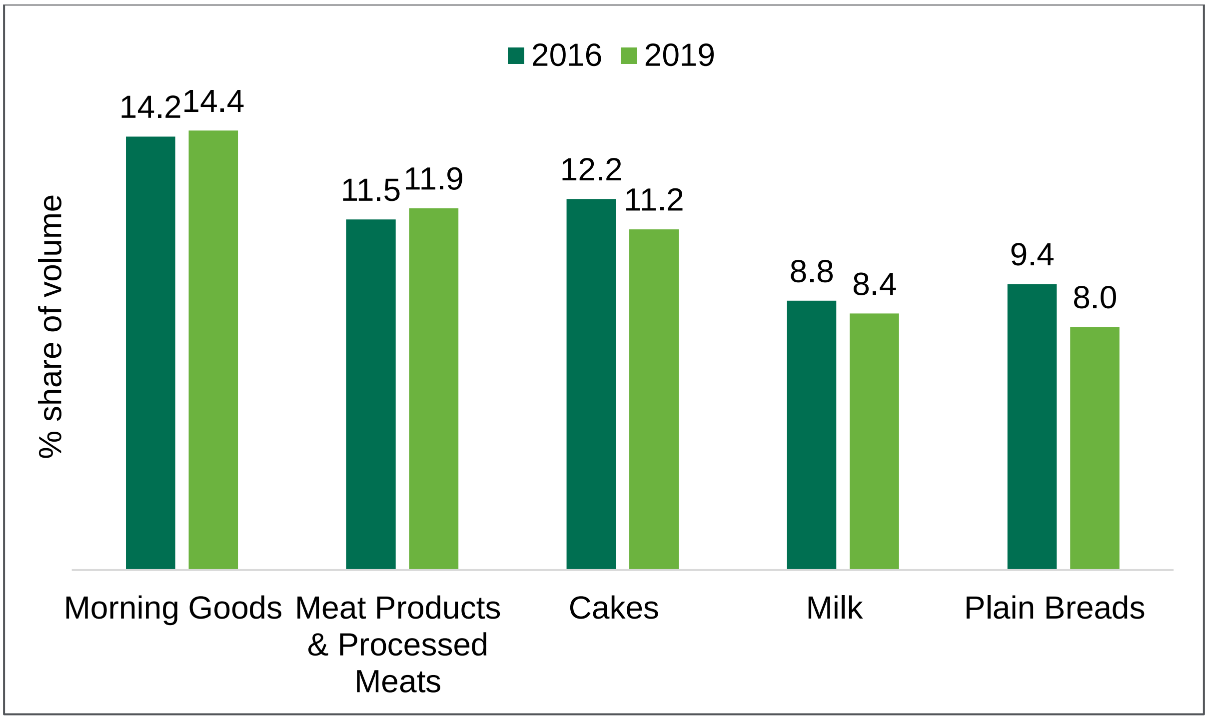

Figure 35. Top five take home food and drink categories with the highest percentage (%) share of total volume purchased for the rural households in 2019 (52 weeks ending 29th December 2019), compared to 2016 (52 weeks ending 1st January 2017)

Appendix 5: Top five categories with the highest percentage volume purchased by different demographics in 2020

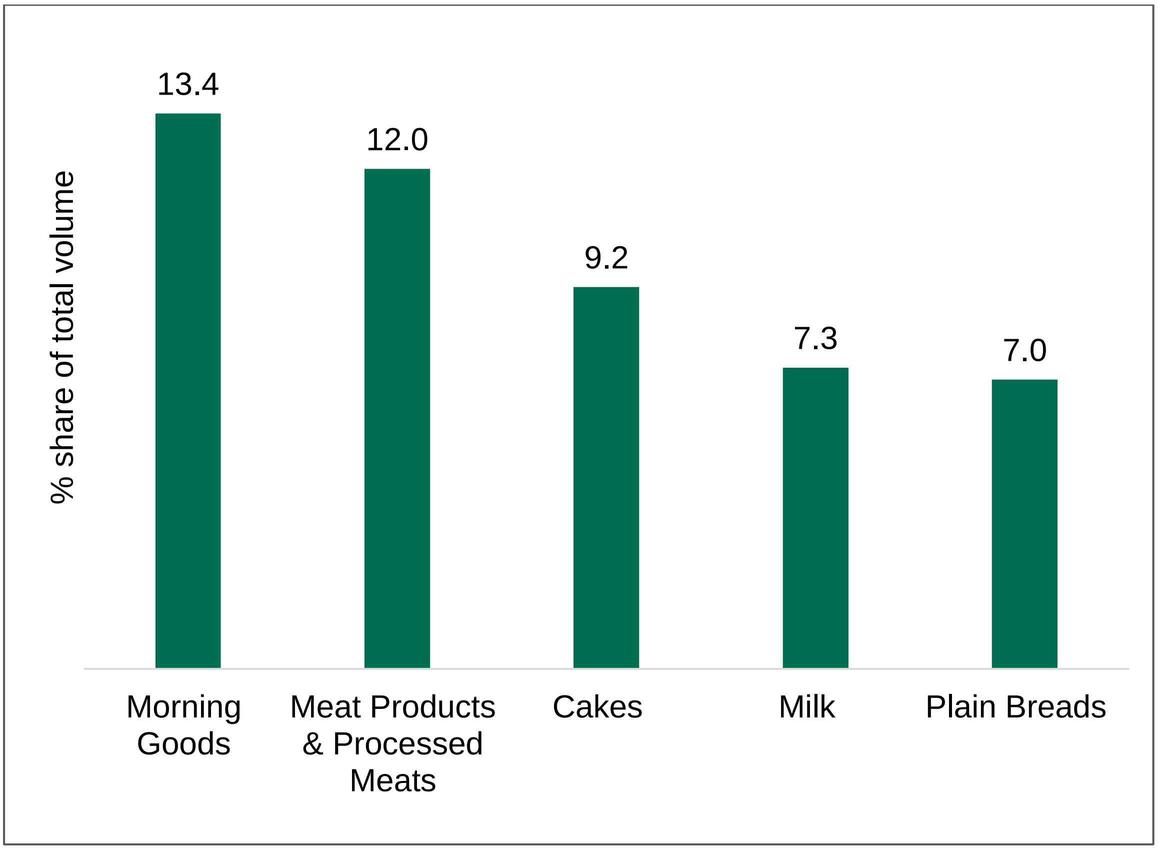

Figure 36: Top five take home food and drink categories with the highest percentage (%) share of total volume purchased for the Pre/Young family type in 2020 (52 weeks ending 27th December 2020)

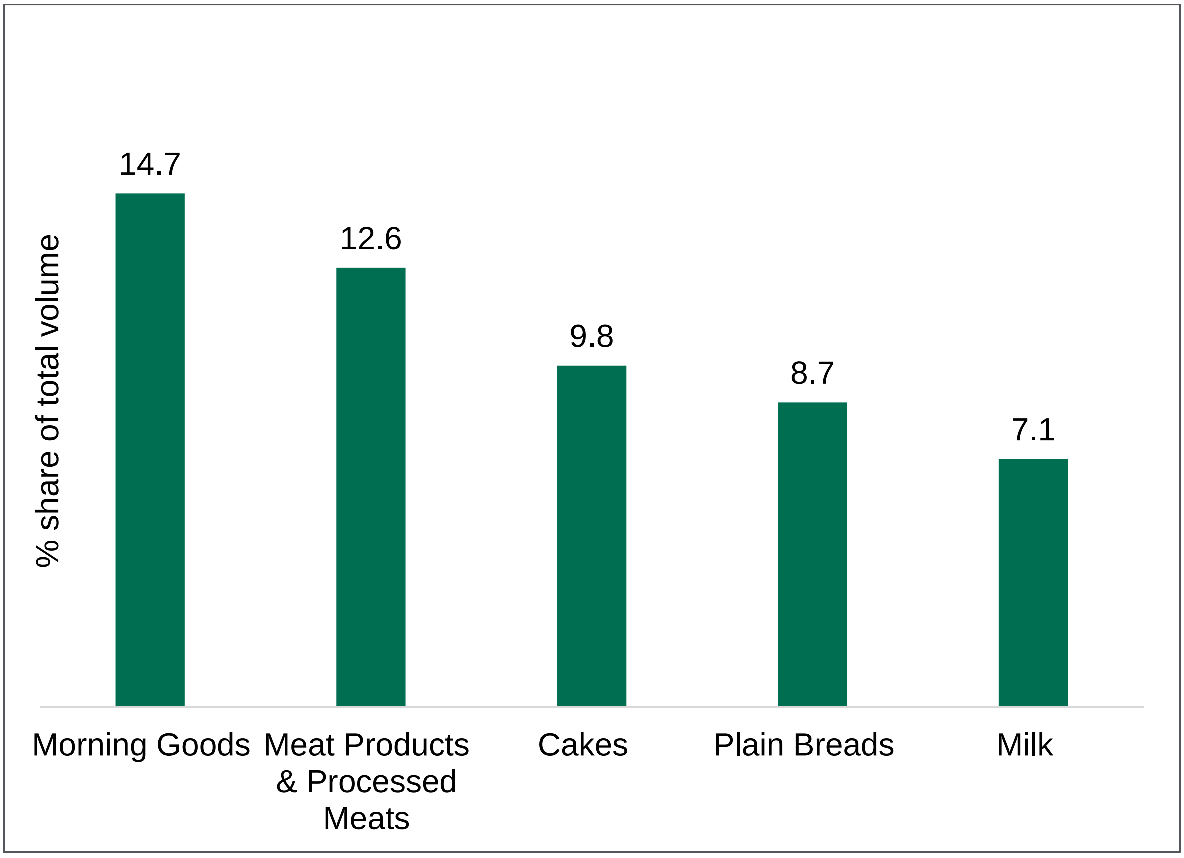

Figure 37: Top five take home food and drink categories with the highest percentage (%) share of total volume purchased for the Middle Mix family type in 2020 (52 weeks ending 27th December 2020)

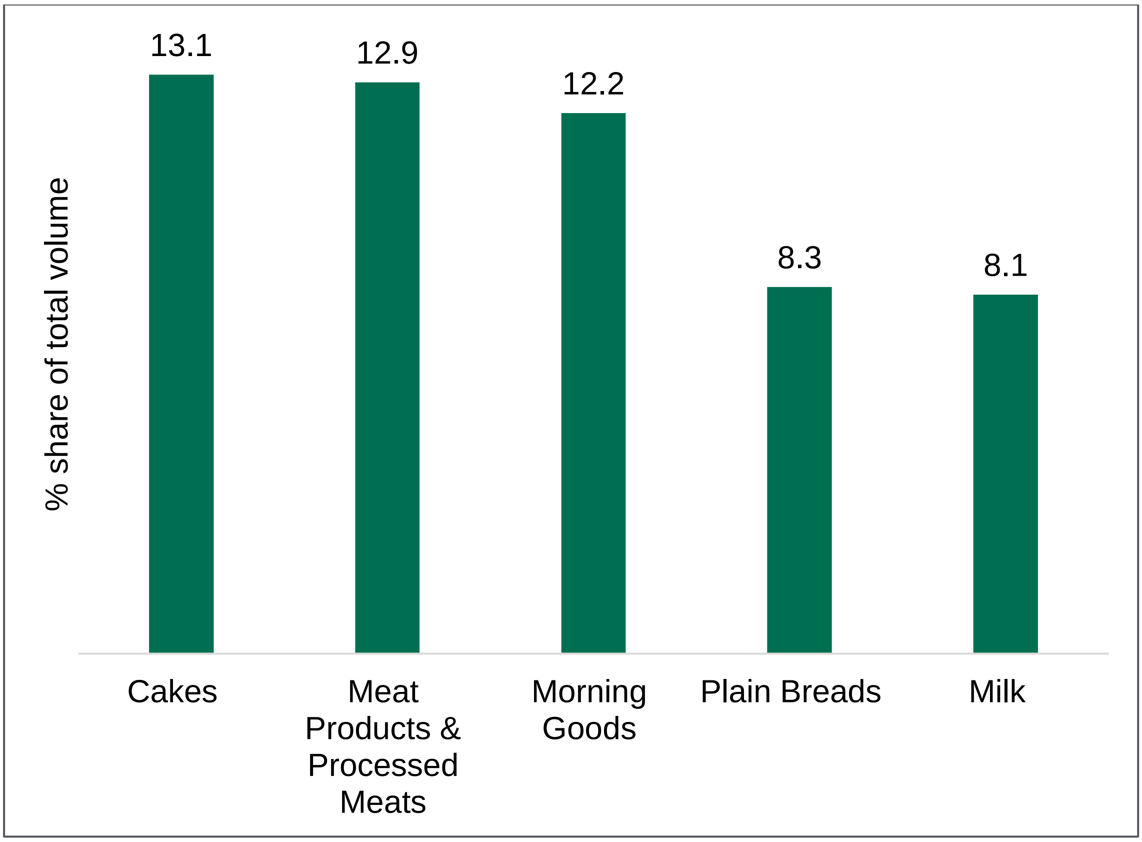

Figure 38: Top five take home food and drink categories with the highest percentage (%) share of total volume purchased for the Empty Nesters/Retired family type in 2020 (52 weeks ending 27th December 2020)

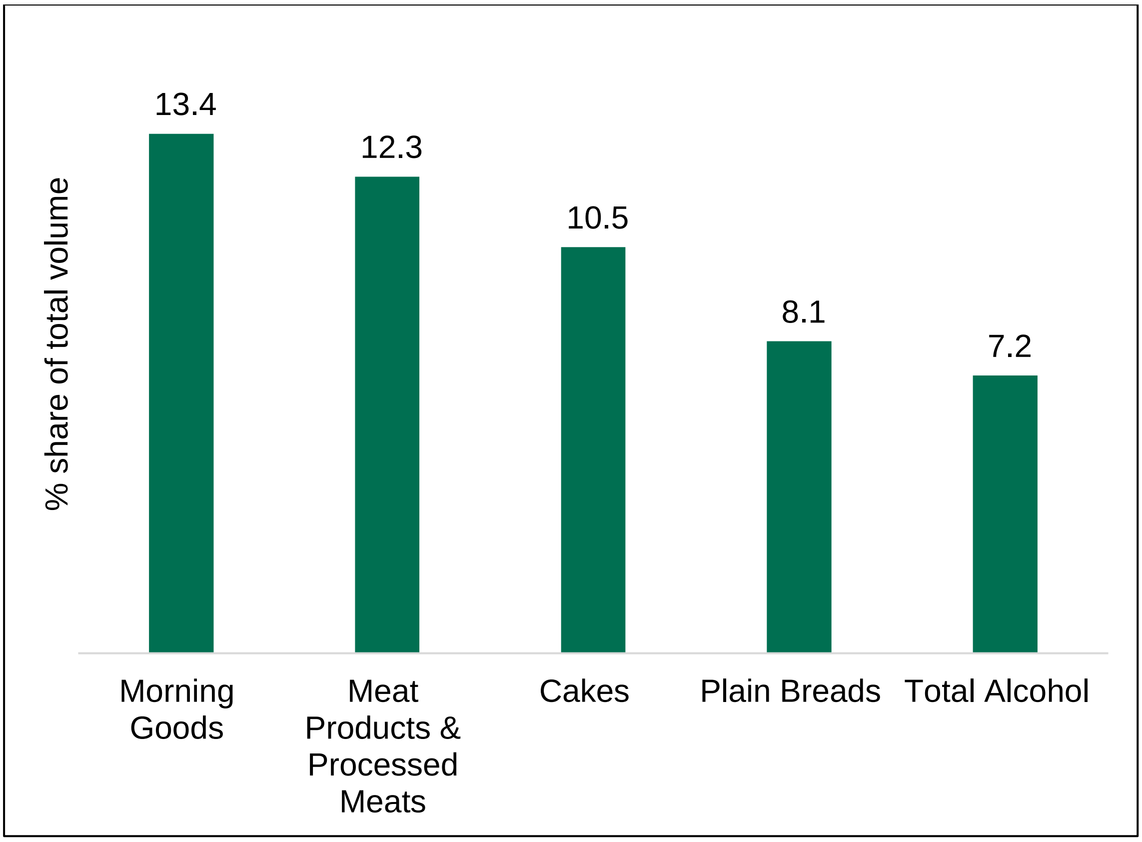

Figure 39: Top five take home food and drink categories with the highest percentage (%) share of total volume purchased for the ABC1 households in 2020 (52 weeks ending 27th December 2020)

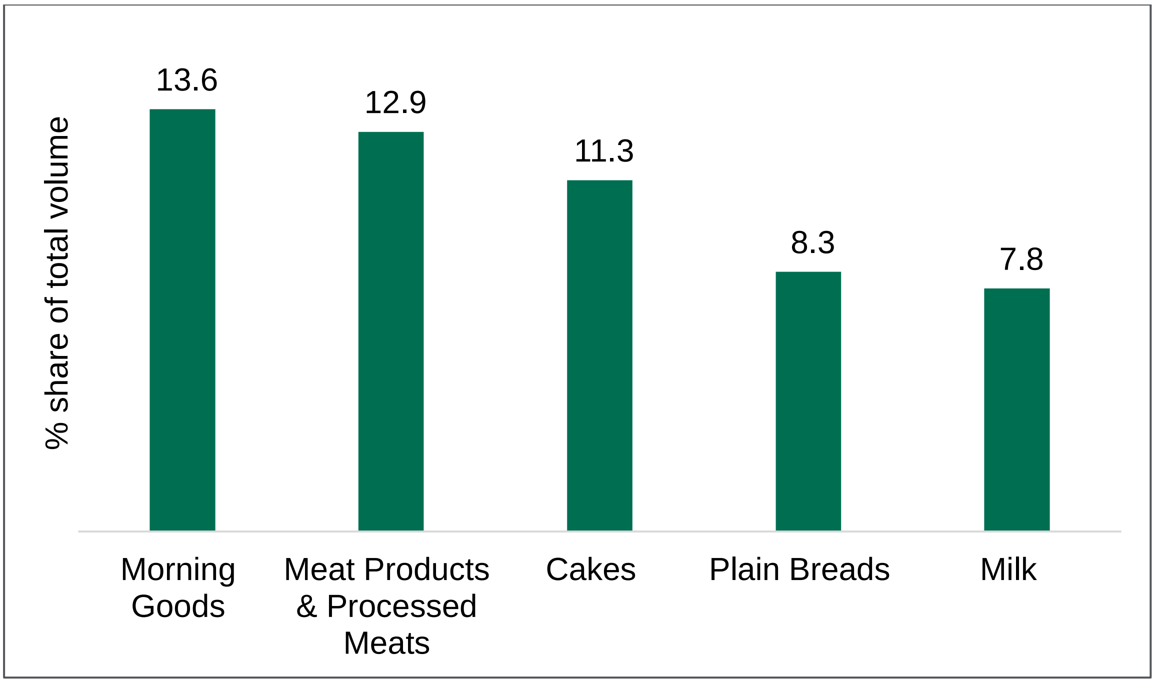

Figure 40: Top five take home food and drink categories with the highest percentage (%) share of total volume purchased for the C2DE households in 2020 (52 weeks ending 27th December 2020)

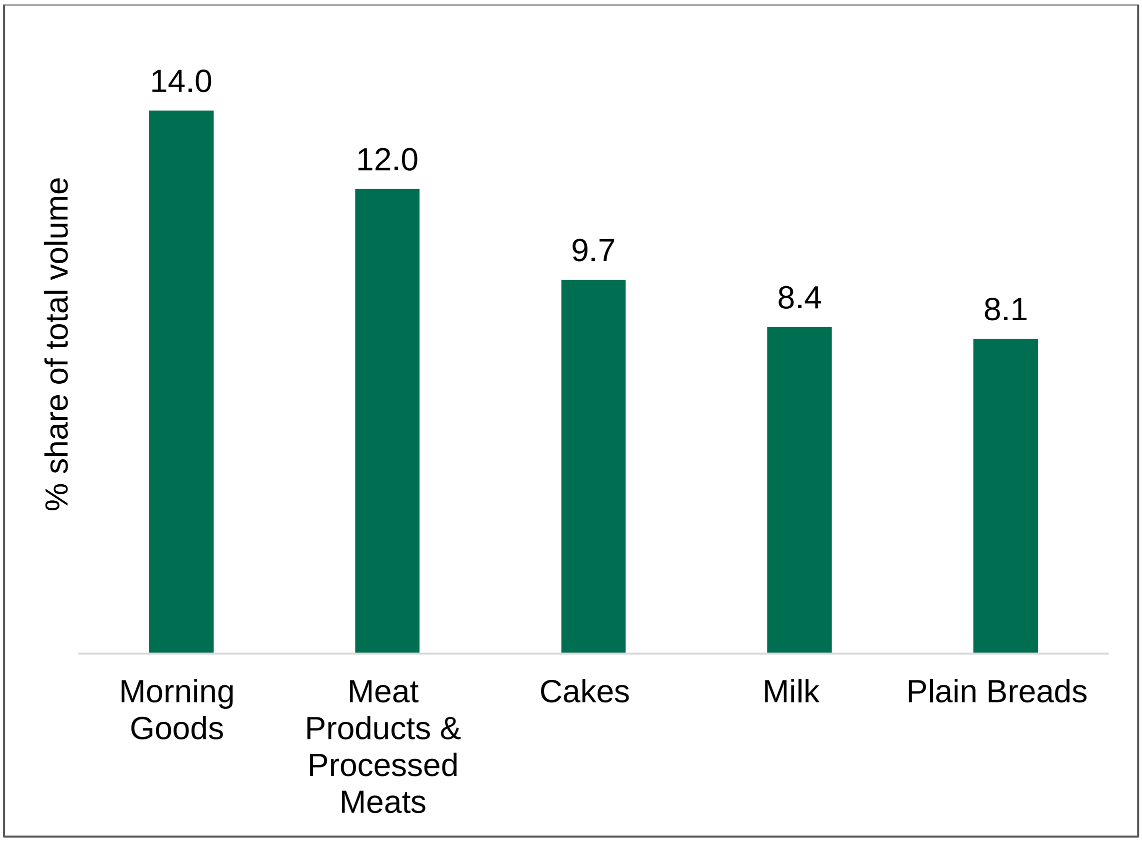

Figure 41: Top five take home food and drink categories with the highest percentage (%) share of total volume purchased for the rural households in 2020 (52 weeks ending 27th December 2020)

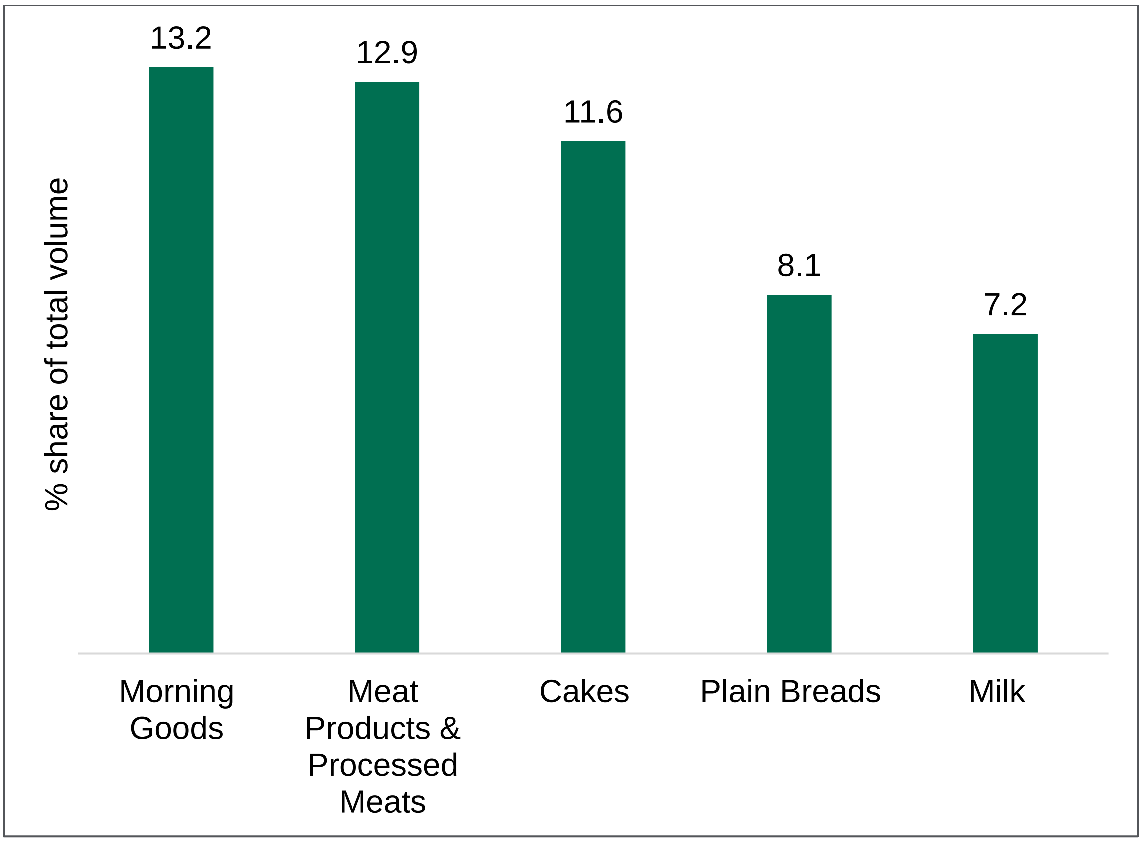

Figure 42: Top five take home food and drink categories with the highest percentage (%) share of total volume purchased for the urban households in 2020 (52 weeks ending 27th December 2020)

For enquiries about this publication, contact the Food Standards Agency.

Follow us on Twitter: @FSAinNI

Find us on Facebook: facebook.com/FoodStandardsAgency