



THE
**Consumer
Curiosity**

REPORT



Curious 
Plot



Curious Plot is a marketing communications and consulting agency serving clients in the food and agriculture markets.

Our name reflects our innate drive to discover what's next for food and agriculture and share our vision for the path forward.

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A top-down view of a light-colored ceramic bowl filled with a breakfast meal. The bowl contains a base of white yogurt, topped with fresh strawberries cut into halves, golden-brown granola, and toasted coconut flakes. A silver spoon is partially submerged in the yogurt. The bowl sits on a light grey, textured surface. In the upper left corner, a white and black striped fabric is visible. A semi-transparent white box on the left side of the image contains text.

Objective

Track and prioritize food topics that consumers are most curious about in order to identify, understand and nurture trends-in-the-making

Culinary | Nutrition | Sustainability



Curiosity

Eagerness to discover more information and/or education on a topic.

Methodology

- Online, quantitative survey
- Initial wave: March 23–April 6, 2023
- 700+ “early adopter consumers”



Early Food Adopters



Interested in eating out/restaurants, food/drink festivals.



Interact with food/drink online content at least once per week.

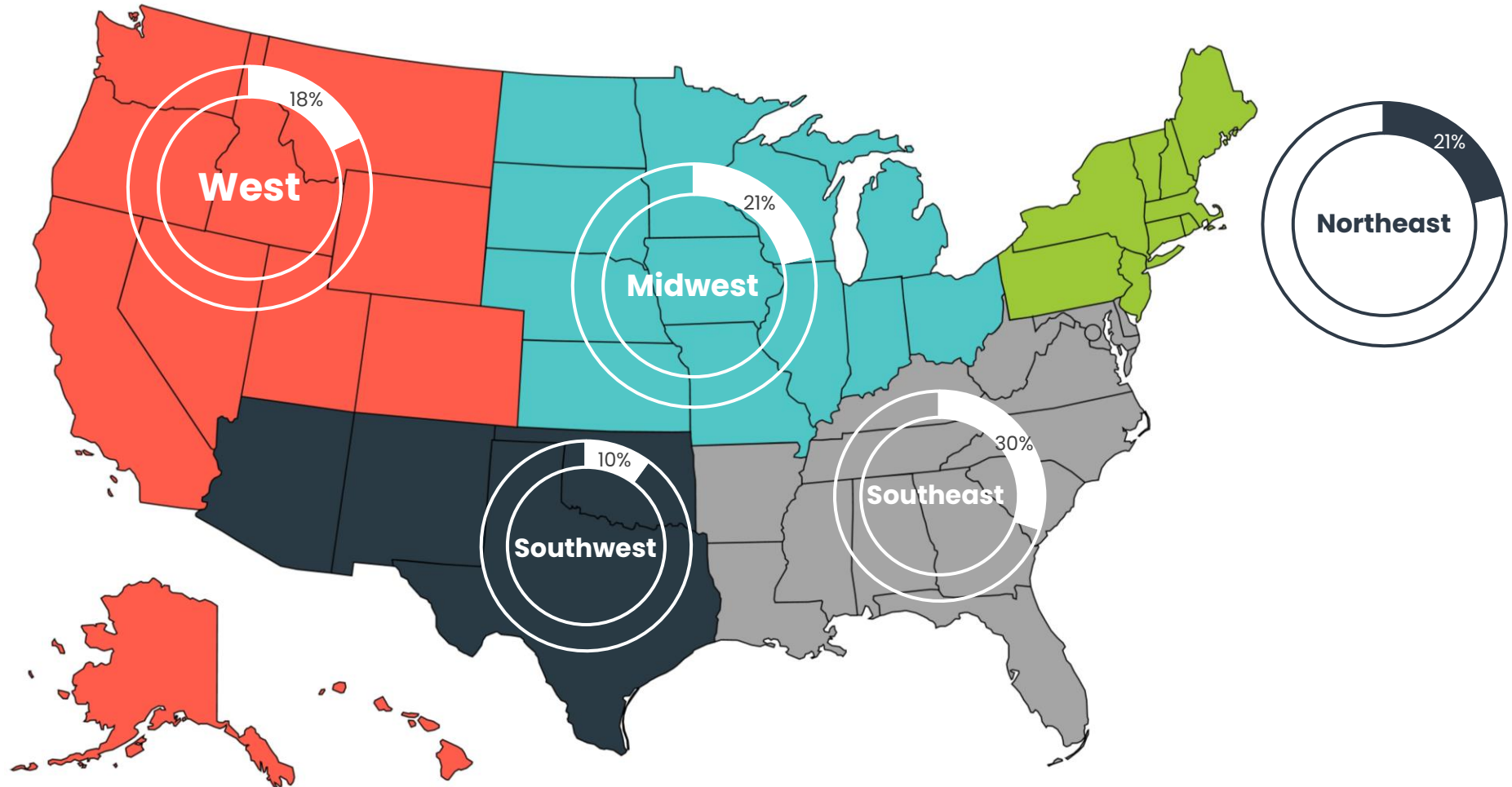


Consider trying new things to be important.





Geography

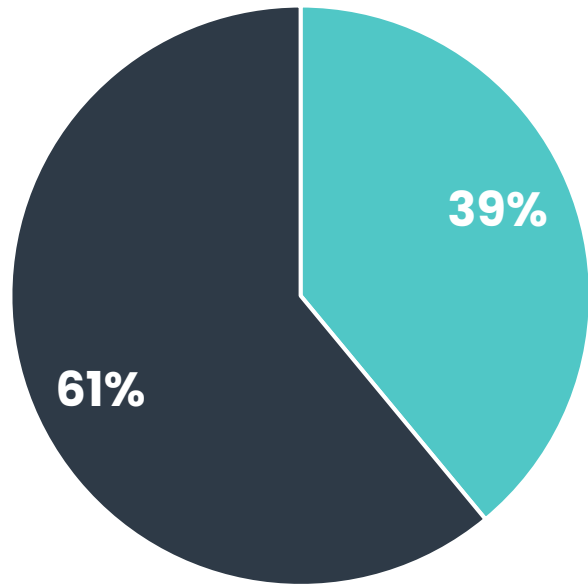


In which state do you reside?



RESPONDENT DEMOGRAPHICS

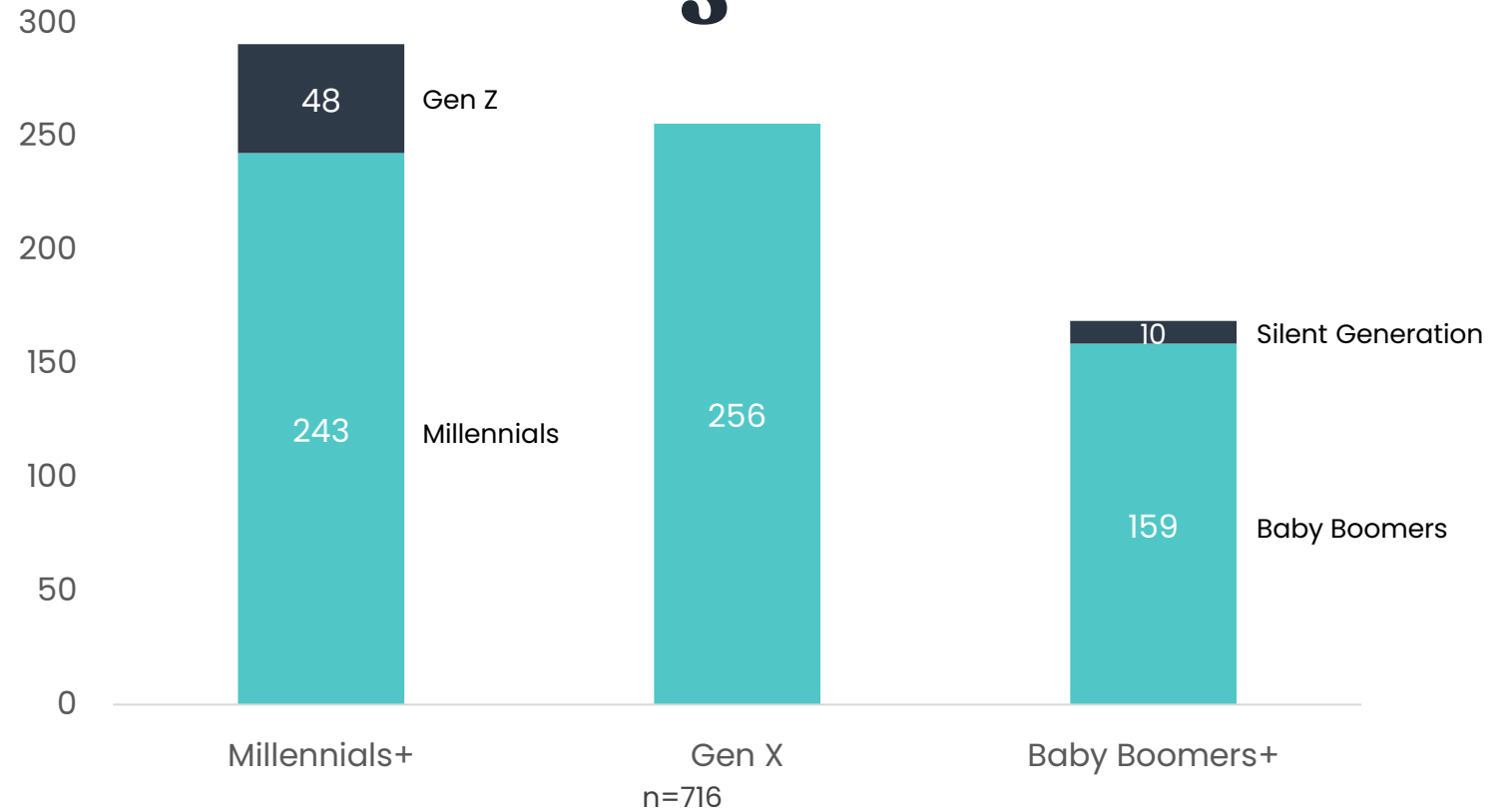
Gender



■ Male ■ Female

n=716

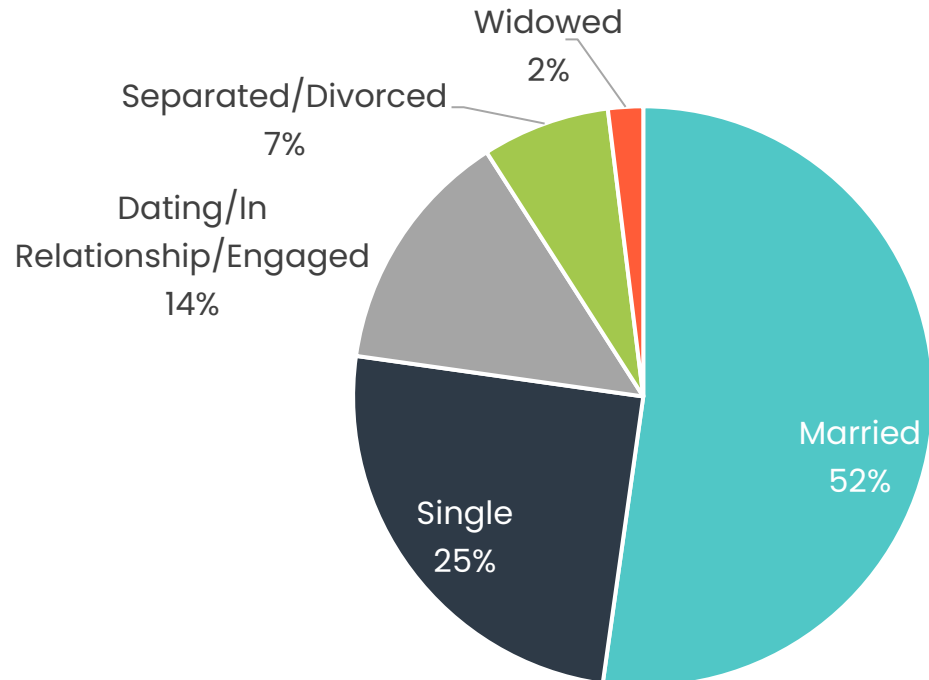
Age



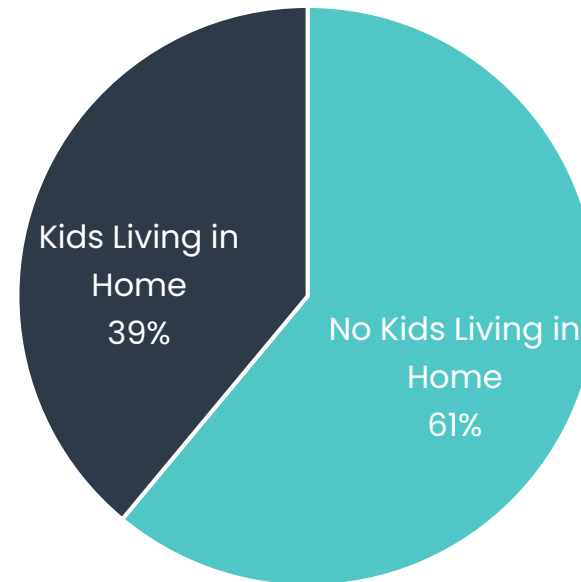
Which of the following best describes your gender?
How old are you?



Relationship Status



Parental Status



Which of the following best describes your relationship and household status?

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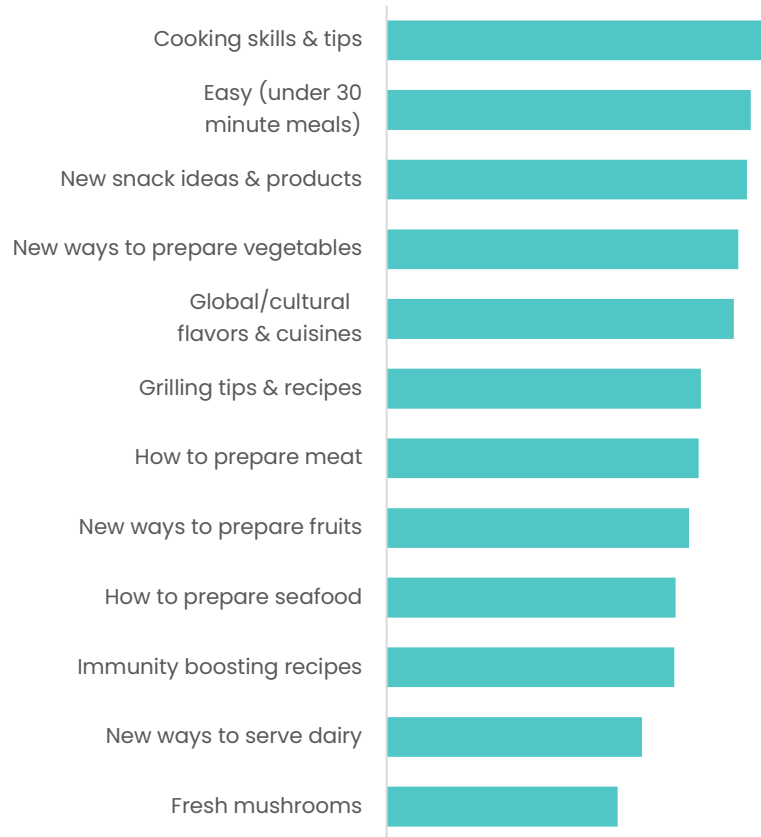
**The
Findings**



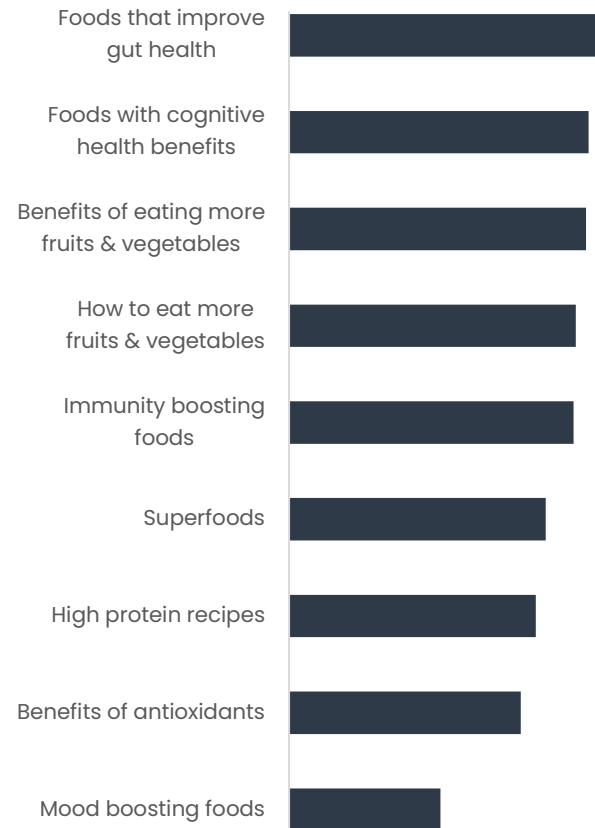


THERE IS NO SHORTAGE OF Consumer Curiosity

Culinary Topics



Nutrition Topics



Sustainability Topics



Which of the following best describes your curiosity regarding the culinary topics listed above?

Plant based super foods ready in minutes.

Lately I've been learning how slightly burnt things add a lot of flavor.

Easy to make meals that are affordable.

I have been trying to eat less red meat and more fruits and vegetables.

I would be interested in any new worldly recipes using new spices and ingredients.

Food shortcuts

what we heard

New ways to prepare fresh vegetables.

I'm curious about easy and quick recipes.

I'm excited about "simple" foods like ramen and creating "hacks" that elevate them.

I just need to start eating healthier, so different ways to prep vegetables and proteins would be huge for me!

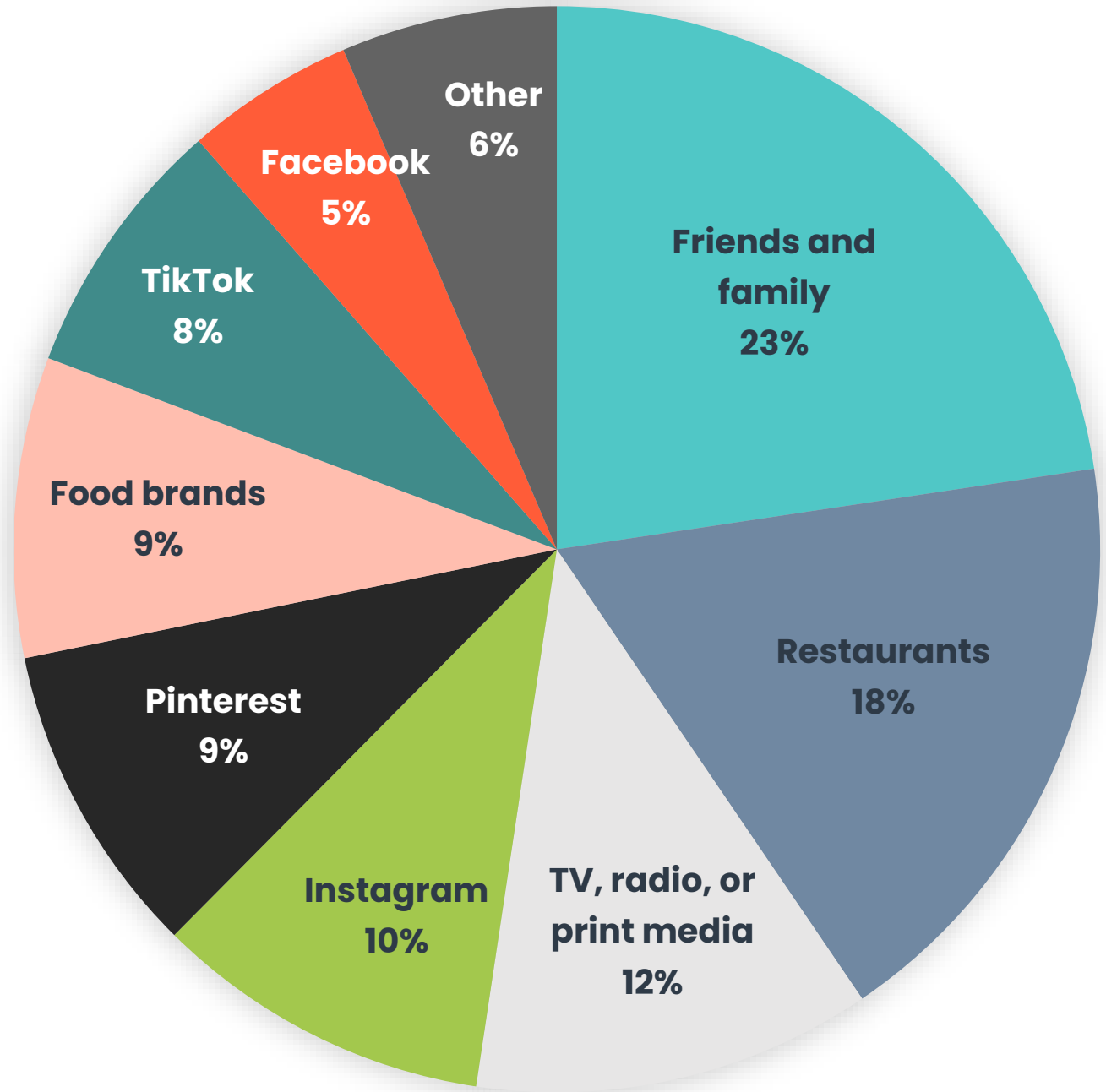
I am excited about different foods to air fry. I have an air fryer that I would love to get more use out of.



TOP INFLUENCERS

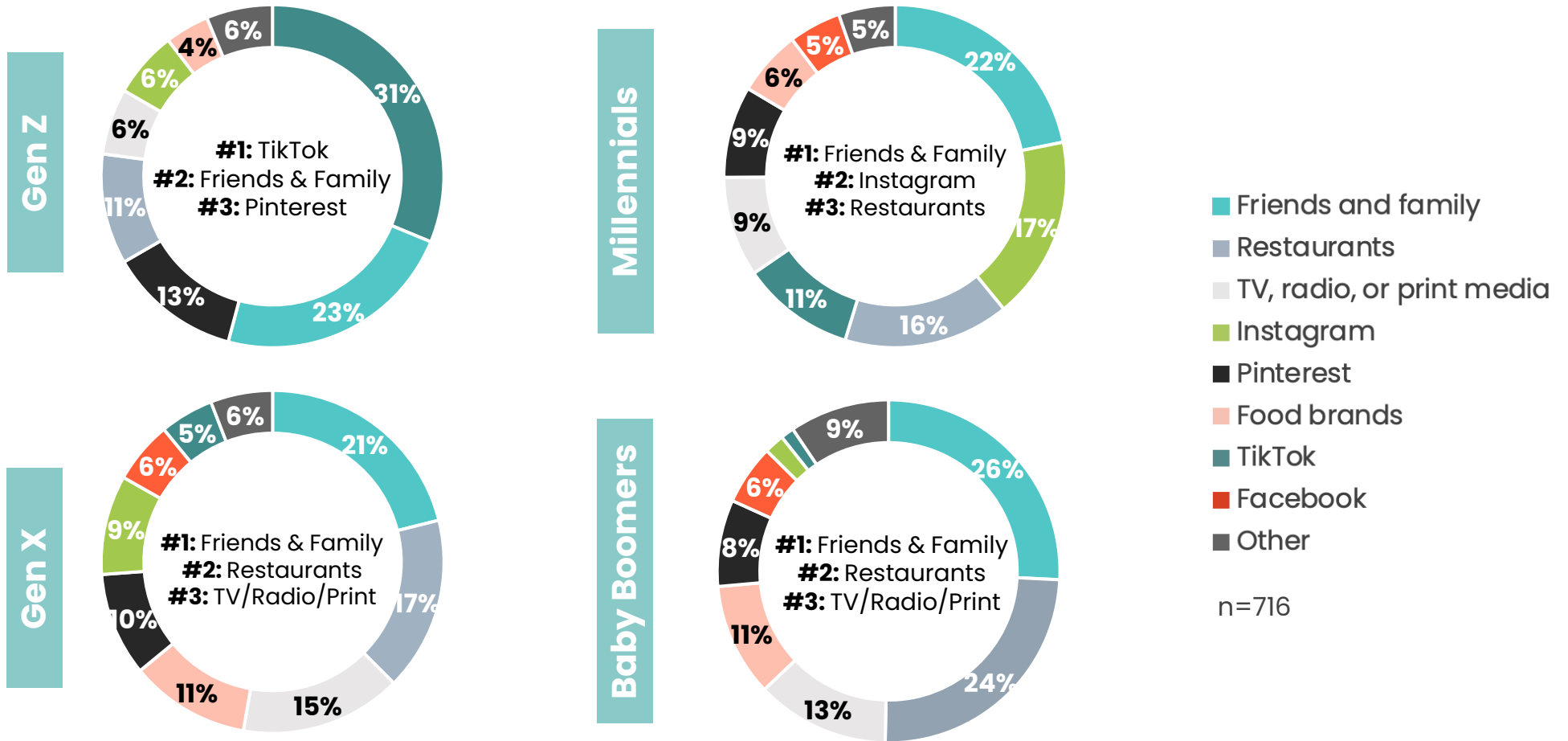
Social + Friends/Family

Which of the following has the biggest influence on your food curiosity?





FOOD CURIOSITY INFLUENCES By Generation



Which of the following has the biggest influence on your food curiosity?



Gen Z



Cooking skills
and tips



Global/cultural
flavors and cuisines



Animal welfare



Reducing food
waste



New snack ideas
and products





Millennials



Easy (under 30-minute meals)



Global/cultural flavors and cuisines



Foods that improve gut health



Animal welfare



Cooking skills and tips



Gen X



Easy (under 30-minute meals)



Global/cultural flavors and cuisines



Animal welfare



Reducing food waste



Cooking skills and tips





Baby Boomers



Global/cultural flavors and cuisines



Easy (under 30-minute meals)



Foods with cognitive health benefits



Animal welfare



Foods that improve gut health

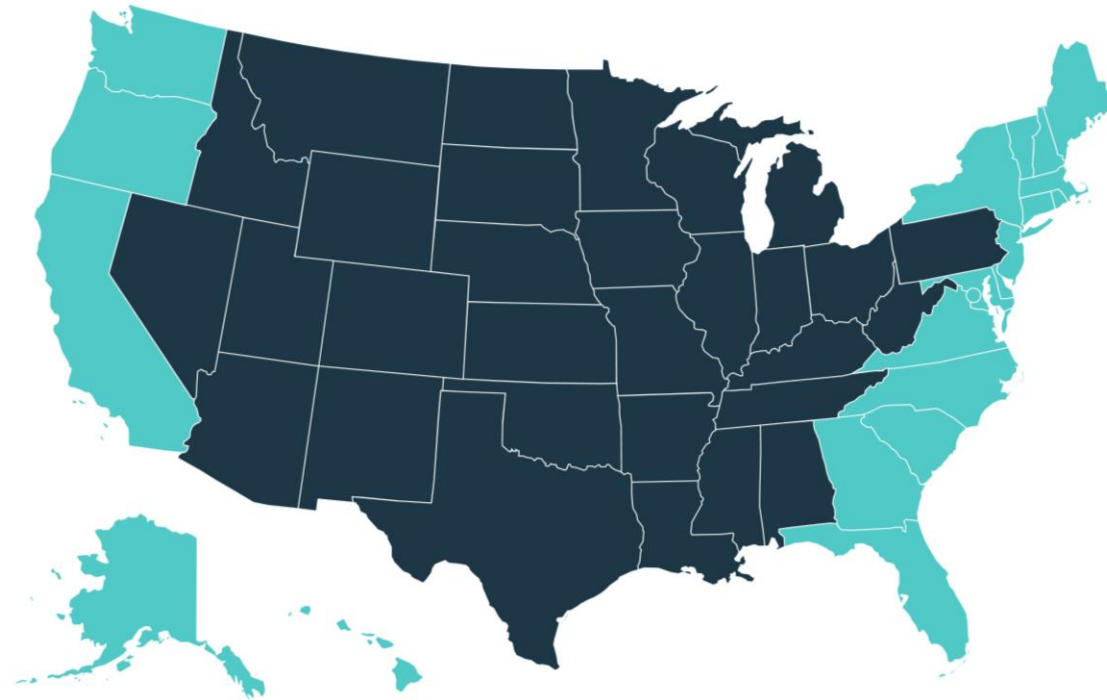


TOP RANKED CURIOSITIES BY

Geography

Top Curiosities: Coastal States

- Global/cultural flavors & cuisines
- Animal welfare
- Easy meals
- Foods that improve gut health
- Reducing food waste



Top Curiosities: Non-Coastal States

- Easy meals
- Global/cultural flavors & cuisines
- Cooking skills and tips
- Animal welfare
- High protein recipes

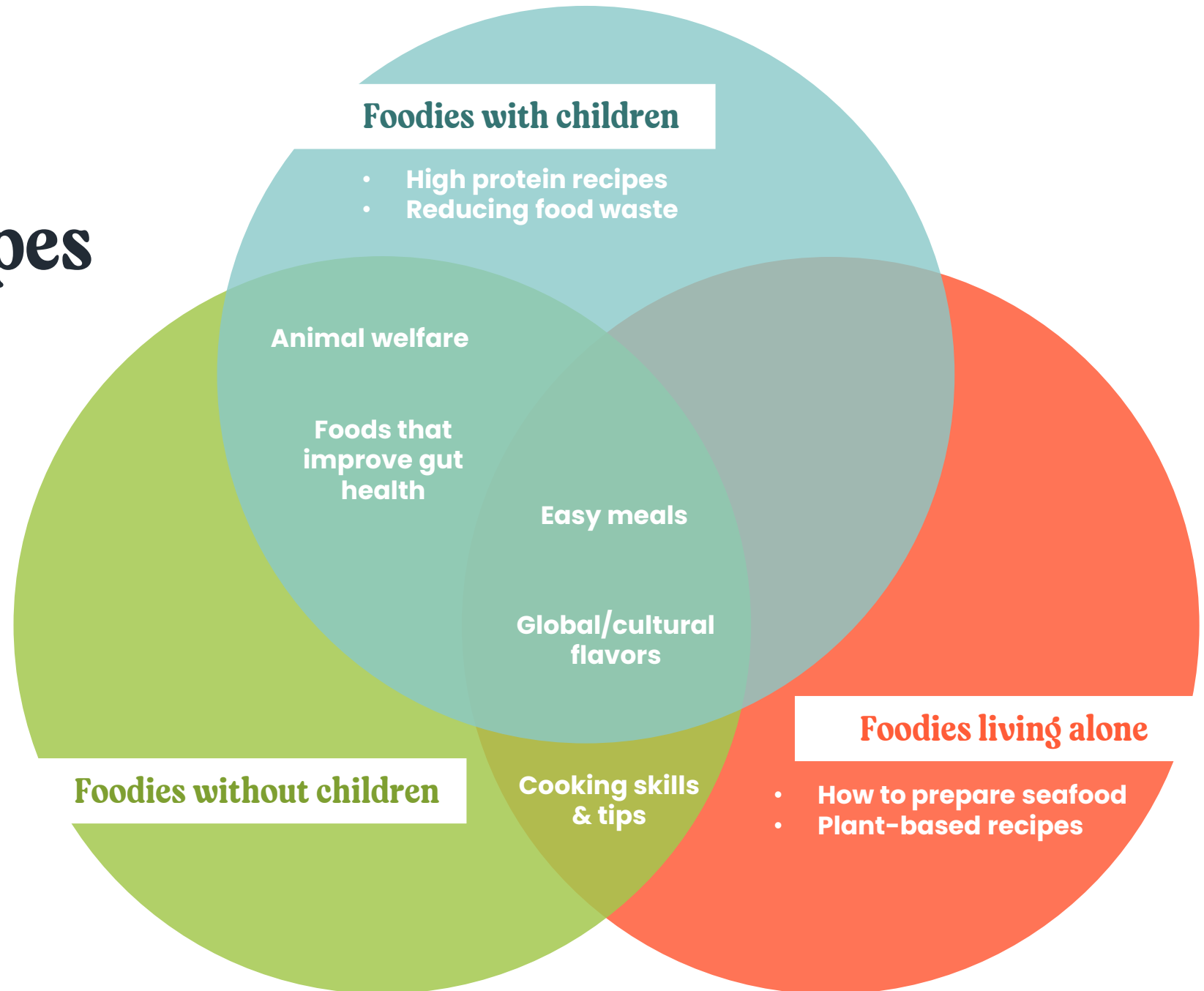
Please rank the following topics based on how curious you are about it with 1 representing the topic you are most curious about.



**TOP RANKED
CURIOSITIES BY**

Household Types

Rank the following topics based on how curious you are about it with 1 representing the topic you are most curious about.





**TOP RANKED
CURIOSITIES BY**

Meat Consumption

Top Ranked Trends: Predominantly Meat Eaters*

- 1** Easy (Under 30 Minute) Meals
- 2** Global/Cultural Flavors
- 3** Cooking Skills & Tips
- 4** Animal Welfare
- 5** Foods that Improve Gut Health

Top Ranked Trends: Non-Predominantly Meat Eaters**

- 1** Animal Welfare
- 2** Global/Cultural Flavors
- 3** Plant-Based Recipes
- 4** Superfoods
- 5** Foods that Improve Gut Health

*Includes those who indicated they are meat-eaters with no plans to change or meat-eaters interested in reducing meat consumption.

**Includes flexitarians, meat-eaters interested in becoming vegetarians, pescatarians, vegans, vegetarians and other diets.

*Please rank the following topics based on how curious you are about it
with 1 representing the topic you are most curious about.*

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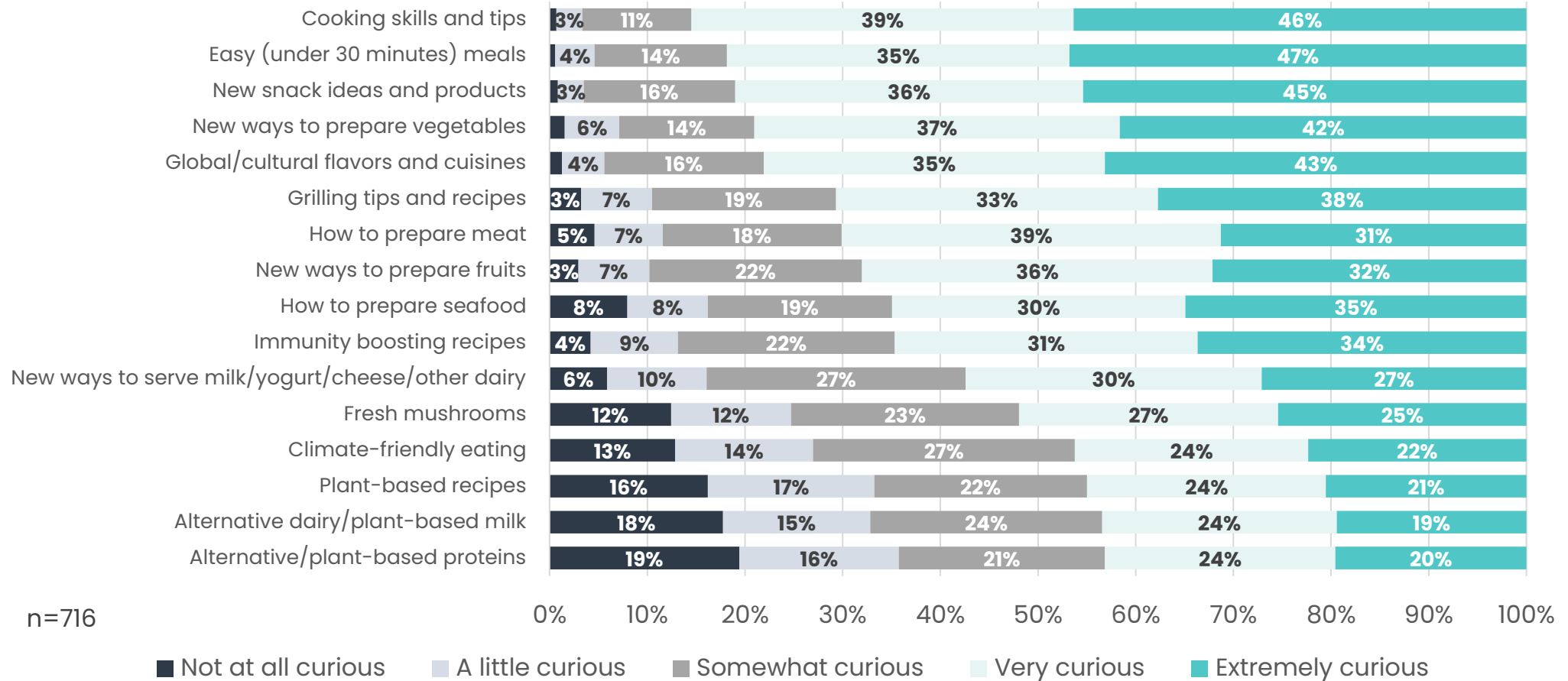
Culinary Curiosities





People are most curious about cooking skills/tips and how to prepare easy meals.

Level of Curiosity: Culinary Topics



Which of the following best describes your curiosity regarding the culinary topics listed?




85%

very curious
or extremely curious about

easy meals

under 30 min

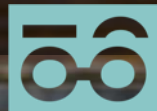




78%

very curious
or extremely curious
about

global/cultural
flavors and cuisines





79%

very or extremely curious about

**new ways to
prepare vegetables**





68%

very curious
or extremely curious about

**new ways
to prepare fruits**



8 in 10

very curious
or extremely curious about

new snack ideas

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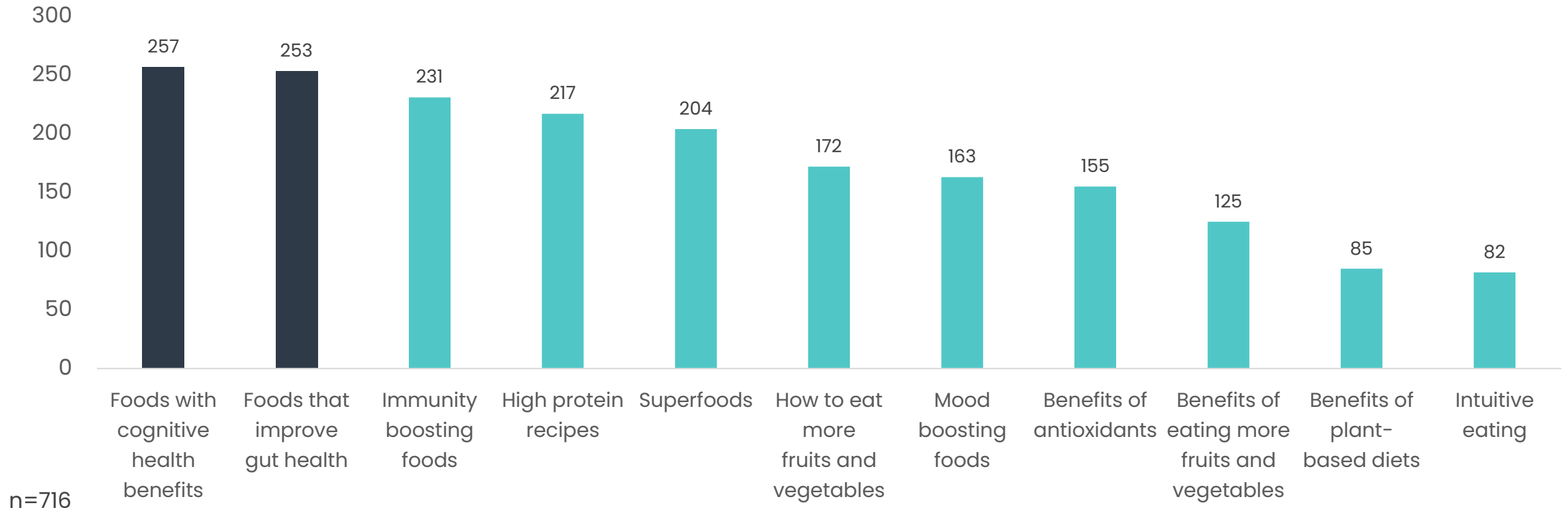
Nutrition Curiosities





Functional nutrition curiosity is high.

Top Nutrition Themes



Which of the following nutrition trends are you most curious about?
Please select at least one and up to three.



72%

very curious
or extremely curious about

**foods with gut
health benefits**



71%

very curious
or extremely curious about

**foods with cognitive
health benefits**



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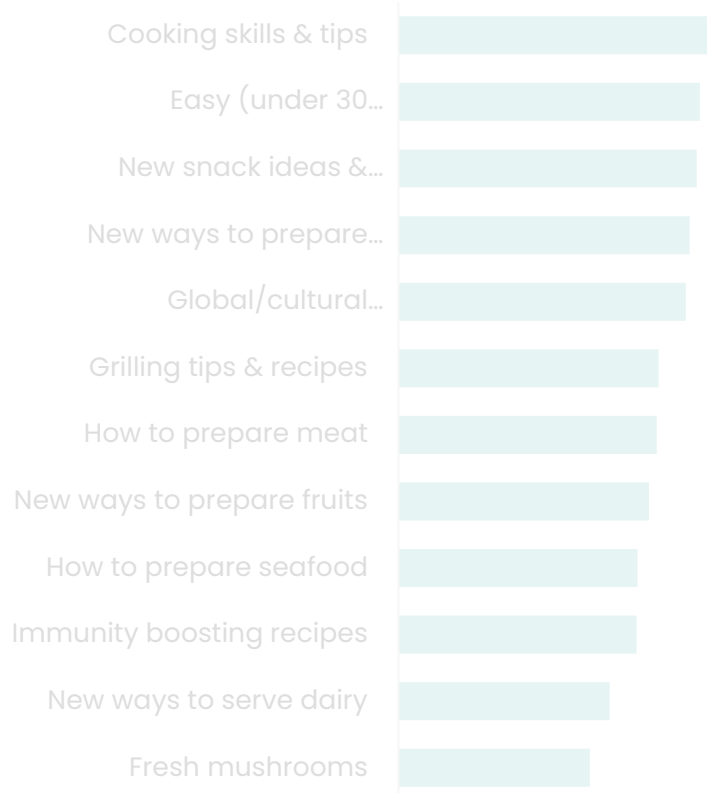
Sustainability Curiosities





SUSTAINABILITY CURIOSITY Lower Than Anticipated

Culinary Topics



Nutrition Topics



Sustainability Topics



Which of the following best describes your curiosity regarding the culinary topics listed above?



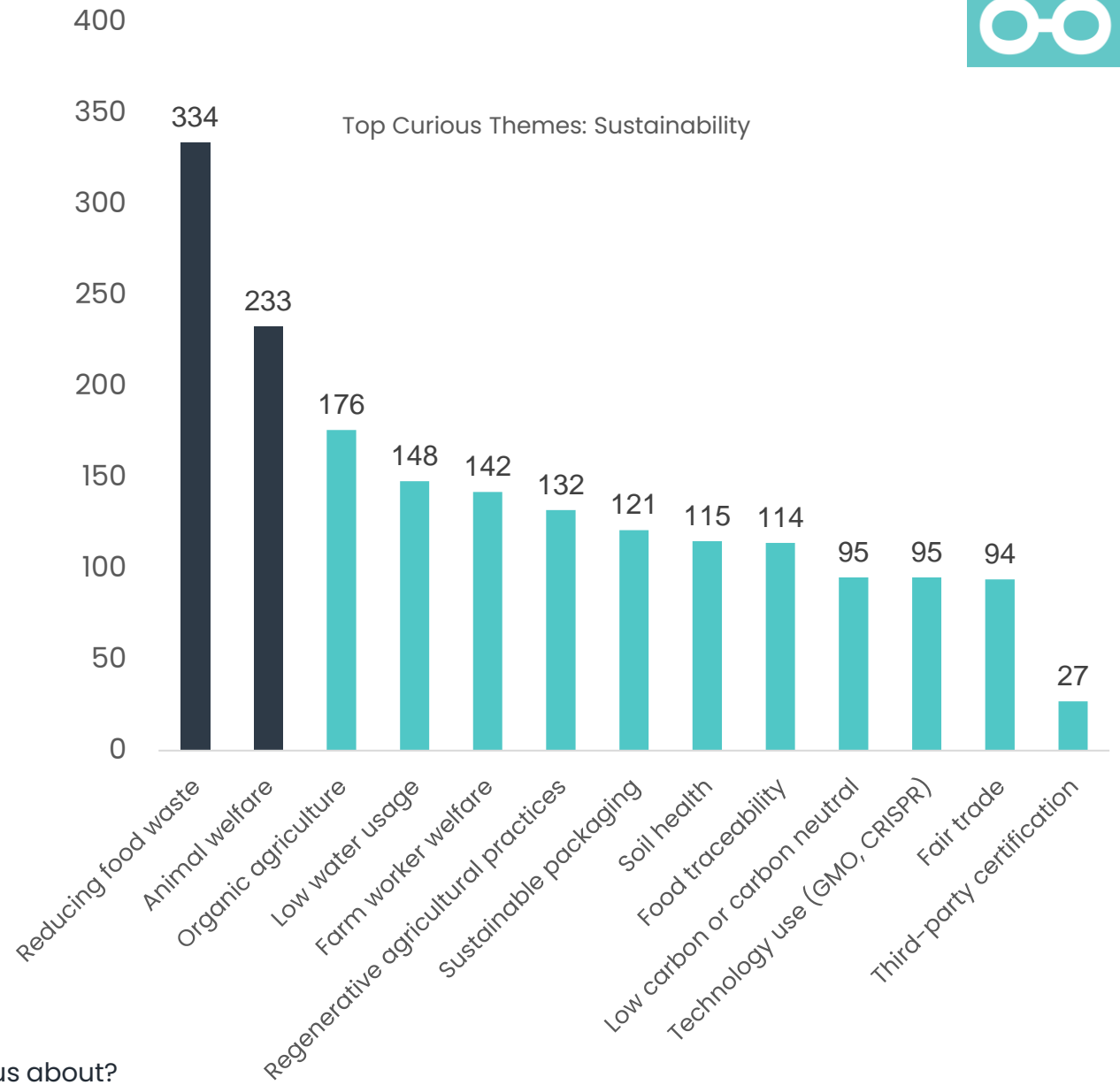
47%

of respondents identified
reducing food waste
as a top curiosity



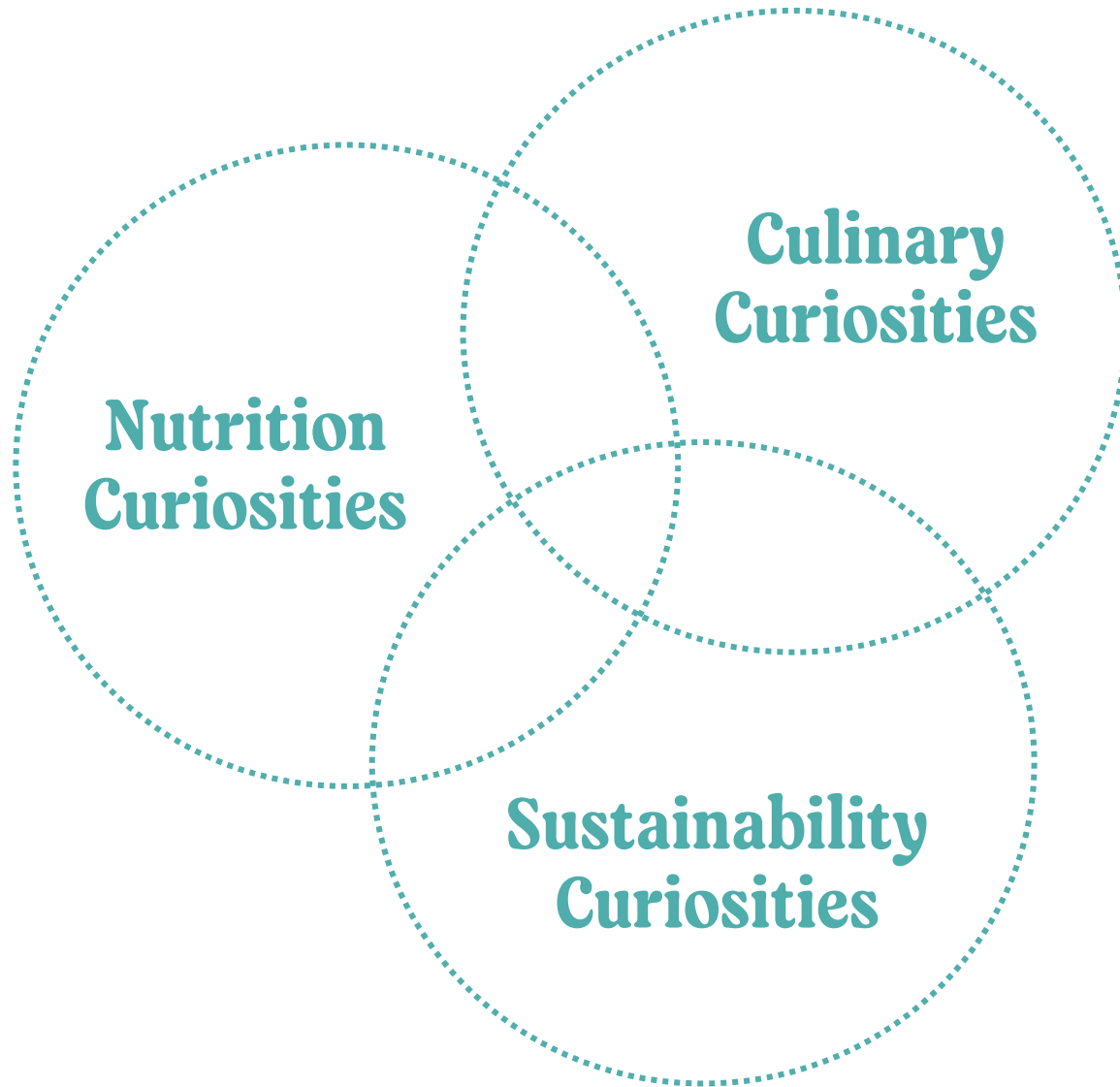
Reducing Food Waste

MOST SELECTED SUSTAINABILITY TOPIC



Which of the following food sustainability trends are you most curious about?
Please select at least one (1) and up to three (3).

**within sustainability category*



Opportunities

- 1** How can brands deliver an easy, inspiring sense of culinary exploration?
- 2** How can brands nurture and leverage consumer curiosities?



Stay Tuned For More Insights!

Coming soon: a deeper dive into culinary,
nutrition, and sustainability curiosities



We're Curious To Hear From You

Mitch Van Kampen

President

mvankampen@curiousplot.agency

317.670.1518

Amy Wood

Senior Vice President

awood@curiousplot.agency

971.275.3975

Cristie Mather

Vice President, Food

cmather@curiousplot.agency

503.705.8404