



ONLINE FOOD REPORT

NOW YOU'RE COOKING

Next to LOLCats and listicles, food is one of social media's hottest topics. At the end of 2012 there were 11 million food-related photos on Instagram. Today there are

153 MILLION.

To get an idea of just how huge that number is, imagine that each person throughout France, Germany and Sweden all took a picture of their lunch and posted it to Instagram. Can you even imagine that much baguette, bratwurst, and meatballs?

To understand this trend, we've examined the way people consume, visualize, talk about and share food inspiration. Be it through artsy Instagram pictures, insightful Tweets, YouTube videos or Tumblr shares, we wanted to know what gets people's mouths watering.

SINCE 2010

+408%

increase in food conversation volume online

+45%

growth in European online food conversation

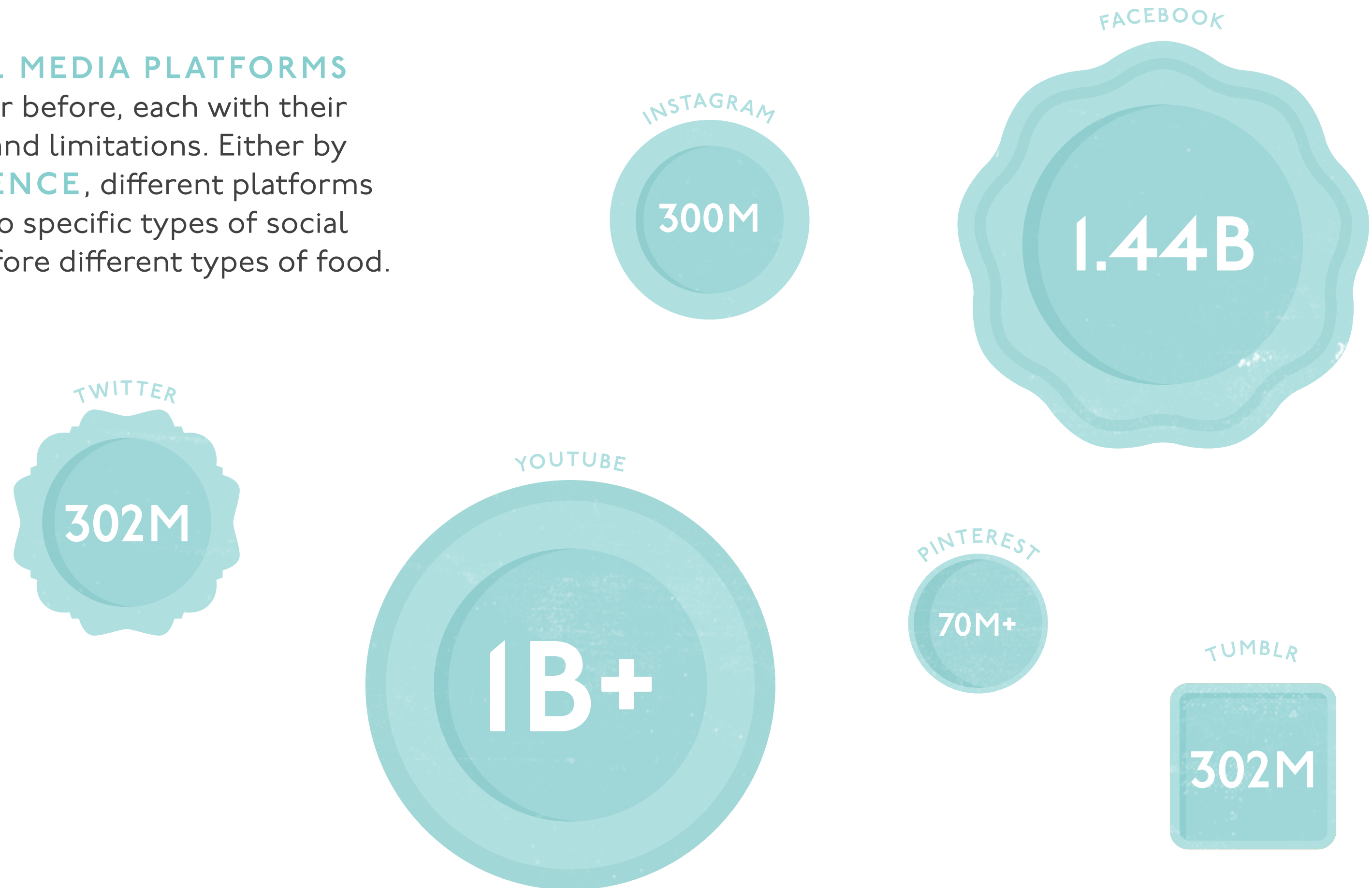
+26%

more men have joined in online conversation regarding food

ONLINE FOOD CONVERSATION

Whenever we refer to "Food Conversation" in this report, we mean any post on any platform containing ANY of the following English keywords: breakfast, cuisines, delicious, dessert, desserts, dinner, food, food blog, food blogging, food of the day, foodoftheday, food photo, food photography, food porn, foodporn, foodgasm, foodie, foodies, lunch, nomnomnom, recipe, recipes, recipe ingredients, recipe trend, recipe trends, yummy.

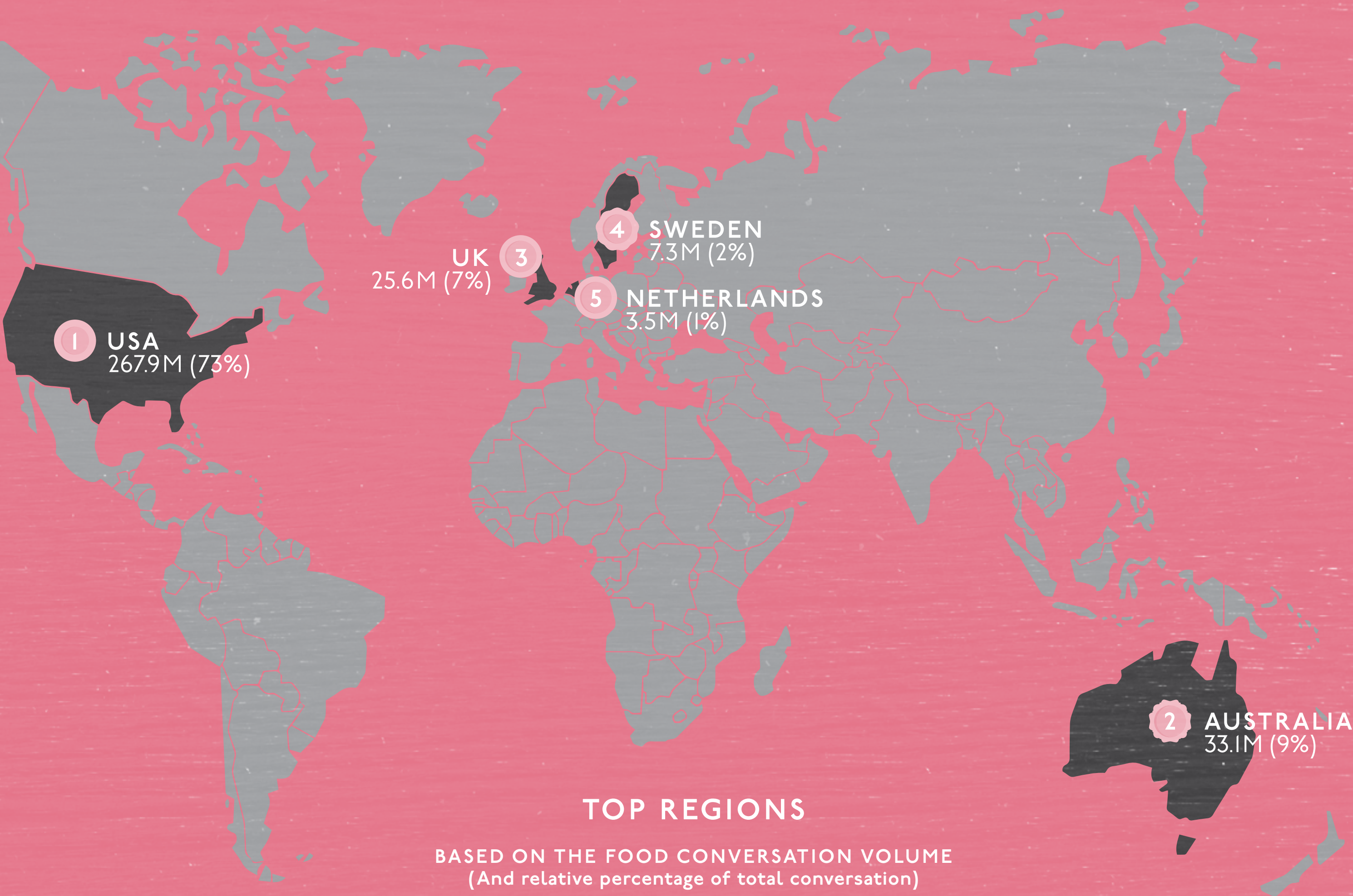
There are more **SOCIAL MEDIA PLATFORMS** out there today than ever before, each with their own unique advantages and limitations. Either by **DESIGN** or **COINCIDENCE**, different platforms have become relegated to specific types of social media sharing and therefore different types of food.



● ACTIVE USERS

THE ONLINE WORLD FOOD MAP

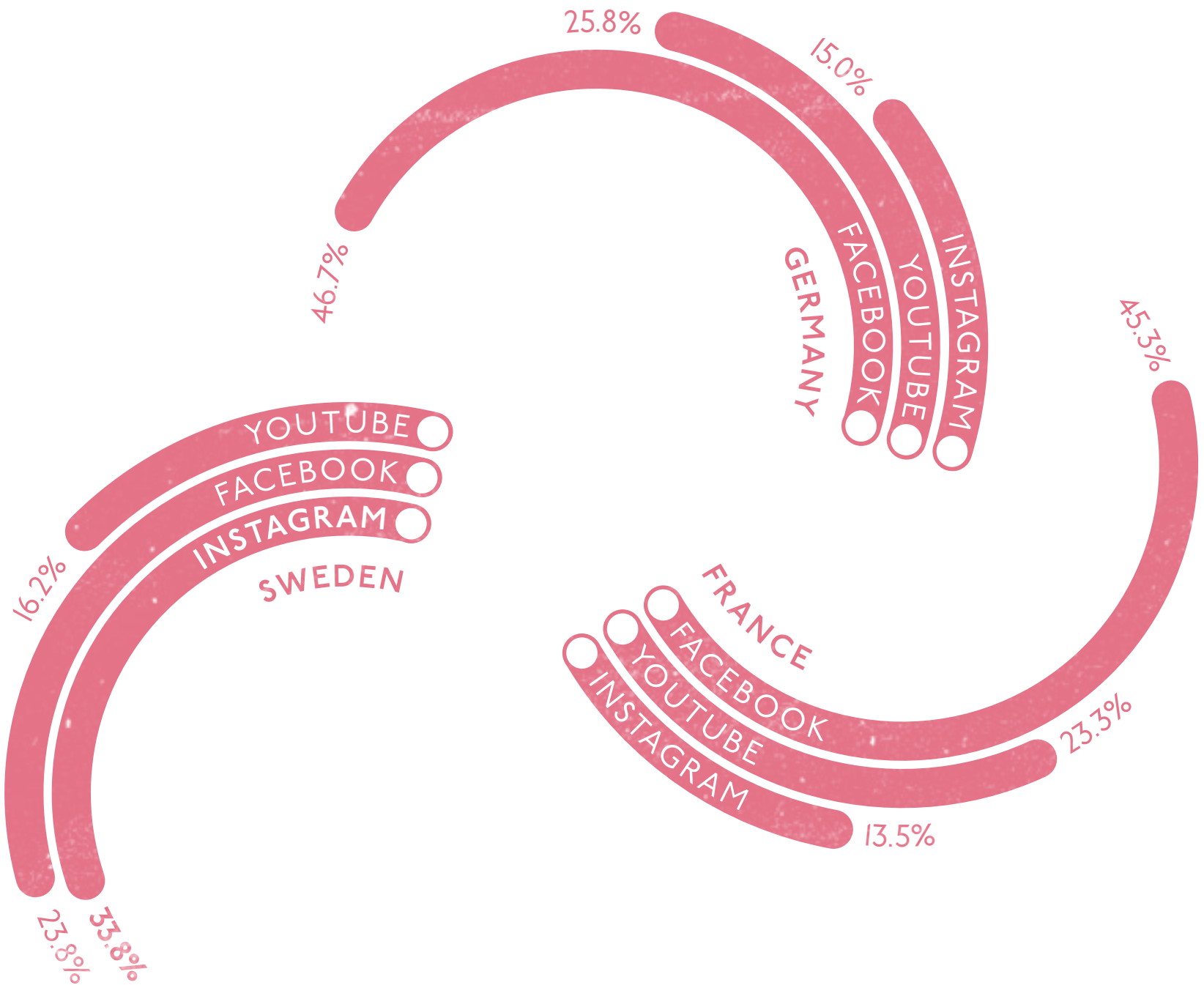
ONLINE FOOD
doesn't only differ
in CHANNELS,
but also in terms
of COUNTRIES.



TOP REGIONS

BASED ON THE FOOD CONVERSATION VOLUME
(And relative percentage of total conversation)

FACEBOOK is the weapon of choice for when it comes to following food on social media in both **GERMANY** and **FRANCE**. In **SWEDEN**, **INSTAGRAM** has surged to the lead in the span of just a few years.



61% of **GERMANS** claim to **FOLLOW** a food-related account, compared to 57% of Swedes and 44% of Frenchmen.



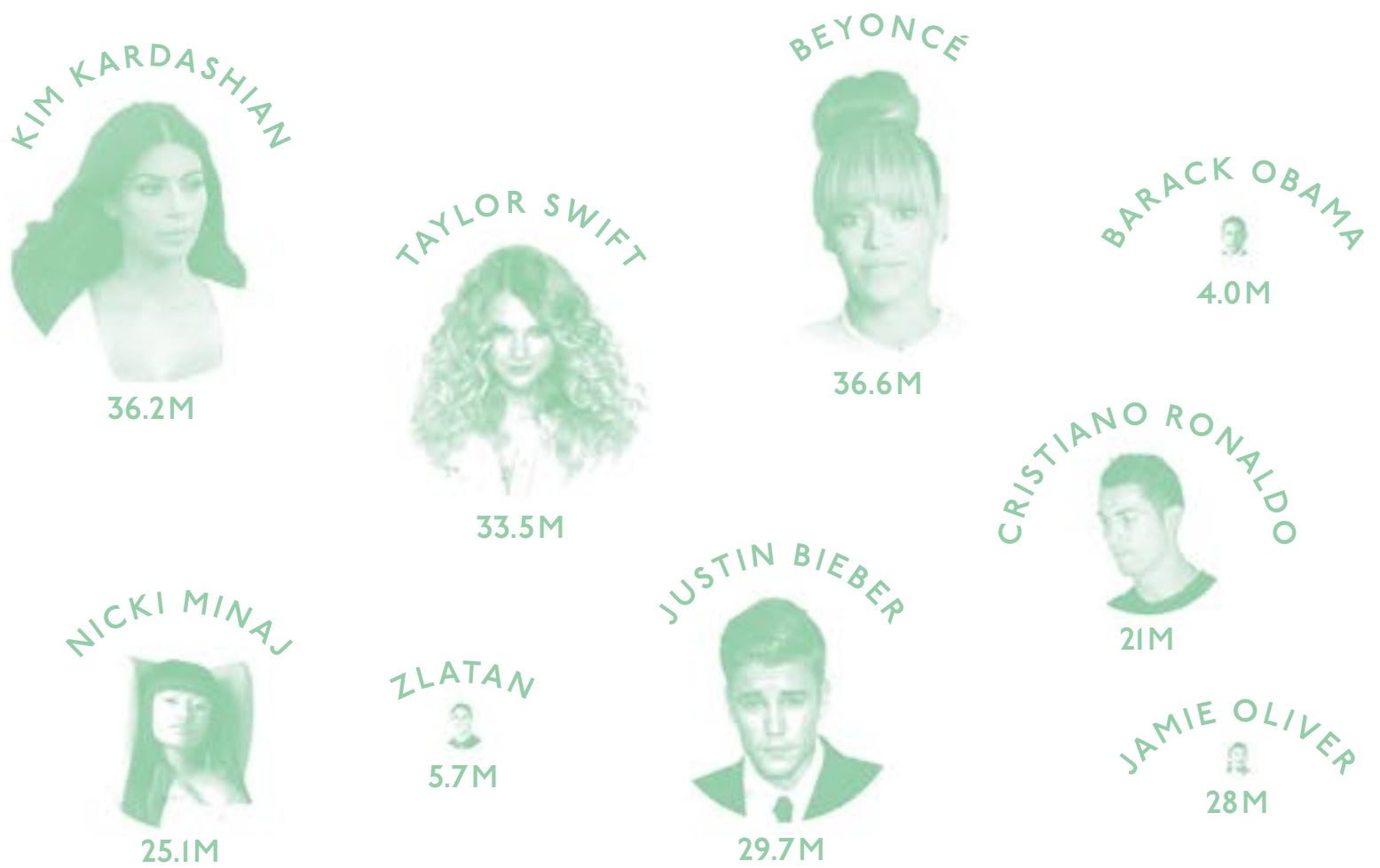
FRENCH people are more likely to watch food-related content on the **TOILET** than Germans or Swedes (3.5% vs 2.9%).



Instagram is **TWICE AS POPULAR** in major **CITIES** (30% follow) compared to the countryside (15.2% follow).

STALKERS

Interestingly, it's more common to follow someone we don't know – a “**FOOD CELEBRITY**” – than follow a friend who posts food images or recipes. Famed food celebrity **JAMIE OLIVER**, for example, has **2.8 MILLION** followers on Instagram, making him the most influential food Instagrammer in the world. But that's still nothing compared to his fellow Instagram friends:



Following is not only an interest thing, it's an age thing. **YOUNG MILLENNIALS** (18-26) are far more likely to follow a “food-related account” than people over **35**:





BLOGGER INTERVIEW
DAGMAR'S KITCHEN
SONJA DAHLGREN



What kind of food-related content do you usually post in your social media channels? I post mostly health minded seasonal food in all of my channels - very similar (or same) content as on the blog.

Do you follow any food-related accounts in the social media channels do you use? I follow a lot of food related accounts and all of them simply for inspiration - to see what other bloggers/foodies in the world are doing and to stay up-to-date. Among my favorites are Cannelle Vanille (blog and IG), Green Kitchen Stories (blog and IG), Food Stories (IG), Renee Kemps (IG) and Sunday Suppers (blog and IG). But note that these are only a few - I follow over 500 accounts on IG alone and try to read a few blogs in between too ;-)

What kind of food-related content do you prefer to see in your feed? Inspirational stills, definitely. Fresh food, beautiful light and "real moments" rather than highly styled images (although I am drawn to those types of images too).

Tell us about your most memorable food post! One of the posts I enjoyed doing the most is this one. It is always so fun working with colourful, seasonal produce and a beautiful dish that doesn't need much propping to look good and interesting. That is also one of my most frequently pinned (on Pinterest) posts I think.

Which of your food posts is the most liked/commented/shared? Definitely this one. And that is simply because it's about chocolate. People (including myself) just love posts with chocolate (and redberries!) and they always get a lot of attention on blogs, IG and Pinterest.

What do you think is the future of food sharing on social media? I think now that we have gotten used to Instagram and fast sharing we won't have the patience to actually read blog posts that much in the future. And to make sure anyone reads our blog posts (if we choose to continue blogging) we have to be even better at getting to the point, keeping it simple and (last but not the least) posting great pictures. In a time when there is so much easily accessible information, beautiful photography and great recipes everywhere, nobody has the time to read a dull blog post (did we ever?) ;-)

If you had to choose between the following, what would you go for?

BREAKFAST vs. Dinner

Photo from restaurant vs. **PHOTO AT HOME**

Stylized photo vs. **"REAL-LIFE" PHOTO**

INSPIRATION vs. Instructions

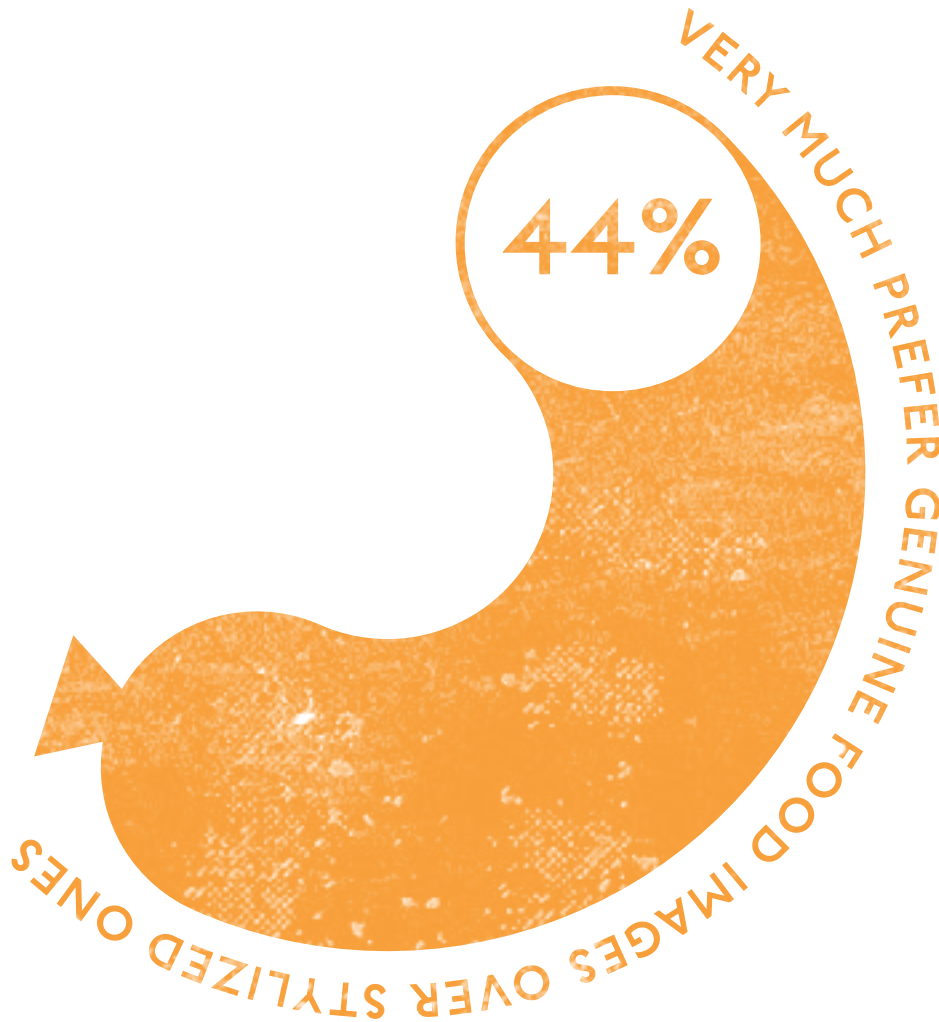
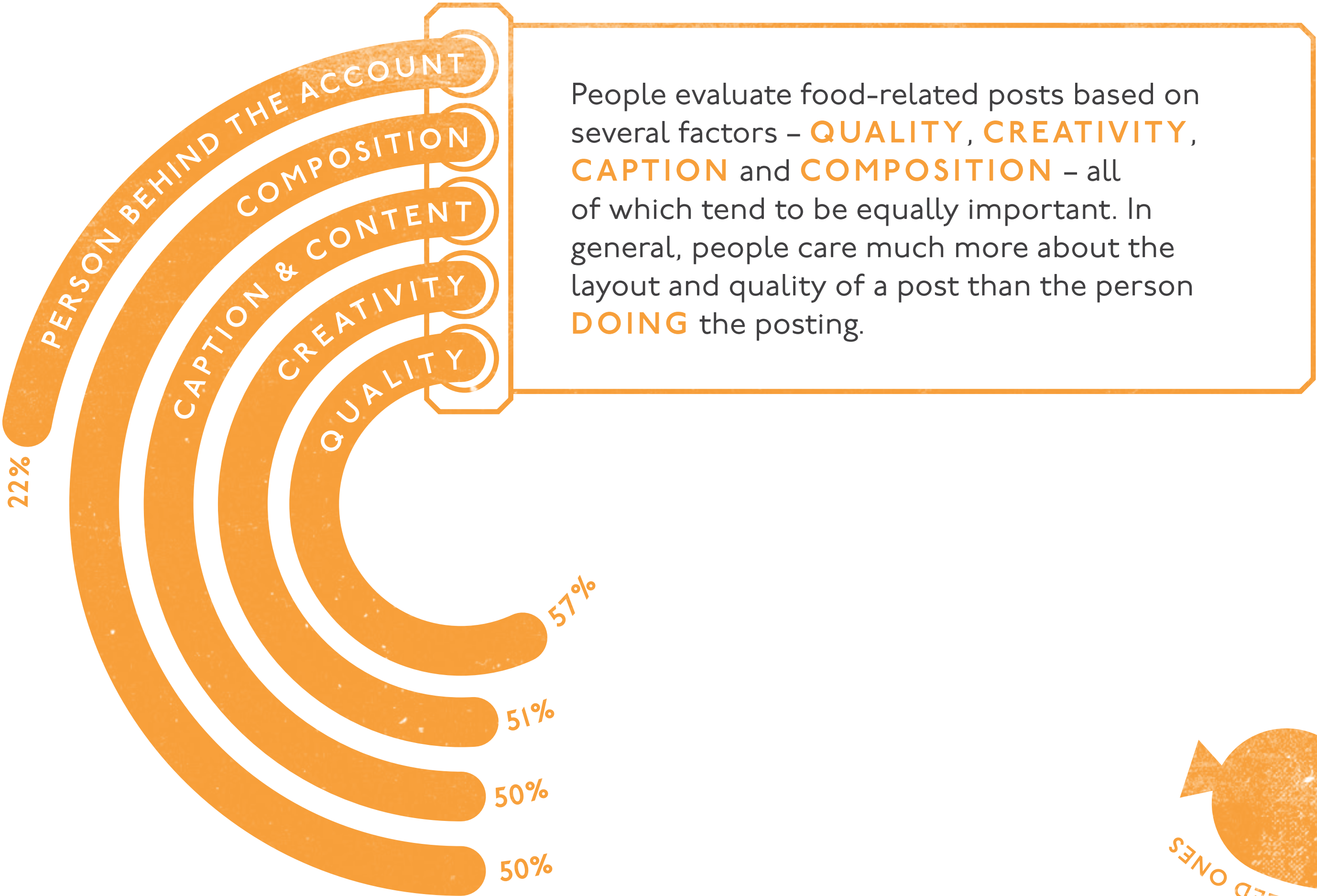
Plan a meal vs. **IMPROVISE A MEAL**

Links:

[Blog](#), [Instagram](#), [Pinterest](#) & [Facebook](#).



THE TASTE OF ONLINE FOOD

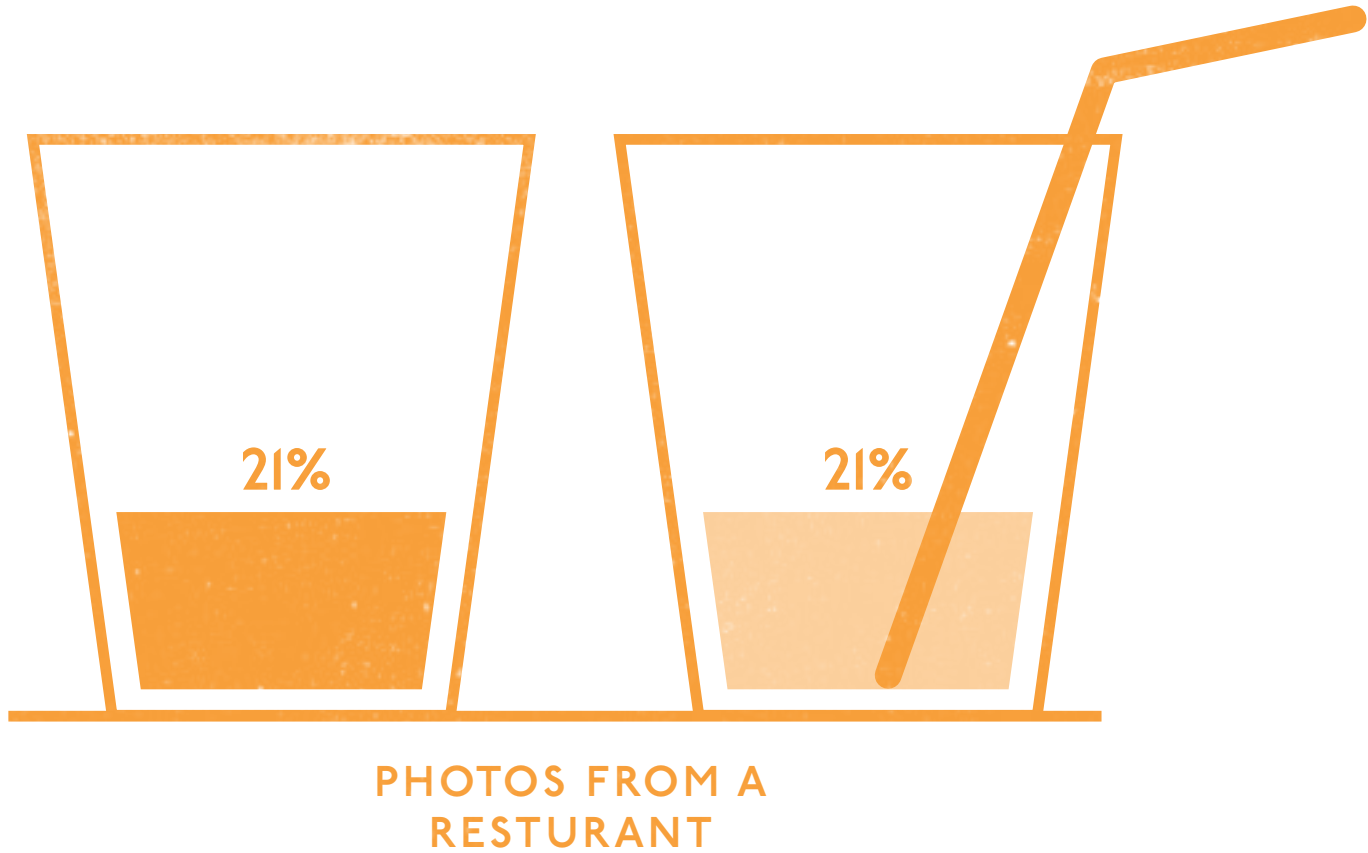


Since social media is a give and take, we also thought it would be interesting to compare what what people **WANT TO SEE** and what they **ACTUALLY SHARE** themselves. The discrepancy is at its peak when it comes to recipes, but most in sync when it comes to photos from restaurants.

23% HATE IT VERY MUCH WHEN PEOPLE TAKE PHOTOS IN RESTAURANTS



- Things that people want to **SEE** the most
- Things that people want to **SHARE** the most

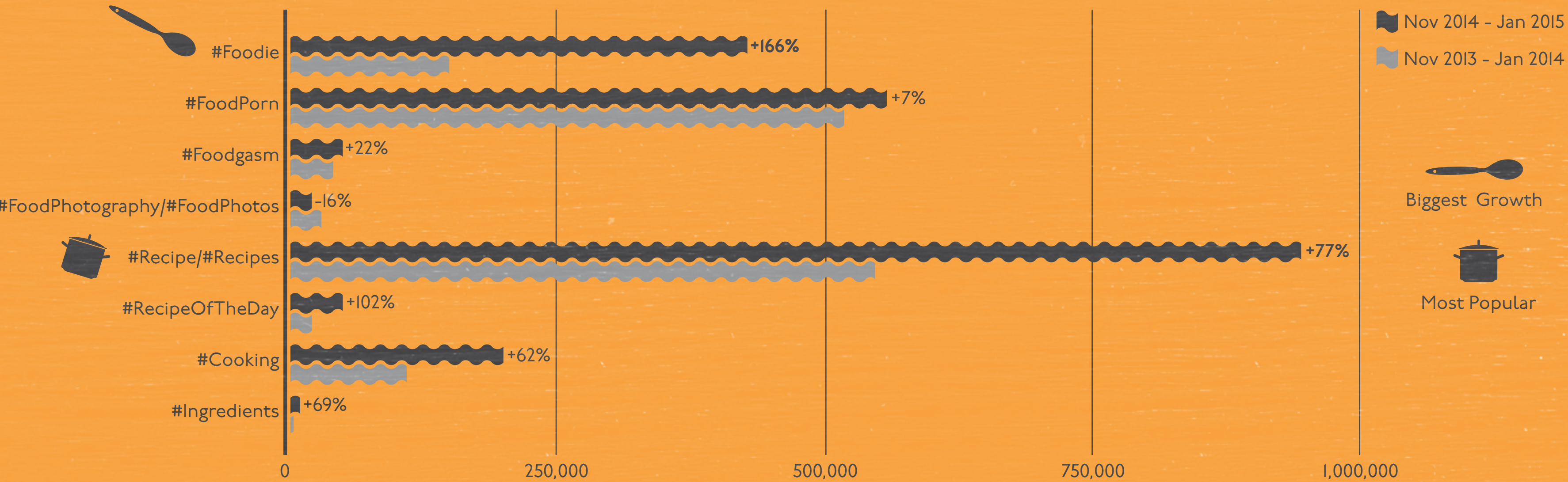


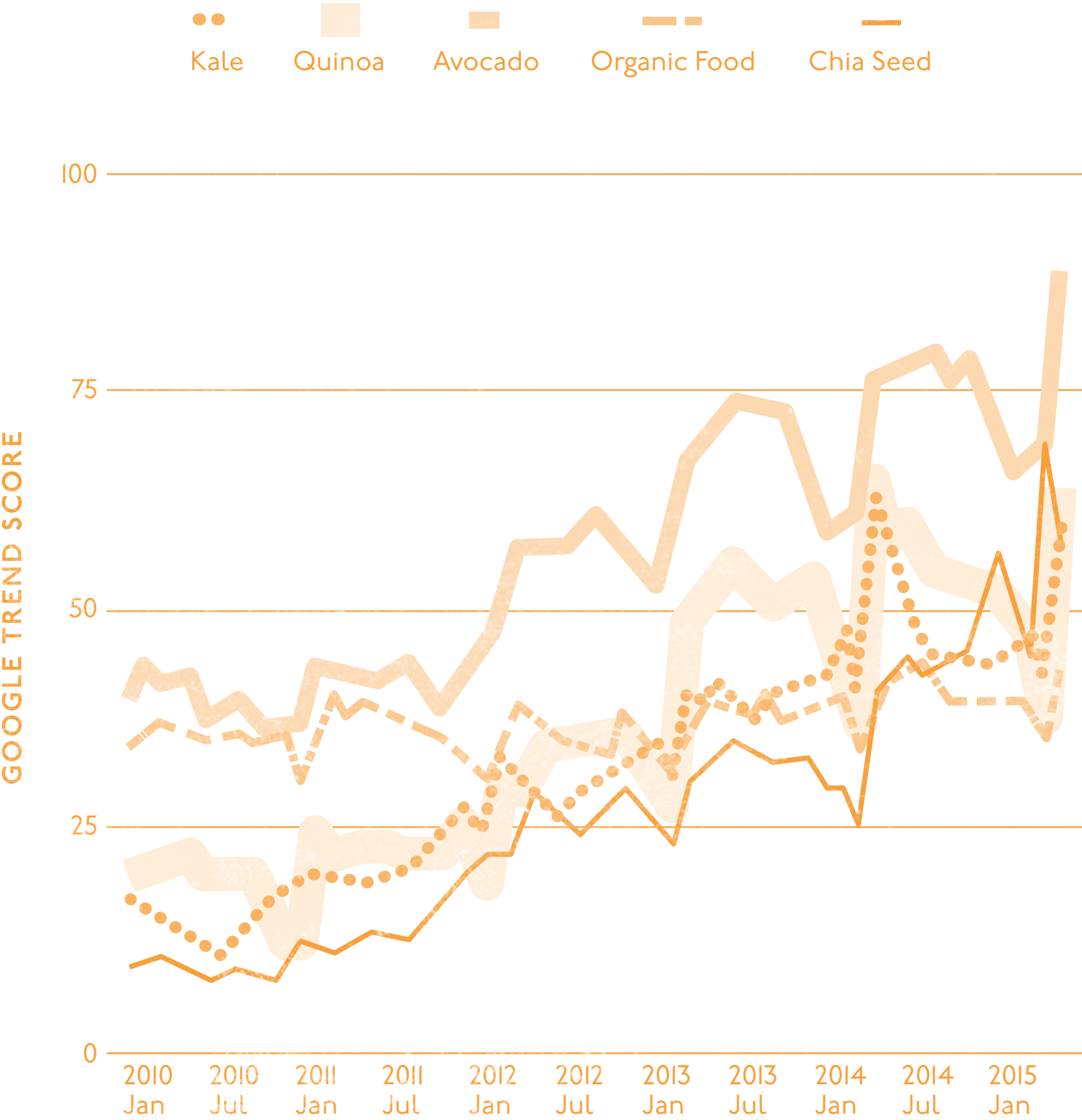
TRENDING HASHTAGS ON TWITTER

All hashtags saw an increase in usage compared to last year, except for #FoodPhotography

(% in parentheses represent change from previous period)

Age	25-34	35-4	45-54
Hastags	#Foodie	#Recipe	#FoodPhotography
	#FoodPorn	#Recipes	#FoodPhotos
	#Foodgasm	#RecipeOfTheDay	#Foodgasm
		#Cooking	
		#Ingredients	



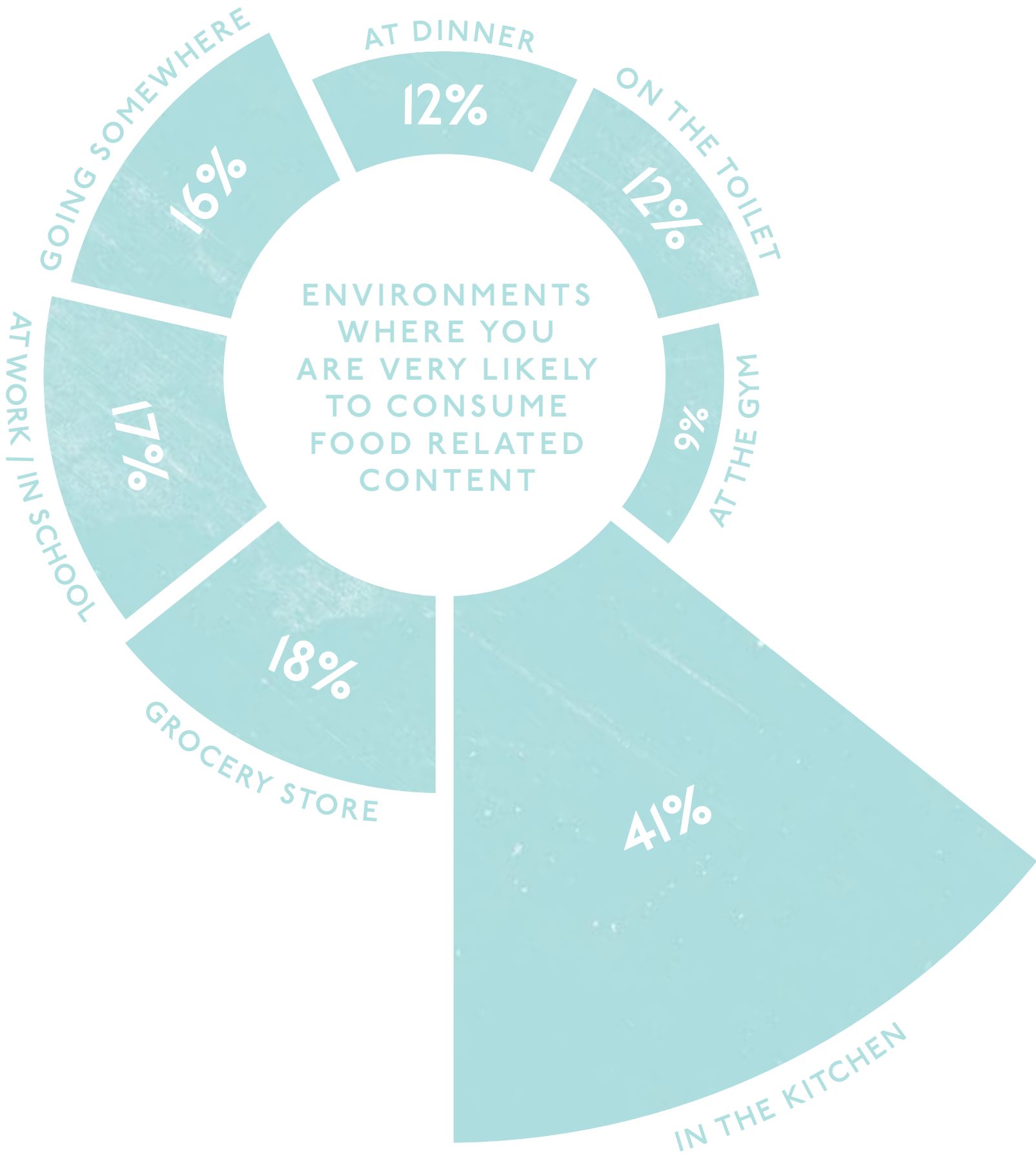


The data reveals that once a food trend gets picked up, its **POPULARITY** steadily **INCREASES** for about six months. Afterwards, it tends to **STEADILY FALL** for another four or five months, usually during the fall and winter when trendy, healthier food is less in demand. It's hard to care about your beach body if it's just going to be covered up by your winter coat!

We also found that **DIFFERENT COUNTRIES** have **DIFFERENT HOT TRENDS**. In France, quinoa is the big hit. In Sweden and Germany, people can't get enough avocados, and chia seed is quickly becoming the new hot ingredient.

FOOD SET FREE

Thanks to **SMARTPHONES** and **WIRELESS INTERNET**, we're no longer bound to our desktop computer if we want to enjoy online media (that is, if we even still have a desktop computer). Today, we can look for meal inspiration on the go, find a desperately needed recipe to remedy an unfolding disaster in the kitchen, or contemplate our next meal on the toilet.



What kind of food-related content do you usually post in your social media channels? For us, Facebook is like our news channel or newsletter. We share new recipes blog posts or any other news with our readers via this platform. Instagram is our food diary where we post a lot of photos of our daily cuisine without recipes. Just a photo to inspire our followers.

Do you follow any food-related accounts in the social media channels do you use? Of course we do! We follow a lot of other food bloggers around the world. It's a good way for us to stay up to date with their latest posts, get some new inspiration and see how other people deal with special issues.

What kind of food-related content do you prefer to see in your feed? As photographers, aesthetic food photos are the most exciting for us. We do not cook according to recipes. That's why we just get inspired by looking at other food photos and then thinking about and creating our own recipe.

When looking in your social media feeds, have you spotted any specific trends when it comes to food related content? It seems people are thinking more and more about their daily food habits. Good and healthy products from organic farming. Special diets like paleo, vegan, gluten-free or dairy-free meals. But we hope this is not only a trend that will soon come to an end.





Tell us about your most memorable food post! Last year we did our first private dinner at an amazing loft in Berlin. The plan was to get in touch with 25 of our followers in real life and cook for them. It was such a great experience. Later, we shared the recipes from the 4 courses we cooked at the dinner together with some mood photos of the event in a blog post. It was an absolutely unforgettable event for us. You can read more about it on the [blog](#).

Which of your food posts is the most liked/commented/shared? One of our most liked and shared posts was our [vegan Mumbai burger](#). An absolutely delicious burger with the full spices of India. It is a real burst of flavor and people around the world cooked it by following our recipe. Why they did it? Everyone loves burgers!!

What do you think is the future of food sharing on social media? Don't really know. Maybe video will become more popular.

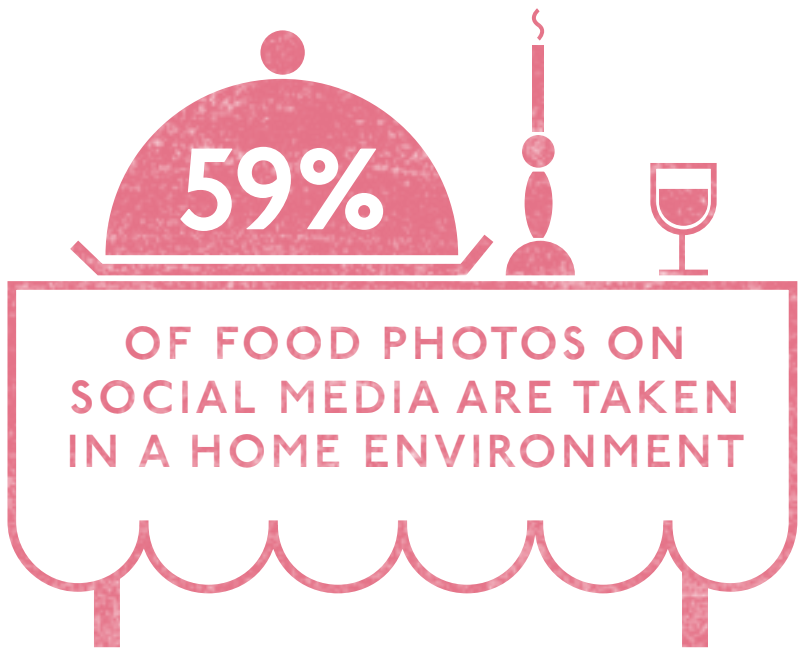
If you had to choose between the following, what would you go for?

- BREAKFAST** vs. **DINNER**
- Photo from restaurant vs. **PHOTO AT HOME**
- STYLIZED PHOTO** vs. "Real-life" photo
- INSPIRATION** vs. Instructions
- Plan a meal vs. **IMPROVISE A MEAL**

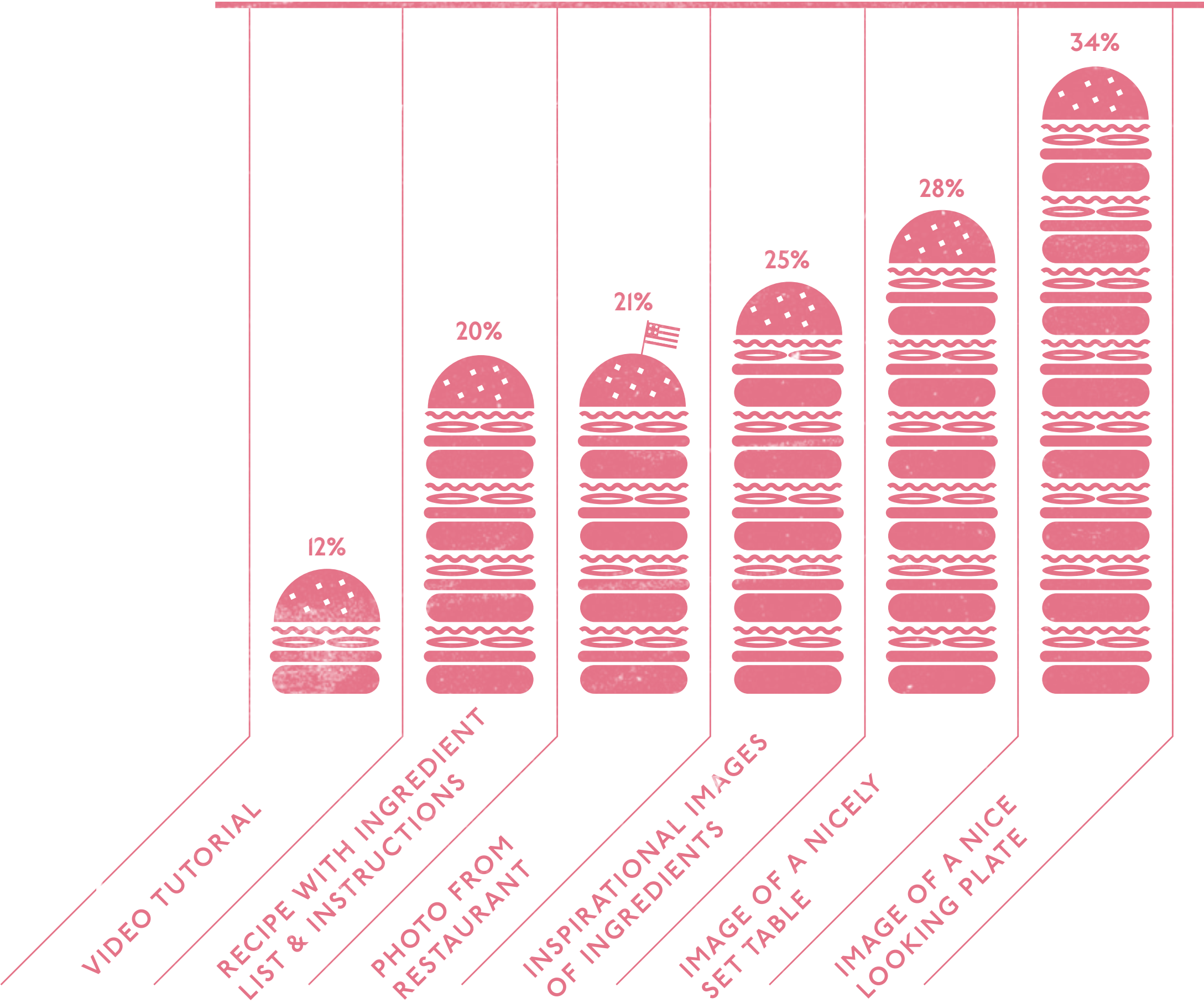
Links:
[Blog](#), [Instagram](#), [Pinterest](#) & [Facebook](#)

COOK IT YOURSELF

50% of the people we asked fully agree that they view themselves as **VERY CREATIVE**. And their creativity is showing. Indeed, online food content isn't just the domain of food celebrities. Most of it actually comes from us - **THE REGULAR FOOD LOVERS**.

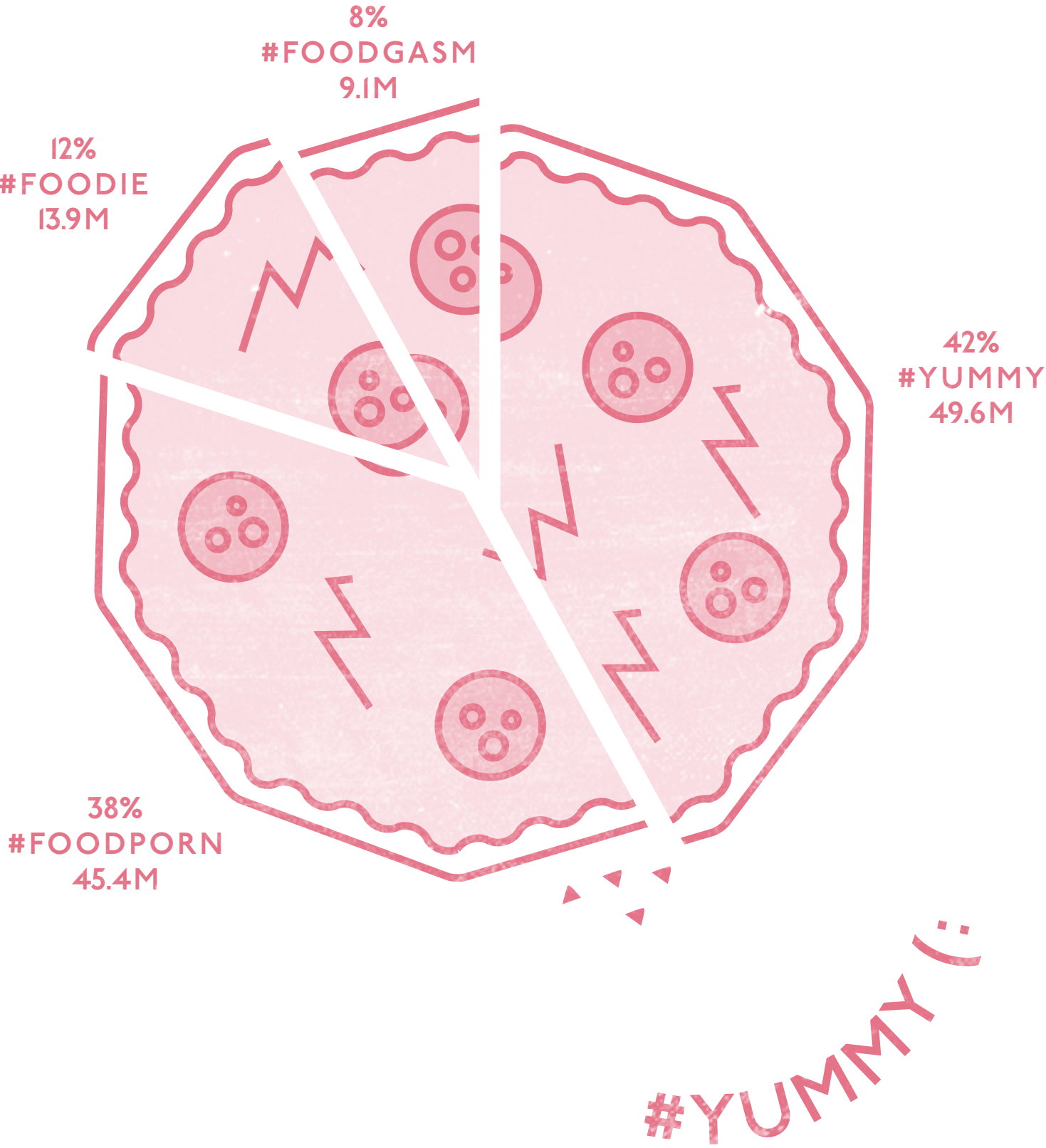


CONTENT THAT PEOPLE ARE VERY LIKELY TO POST



During the last **3** months there has been a **32%** increase in the number of posts on Instagram where a restaurant is geotagged. **13%** always hashtag and/or geotag their photos, **48%** do it occasionally and **39%** never do it.

TOTAL POSTS USING HASHTAGS



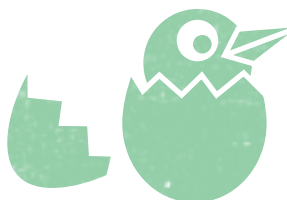

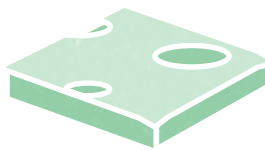

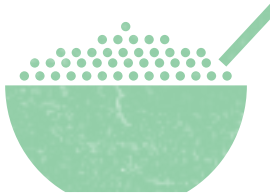

BREAKFAST OF CHAMPIONS

Just like most people consume content in the home, we found that most of the photos we share online (59%) were likewise taken in the home. But not just anywhere in the home. During the past three months there has been a 34% increase in posts of meals on the bed. Nothing says “DECADENCE” like BREAKFAST IN BED!



Speaking of **BREAKFAST**, we found that the popularity of breakfast, lunch and dinner has changed over time. In 2010 the most popular meal on Instagram was dinner. So far in 2015, **BREAKFAST** has been the big hit. Maybe that's because most people (57%) fully agree that breakfast is **THE MOST IMPORTANT MEAL OF THE DAY!**

OUR FAVORITE MEALS	
2010	2015
1. DINNER	1. BREAKFAST
2. BREAKFAST	2. DINNER
3. LUNCH	3. LUNCH

FAVORITE BREAKFAST MEALS			
2010			
	EGGS	PANCAKES	SANDWICHES
2015			
	EGGTOAST	OAT BOWLS	SMOOTHIES

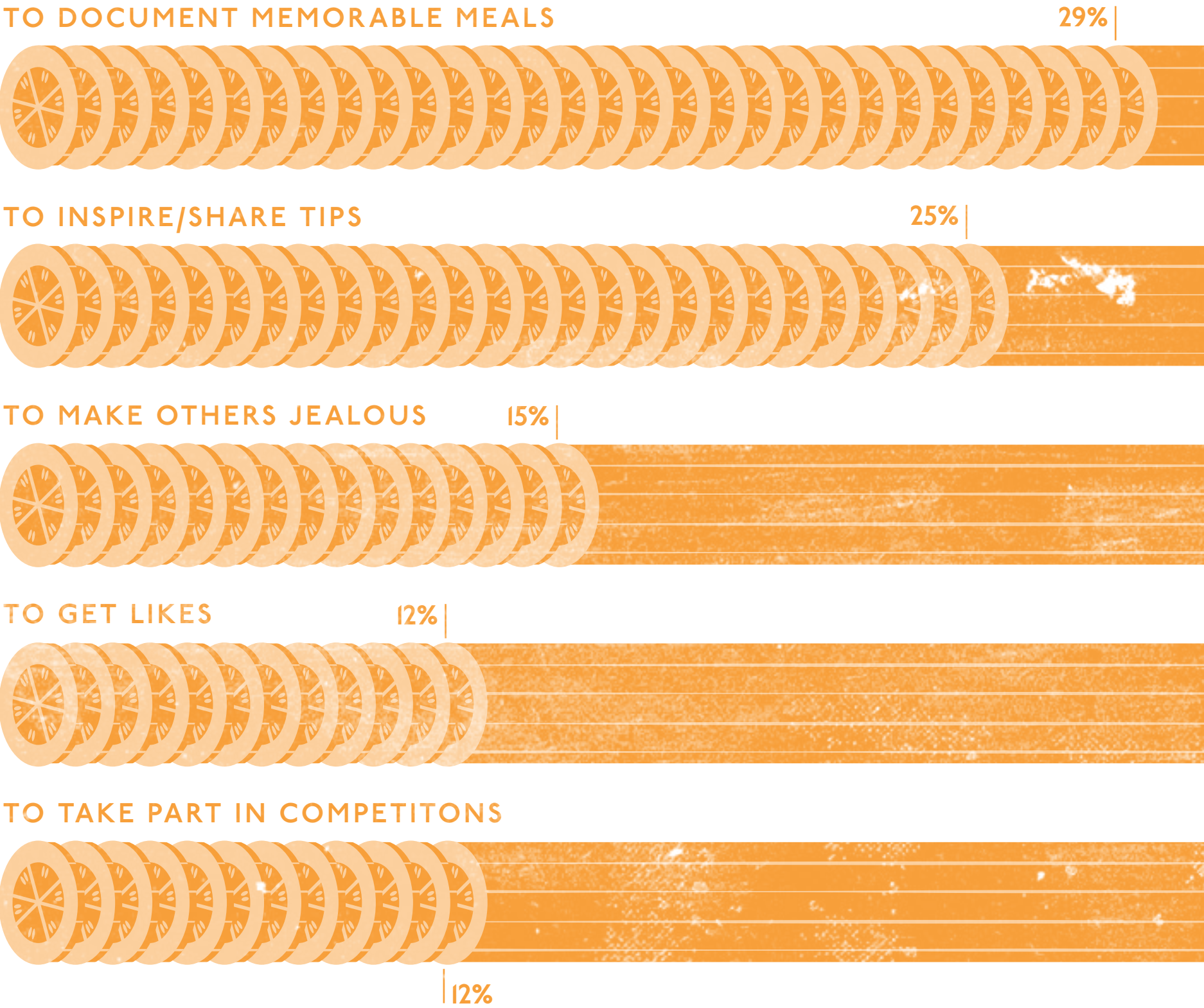
Our **BREAKFAST MEALS** (at least the ones we post online) have also become **HEALTHIER** over time. Whereas 2010 was all about decadent pancakes and savory sandwiches, 2015 is dominated by **BOWLS OF OATS** and **SUPERFOOD SMOOTHIES**. So are we eating healthier? Or do we just want people to think we are?

REMEMBER WHAT
YOU ATE
LAST SUMMER

What exactly are we trying to accomplish when we **SHARE FOOD CONTENT** online? In general, people claim that they share food content on social media in order to document their positive culinary experiences, while also sharing tips and great finds with others. Garnering **ATTENTION**, earning **LIKES** and making friends **JEALOUS** are secondary **MOTIVATIONS** – at least, that’s what they said. But that’s not to say it doesn’t happen. We found that **FRENCH** people are the most likely to want to **IMPRESS** people with their food posts. **GERMANS**, on the other hand, are the most likely to feel green with **ENVY** at other people’s great food experiences.



WHY ARE PEOPLE MOST LIKELY POSTING FOOD CONTENT?





J'VEUX ÊTRE BONNE



On which social media platforms do you share food-related content (apart from your blog)? I use Instagram mainly, and to be honest I tend to be much less active on other social networks these days.

What kind of food-related content do you usually post in your social media channels? It's quite different indeed. The pictures I post on social media are on the spot mostly, and I spend less time thinking about my shot and the composition. But I still try to create something that is visually interesting by playing with colors or shapes. And I can also post anything that I find pretty when I'm on the go. I tend to post pictures of raw products like fruits and vegetables from my garden. It can also be behind-the-scene pics of a project I'm working on. More generally, my posts on social media are not just about cooking, I do a lot of landscape and outdoor scenes as well.

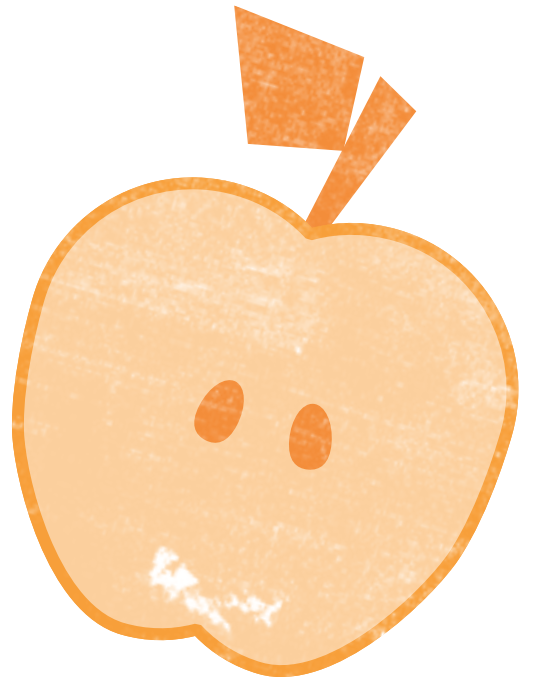
Do you follow any food-related accounts in the social media channels do you use? I follow quite a few food-related accounts but also a lot outside the food space (photographers, but also anyone who does creative work). I follow them because I like their visual style and I find them inspiring. I also have a few favorite chefs and restaurants that I follow to find recipe inspiration.

What kind of food-related content do you prefer to see in your feed? It all depends on the media. On Instagram I love to follow inspirational stills or accounts that are very creative and just fuel my imagination. On YouTube, I tend to search for more specific stuff or tutorial videos to watch when I have more free time.

When looking in your social media feeds, have you spotted any specific trends when it comes to food-related content? By following loads of food-related accounts, I can definitely see the trends, although I'm a bit more focussed on the style of a photography rather than the dish itself. For example, some time ago I would see only dark and shadowy pictures, then it was all about marble backgrounds.

There was also that time when everyone would post pancakes or Sunday brunch picture, and well, they still do. I have seen a lot of accounts related to sports and raw food lately and what about this wave of images showcasing eucalyptus leaves?!

Tell us about your most memorable food post? I think the most memorable is when I shared my first stop motion animation. It really set my blog onto a new path and it made me get noticed for doing something slightly different with cooking. The fact that my viewers liked them and that other media were starting to talk about them made me want to make more. —>





And that works for my Instagram account too: since I started sharing these stop motion videos, it attracted a lot of new subscribers.

Which of your food posts is the most liked/commented/shared?

I think the most successful posts on my blog were the most surprising ones, that is with unusual ingredients or when I was experimenting with healthier versions of well-known dessert recipes: for instance replacing butter with avocado to make my avocado and poppy seed cake. Regarding Instagram, videos are the most popular, but it's a bit different. They tend to get fewer likes but more comments.

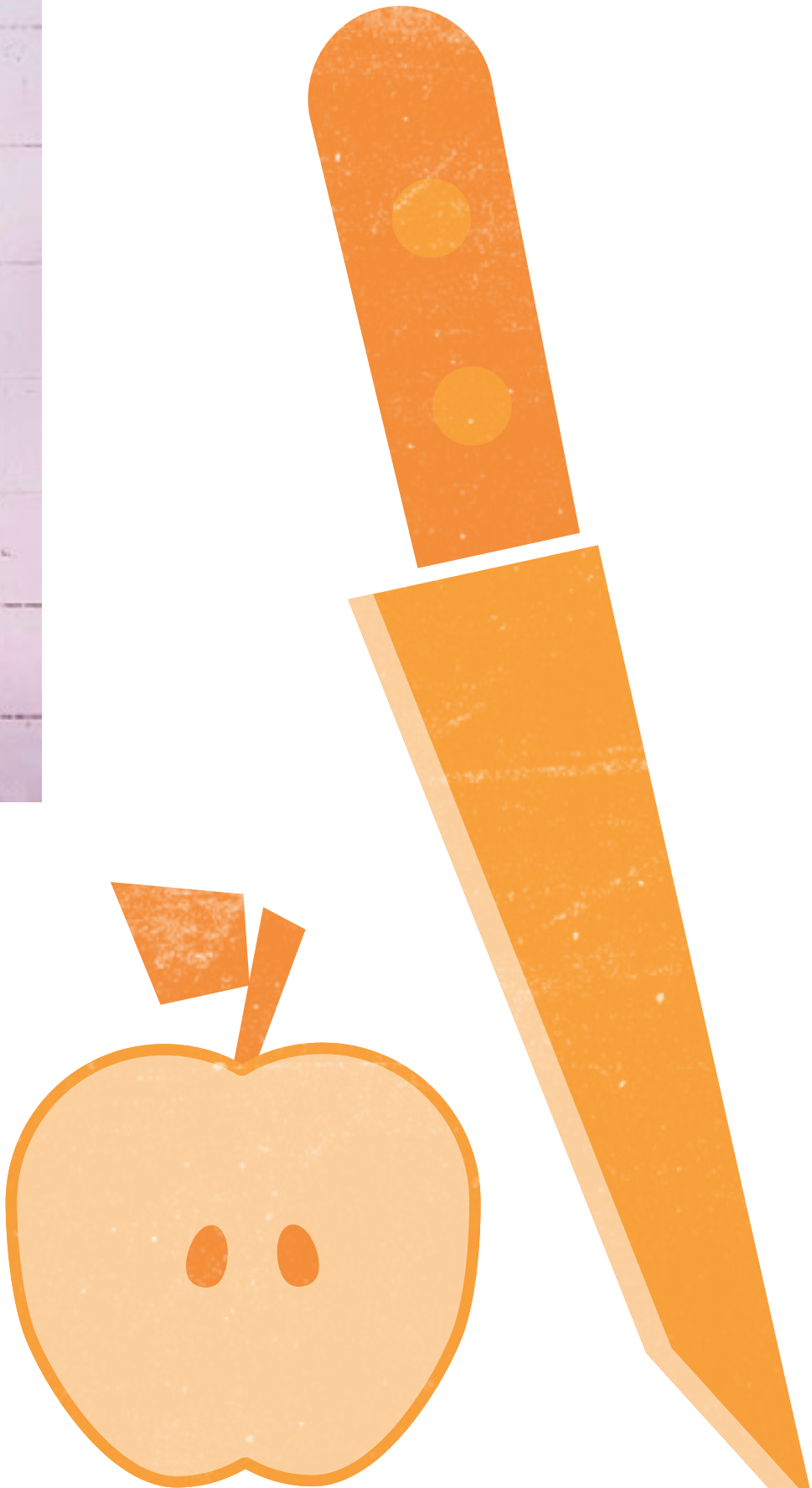
What do you think is the future of food sharing on social media?

I think a new social media platform will come along after Instagram. I don't believe people will share on the same platforms forever. There will probably be a next big thing, something that offers a different experience than what we know now.

If you had to choose between the following, what would you go for?

- BREAKFAST** vs. **DINNER**
- Photo from restaurant** vs. **PHOTO AT HOME**
- STYLIZED PHOTO** vs. **"REAL-LIFE" PHOTO**
- INSPIRATION** vs. **Instructions**
- Plan a meal** vs. **IMPROVISE A MEAL**

Links:
[Blog](#), [Youtube](#), [Pinterest](#) & [Facebook](#)



A collection of kitchen knives and a grater are arranged on a blue and white striped cloth. The knives include a large chef's knife, a smaller utility knife, and a paring knife. A grater is also visible. The text "SCOPE, METHOD & DATA COLLECTION PERIOD" is overlaid in white, bold, sans-serif font.

SCOPE, METHOD & DATA COLLECTION PERIOD

The data in this report is based on a consumer survey conducted in April 2015 in three European countries (Sweden, Germany and France), as well as on an online study conducted by Whispr Group in January 2015.

THE CONSUMER SURVEY

The data was collected through a survey distributed to online panels between ages 15 and 20 in three European countries (Sweden, Germany and France). The median time required to complete the survey was 6 minutes in Sweden and 7 minutes in Germany and France.

A total of 1,535 responses were collected from people between ages 18 and 40. All respondents are active on at least one social media platform (e.g., Facebook, Instagram, YouTube, Tumblr) and rated their interest in food to be 5 or greater on a scale from 1 to 10. The results from this survey are valid for this specific demographic, and should not be assumed to represent the general population.

The data was screened to detect and eliminate outliers. For distribution, see table:

AGE	OCCUPATION:
18-26: 39.0%	Full-time employee: 45.7%
27-35: 40.2%	Student: 26.8%
35-40: 20.7%	Unemployed: 11.7%
	Part-time employee: 9.4%
NATIONALITY	Self-employed: 3.8%
Swedes: 33.7%	Prefer not to answer: 2.5%
Germans: 33.4%	
French: 32.9%	MARITAL STATUS
	Married: 20.1%
CITY SIZE*	Cohabit: 28.9%
Major: 23.8%	Single household: 28.6%
Other: 41.8%	Live with parents: 20.3%
Countryside: 34.4%	Other: 2.1%
GENDER	
Women: 50.2%	
Men: 49.6%	
Prefer not to answer: 0.2%	
* Major: Stockholm, Göteborg, Malmö (Sweden); Berlin, Hamburg, Munich (Germany); Paris, Marseille Lyon (France); Other: More than 50,000 inhabitants (except from cities above); Countryside: Less than 50,000 inhabitants	

The survey reveals interesting results when comparing specific demographic groups among respondents (e.g., nationalities, age, gender and food interest). However, it is important to bear in mind that some groups may tend to answer survey questions differently based on how they interpret the questions and grading scale.

Answers to scaled (1-10) questions were analyzed based on the following reasoning: respondent groups with answers of 8 and above have been interpreted as “very much interested/very much agree/very much appreciate” the content in question. Respondent groups with answers of 7 and above have been interpreted as “much interested/totally agree/much appreciate” the content in question.

Independent samples t-tests and one-way ANOVA were used in the statistical analysis and comparison of the different groups. All results are significant on a 95% significance level within this sample. However, bear in mind that data collection via online panels doesn’t produce a random sample of responses (i.e., participation in the study is limited by access to the internet, available time, etc.). A random sample is a necessary criterion for drawing statistically accurate conclusions regarding the statistical significance in comparisons between groups.

THE ONLINE STUDY

Monitoring and analysis of relevant data was conducted using a pre-determined set of parameters relating to the perception of online food imagery (cooking, recipes and food photography) and the trends within digital food culture.

In order to gain an understanding of how individuals discuss and/or share food imagery, a team of analysts used several social media monitoring tools on a number of social platforms (Facebook, YouTube, Pinterest, Instagram, Twitter) to measure the following:

- The top English hashtags used to discuss food posts
- The motivations behind posting and consuming food-related content
- The online influencers leading discussions on cooking, recipes and food photography
- The average engagement with food imagery posts
- The most prevalent topics or food types shared online

DATA HAS BEEN COLLECTED FROM THE FOLLOWING SOURCES:

BLOGS: Websites which regularly post news or commentary in reverse chronological order. All of the major blog hosting platforms are monitored, as well as self-hosted implementations.

FORUMS: Subsections of websites that are venues for discussion of specific topics. Both initial forum posts and resulting replies are included. All varieties of forum middleware are monitored.

SOCIAL NETWORKING SITES: Posts from specific, publicly accessible sections of social networking sites. Currently, this is limited to mentions in the discussion section of public group profiles on Facebook.

MICRO MEDIA: Websites or technologies that allow users to easily post frequent, short status updates and messages. The largest of these sites in western markets is Twitter, but other relevant platforms like FriendFeed are also monitored.

MAINSTREAM MEDIA: Articles from major news vendors' websites, plus associated public comments. Comment pages are often combative, but are important sources of sentiment.

VIDEO: Individual videos posted on video sharing websites. Associated tags, comments and other metadata are monitored (in addition to video title).



BON APPETIT