



#FoodOnTwitter

With the return of the Great British Bake Off to our screens, everyone is talking about food. People on Twitter love food, and there's a huge conversation taking place.

Twitter users and food shopping

Over
50%

take sole responsibility for the weekly grocery shop in their homes.

84%

say they shop at least once a week, either online or in-store.

45%

say they don't shop on any particular day.

#GBBO



Over
50%

of Twitter users watch the Great British Bake Off ⁽¹⁾



1 in 5

follow #GBBO on Twitter as well as watching it on TV

Twitter users love to cook



75%

of users say they cook meals from scratch several times a week.



45%

like to see inspiration for meals ideas on Twitter.



1 in 4

like to discover info on ingredients and food products on Twitter.

There's an opportunity for food brands



Over
33%

say they follow food brands on Twitter



Almost
50%

would like to see more offers from supermarkets and brands.



33%

say they only have a rough idea of what to buy before shopping for groceries