

CONSUMER TRENDS ITALY AND EUROPE 2022

Survey-derived data on emerging perceptions and behaviours of European consumers



DATA PROTECTION & HANDLING OF THE STUDY

The data of this study (= oral, written or stored on data carriers) are strictly confidential.

The data are not to be misused and are to be used exclusively for internal information.

The client receives only an internal right of use to the data of this study, i.e. he/she is **not authorised** to **transmit** data in the original form or in processed form to third parties outside her/his own company orally, in writing or by granting access, whether for payment, free of charge or in exchange.

Publications of this study require the prior written consent of FOCUS in each individual case. If FOCUS gives permission for publication, FOCUS must be cited as the source.

If it is established that the client has passed on data from this study in breach of contract, FOCUS does not need to prove how the unauthorised disclosure took place in order to assert claims for damages.

METHODOLOGICAL ASPECTS – ITALY

Data collection method	Online Interviews (CAWI)
Sample size	n=502
Target group	Population above 18 years old
Representativeness	Quota sampling according to sex and age
Sample structure and weighting factors	The sample structure as well as the weighting factors are calculated based on the newest data provided by the Italian National Institute of Statistics (Istat)
Fieldwork period	20 – 23 October 2022
Survey area	all over Italy

METHODOLOGICAL ASPECTS – EUROPE

Data collection method	Online Interviews (CAWI)
Sample size	n=9.542
Target group	Population above 18 years old
Representativeness	Quota sampling according to sex and age
Sample structure and weighting factors	The sample structure as well as the weighting factors are calculated based on the newest data provided by the national statistical agency of the respective country
Fieldwork period	October – November 2022
Survey area	<p>All over the respective countries</p> <p>*France: all over Metropolitan France</p> <p>**Portugal: all over continental Portugal</p>

SAMPLE STRUCTURE – ITALY

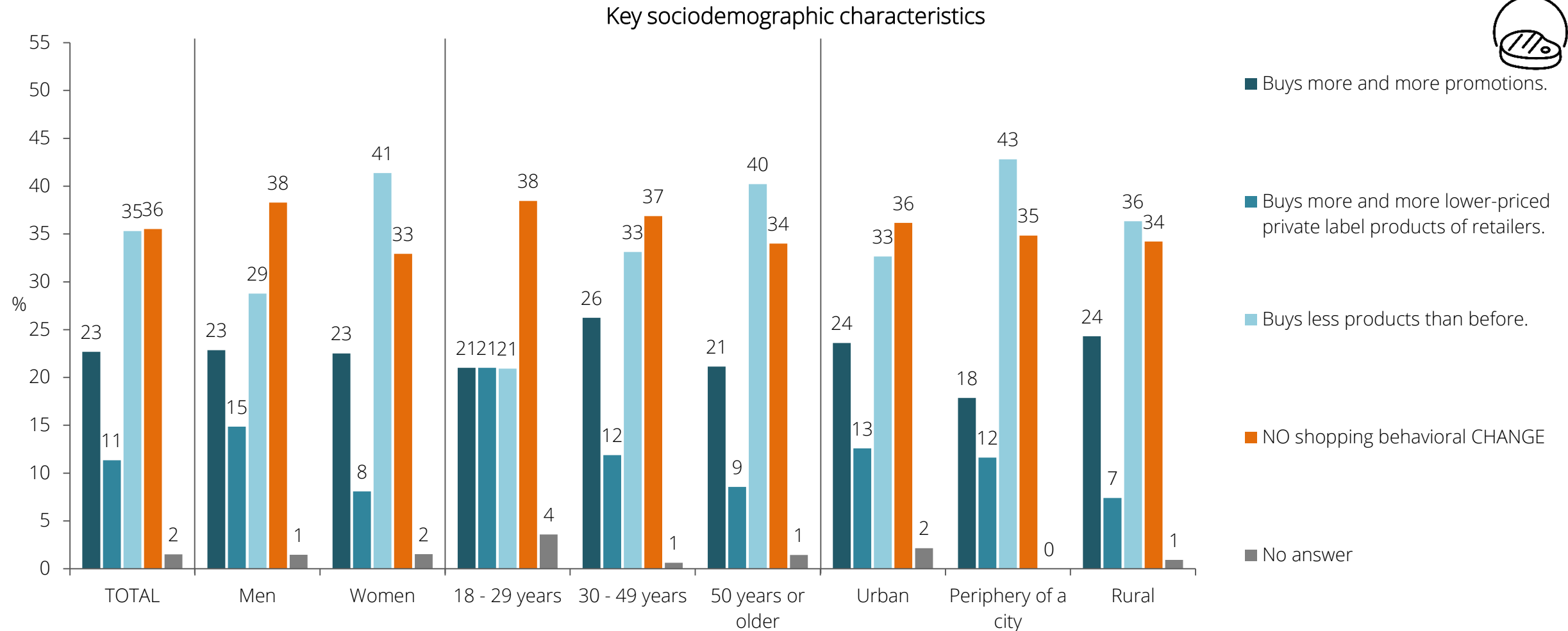
	absolute	%		absolute	%
TOTAL	502	100	Children under 15 in household		
			Yes	155	32
			No	334	68
GENDER			Household net income		
Men	242	48	Up to 1.450,- €	136	27
Women	260	52	1.451 € - 2.350 €	170	34
AGE			2.351 € - 3.600 €	131	26
18 - 29 years	72	14	3.601 € or more	64	13
30 - 49 years	152	30	Region of residence		
50 years or older	278	55	Northwest	127	25
Place of residence			Northeast	100	20
Urban	306	61	Central	110	22
Periphery of a city	94	19	South	165	33
Rural	102	20	Education		
Online supermarket shopper			SCUOLA PRIMARIA / SECONDARIA DI PRIMO GRADO (MEDIA)	62	12
Yes; "at least one or two times" up to "quite often"	267	54	SCUOLE SECONDARIE DI SECONDO GRADO (SUPERIORI)	266	53
No, never	230	46	ALTA FORMAZIONE ARTISTICA, MUSICALE E COREUTICA	9	2
Consumption of alternatives and substitutes			UNIVERSITÀ: LAUREA TRIENNALE	54	11
Yes; at least from one product category and at least sometimes	334	67	UNIVERSITÀ: LAUREA MAGISTRALE	108	22
Rarely to not at all / rejects product categories completely	168	33			
Mostly responsible for shopping					
Yes	288	57			
No	16	3			
Yes, together with another person(s)	198	39			
Household size					
1 person	54	11			
2 persons	121	24			
3 persons	163	32			
4 persons or more	164	33			

SAMPLE STRUCTURE – EUROPE

	absolute	%		absolute	%
TOTAL	9.542	100	Children under 15 in household		
			Yes	2.999	33
			No	6.389	67
GENDER					
Men	4.606	48			
Women	4.936	52			
AGE					
18 - 29 years	1.519	16			
30 - 49 years	3.223	34			
50 years or older	4.802	50			
Place of residence					
Urban	5.517	61	Country of residence	n =	
Periphery of a city	1.801	19	Austria	1.005	
Rural	2.009	20	Bosnia and Herzegovina	501	
Online supermarket shopper			Bulgaria	502	
Yes; "at least one or two times" up to "quite often"	4.739	51	Croatia	501	
No, never	4.732	49	Czech Republic	502	
Consumption of alternatives and substitutes			France	505	
Yes; at least from one product category and at least sometimes	5.712	60	Germany	1.002	
Rarely to not at all / rejects product categories completely	3.830	40	Greece	503	
Mostly responsible for shopping			Hungary	503	
Yes	4.624	47	Italy	502	
No	431	4	Poland	501	
Yes, together with another person(s)	4.487	48	Portugal	502	
Household size			Romania	503	
1 person	1.499	14	Serbia	503	
2 persons	2.941	30	Slovakia	503	
3 persons	2.473	27	Slovenia	501	
4 persons or more	2.627	29	Spain	503	

SHOPPING BEHAVIOUR CHANGES – PRODUCTS – MEAT AND MEAT PRODUCTS

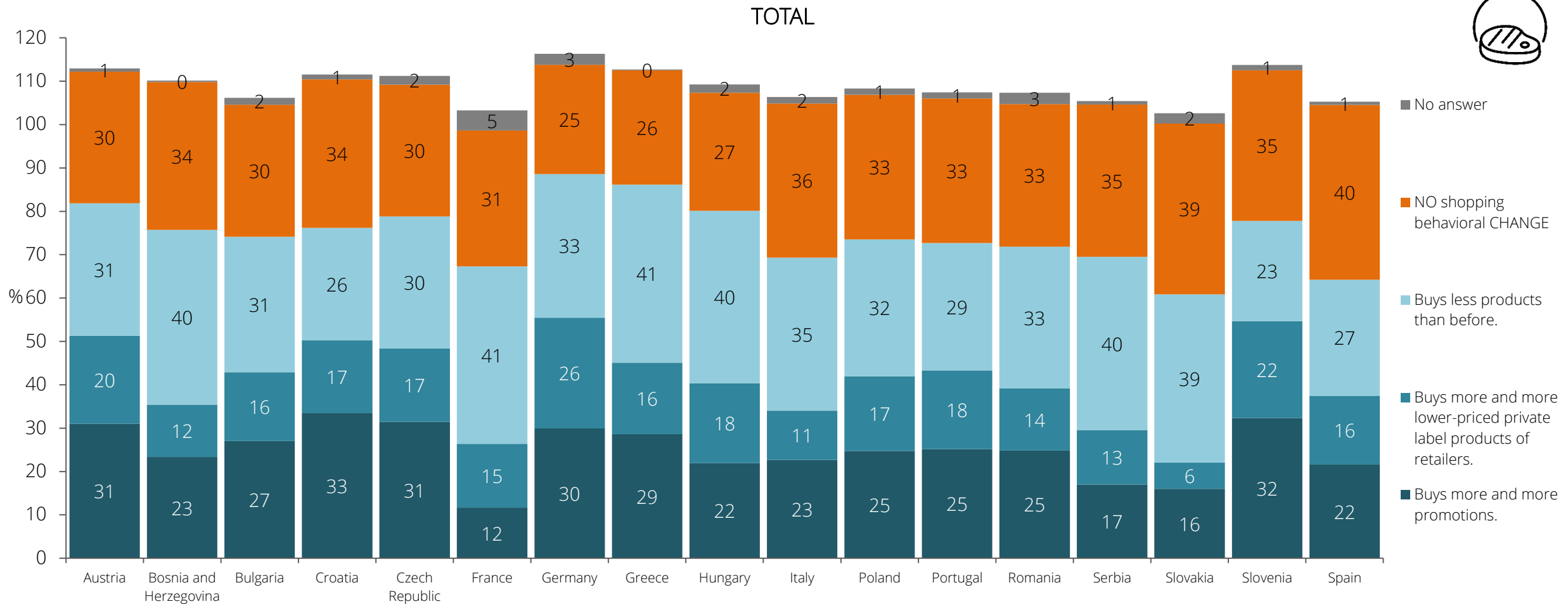
Question: During the last months, the prices of food and other daily use products increased. What impact, if any, do price increases have on your shopping behaviour regarding the following product categories?



Basis: all survey participants (n=502) // Note: multiple answers per product category possible; answer option "NO shopping behavioral CHANGE" is exclusive.

SHOPPING BEHAVIOUR CHANGES – PRODUCTS – MEAT AND MEAT PRODUCTS

Question: During the last months, the prices of food and other daily use products increased. What impact, if any, do price increases have on your shopping behaviour regarding the following product categories?

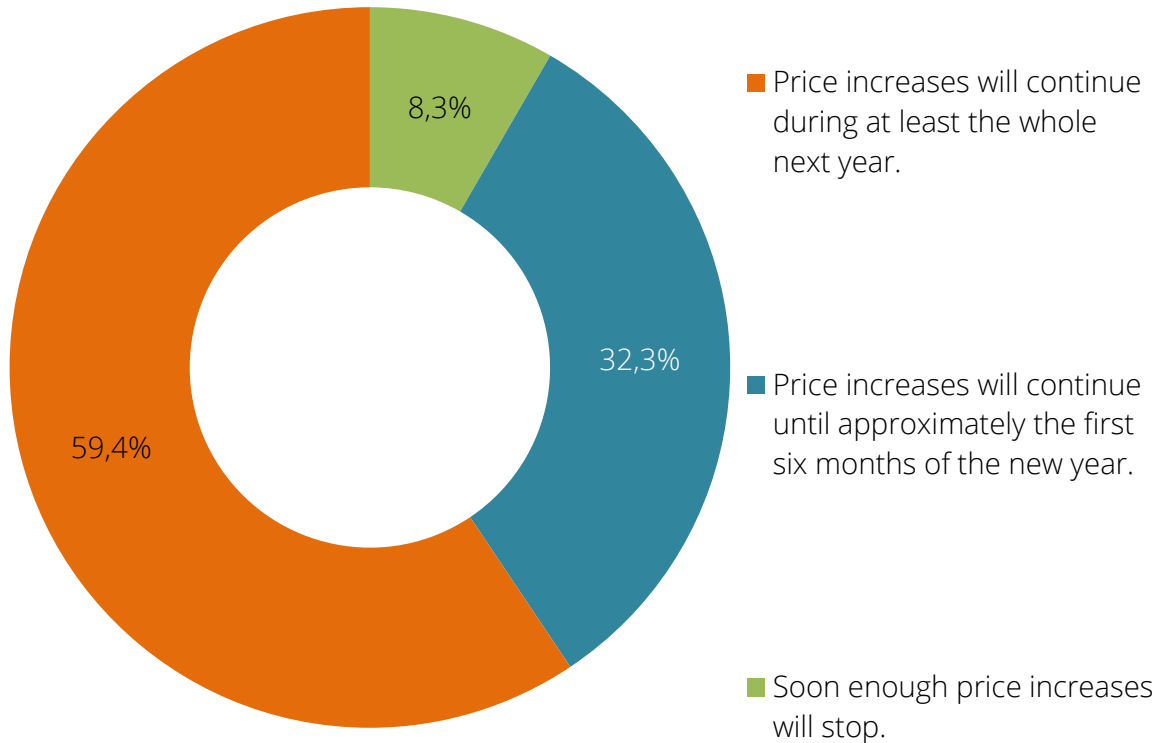


Basis: all survey participants (n=9.542) // Note: multiple answers per product category possible; answer option "NO shopping behavioral CHANGE" is exclusive.

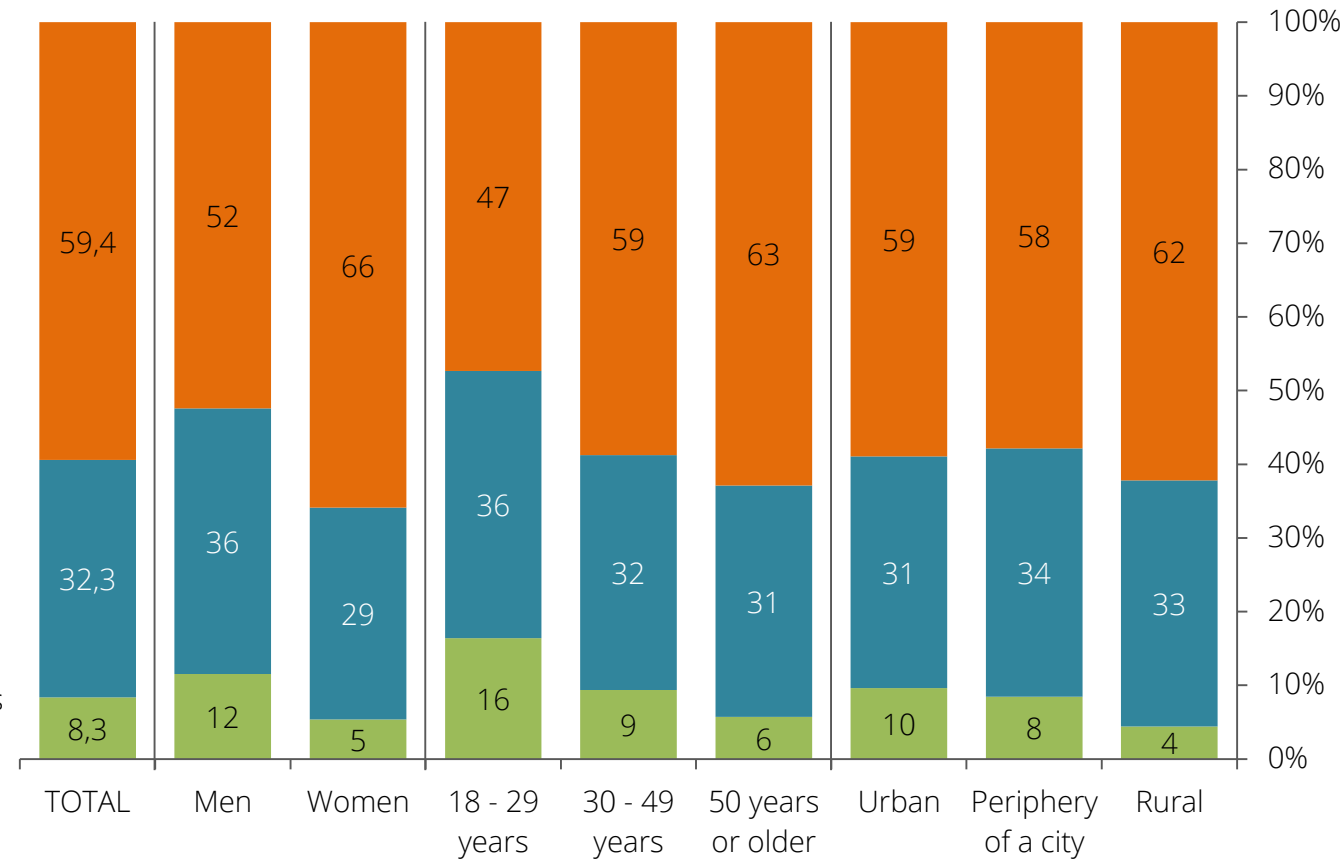
DURATION OF PRICE INCREASES

Question: Which of the following statements reflects best your opinion regarding the duration of the period of price increases of food and other daily use products?

TOTAL



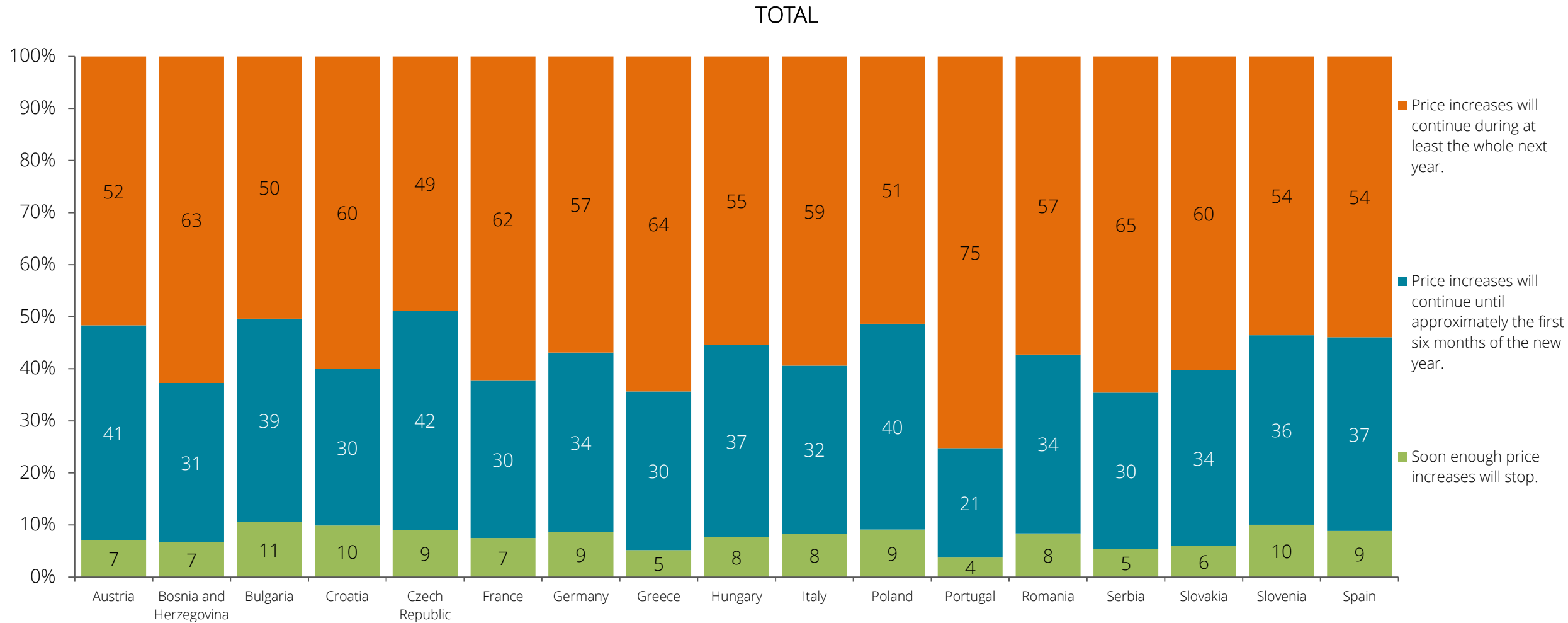
Key sociodemographic characteristics



Basis: all survey participants (n=502) // Note: one answer possible.

DURATION OF PRICE INCREASES

Question: Which of the following statements reflects best your opinion regarding the duration of the period of price increases of food and other daily use products?

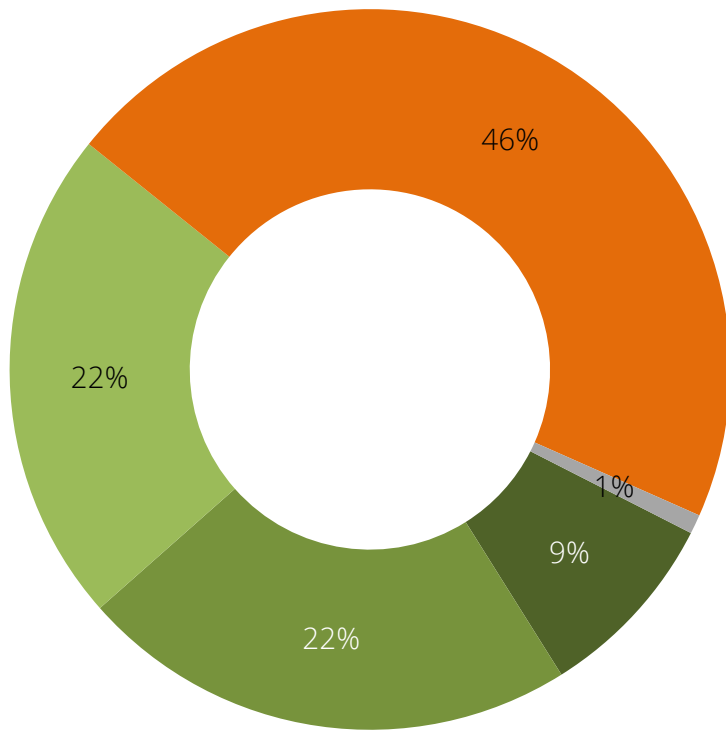


Basis: all survey participants (n=9.542) // Note: one answer possible.

USAGE OF ONLINE SUPERMARKETS

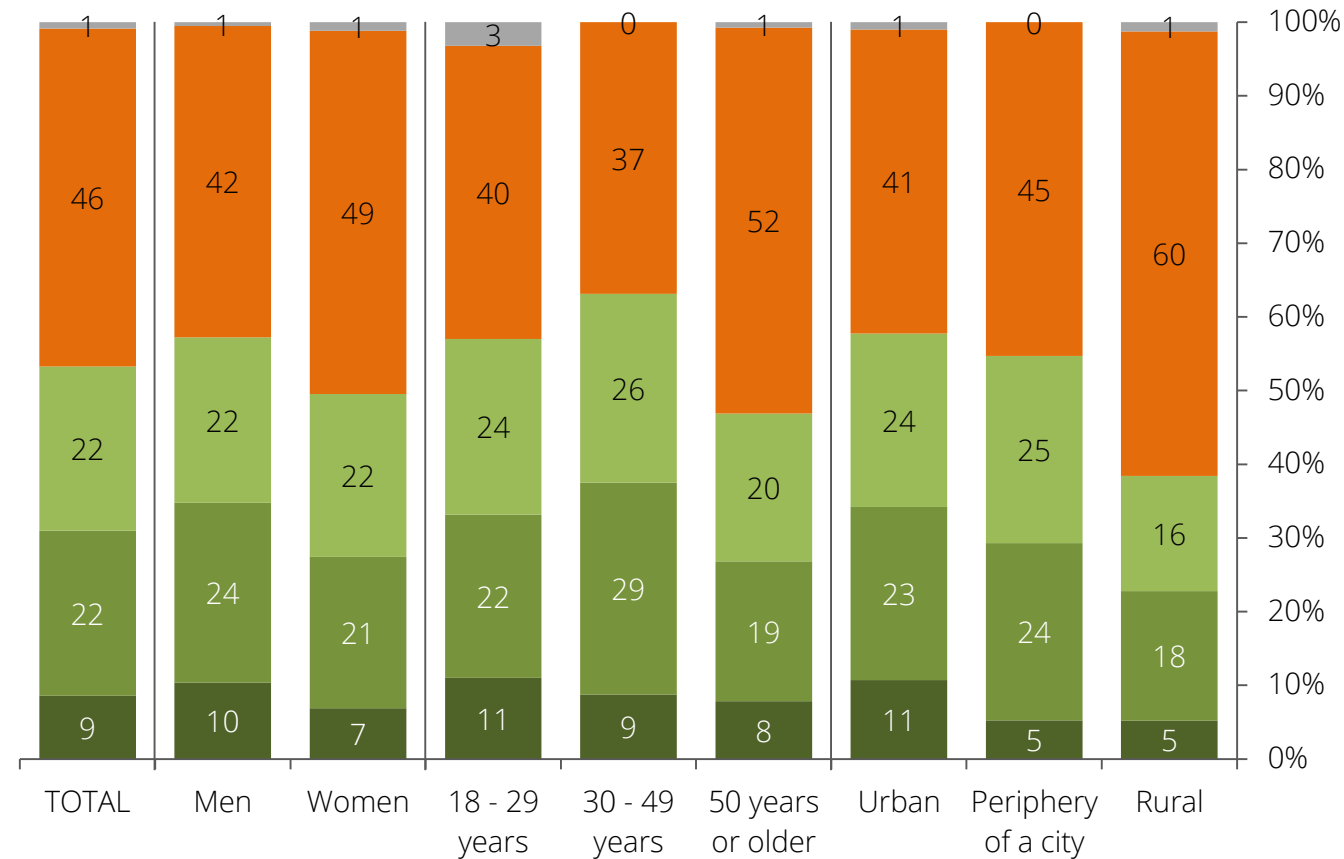
Question: Have you ever shopped from an online supermarket?

TOTAL



Key sociodemographic characteristics

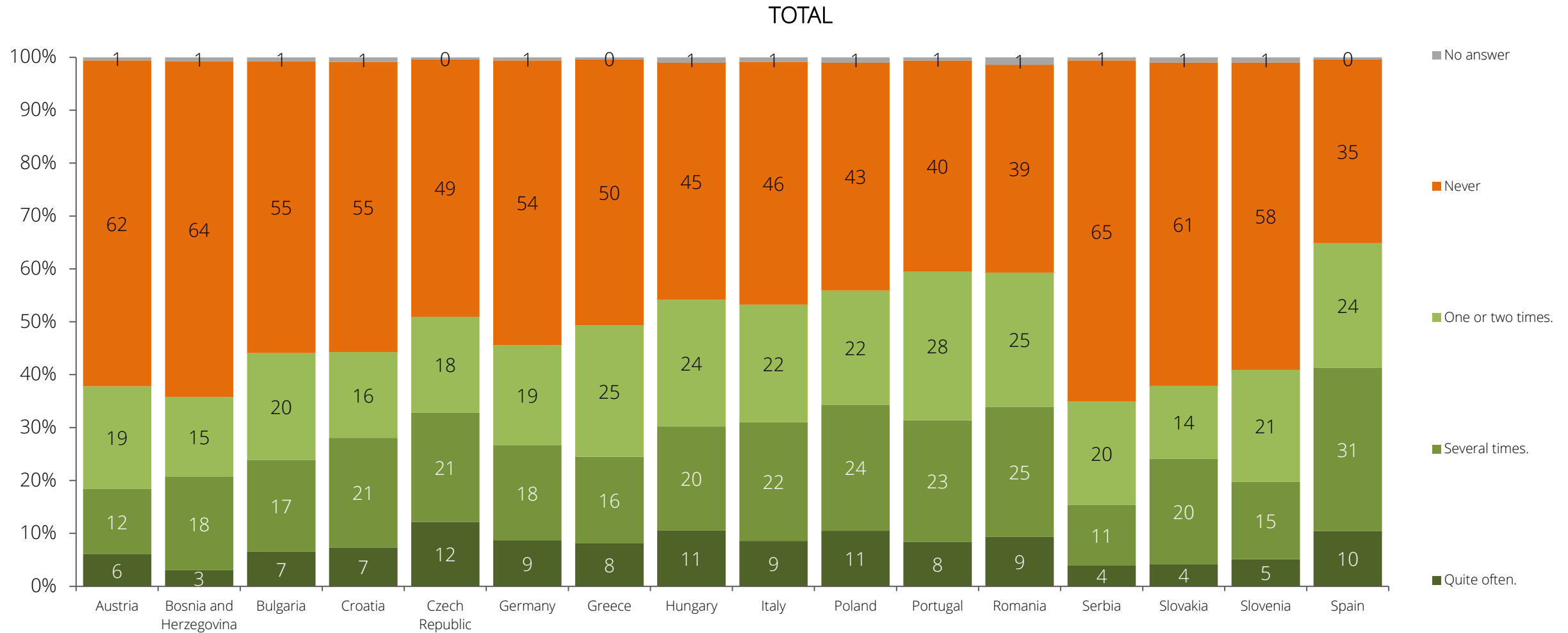
- No answer
- Never
- One or two times.
- Several times.
- Quite often.



Basis: all survey participants (n=502) // Note: one answer possible.

USAGE OF ONLINE SUPERMARKETS

Question: Have you ever shopped from an online supermarket?

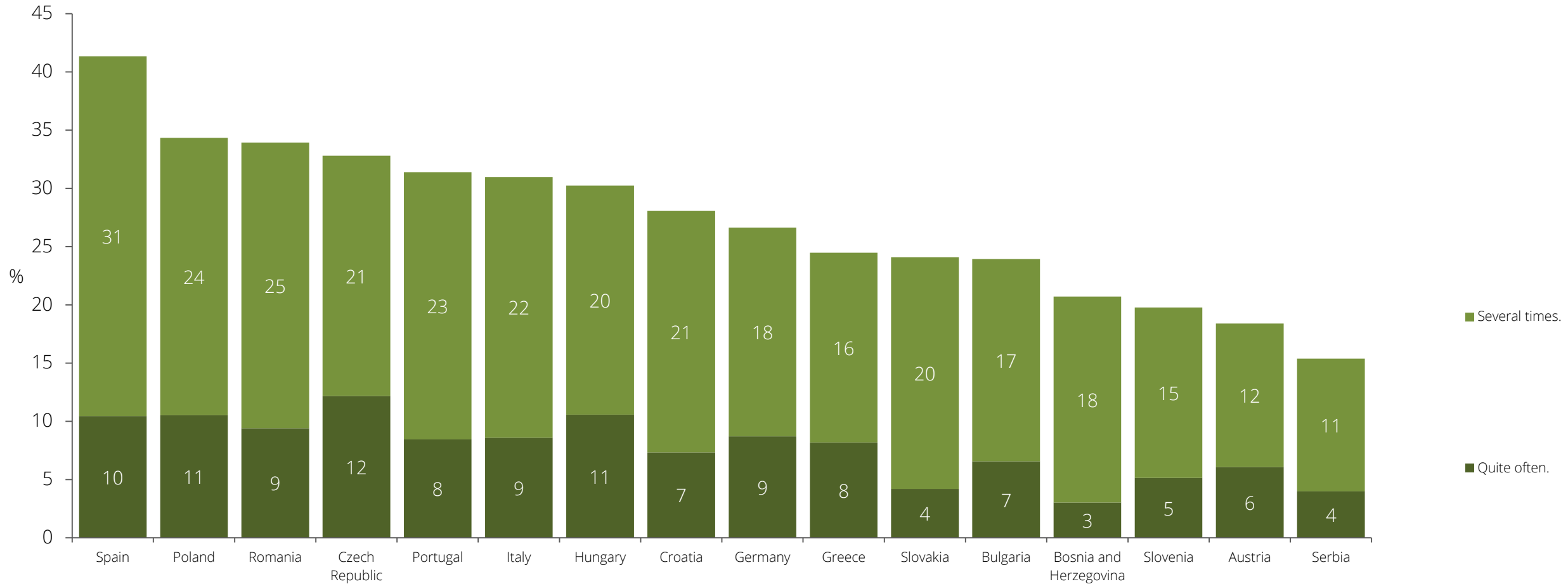


Basis: all survey participants (n=9.037) // Note: one answer possible. // *For the survey in France, the question was posed having a different focus; thus the results are not included here.

USAGE OF ONLINE SUPERMARKETS

Question: Have you ever shopped from an online supermarket?

TOTAL



Basis: all survey participants (n=9.037) // Note: one answer possible. // *For the survey in France, the question was posed having a different focus; thus the results are not included here.

FOCUS ITALIA

a.klucken@focusmr.com

+39 02 83530717

