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Social Media Consumption among Grocery Customers in Sweden

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Spring 2021

About the Report

Sample

Data was collected from over 1000 participants through the Norstat consumer panel, which is representative of Sweden in terms of age, gender, and geography.

Survey Items

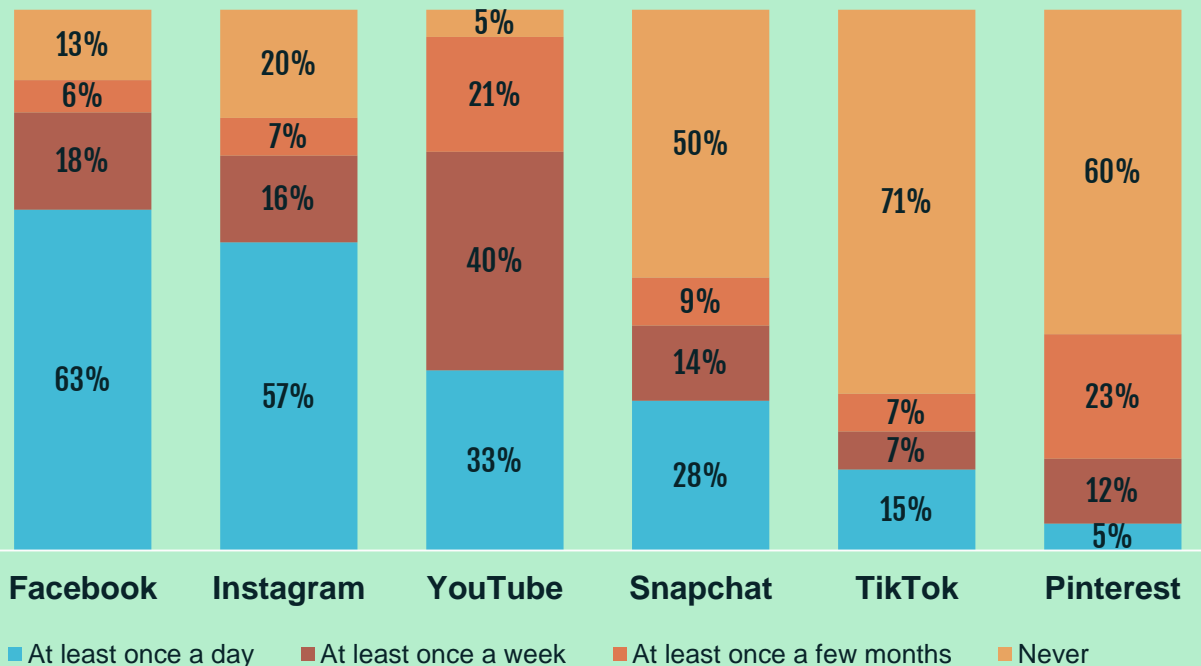
We asked the participants about their favourite grocery stores (ICA, Coop, Lidl, Willy's, City Gross, and Hemköp), as well as how often they use the major social media platforms (Facebook, Instagram, YouTube, Snapchat, Pinterest, and TikTok).

Authors

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Overall Social Media Consumption

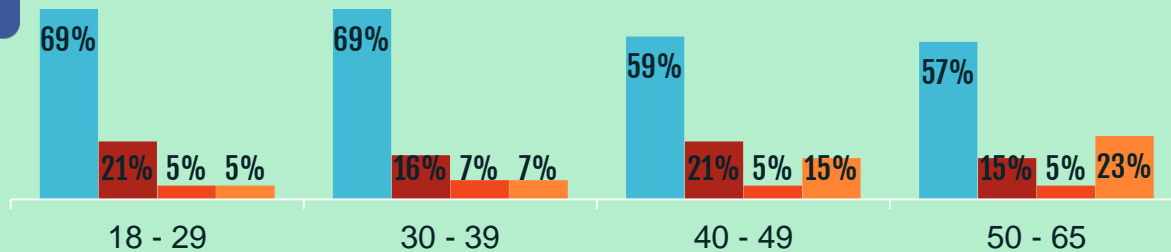


Overall, we see the dominance of Facebook and Instagram duo in Sweden, with about 60% of consumers using these two platforms daily.

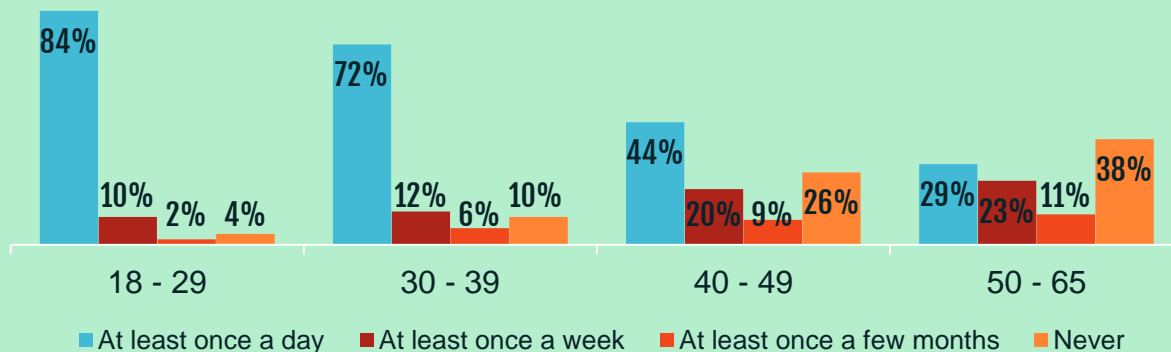
Snapchat, TikTok, and Pinterest are less popular; yet, as we will see in the following charts, age group substantially moderates consumption statistics for those platforms.



Social Media Consumption by Age Group

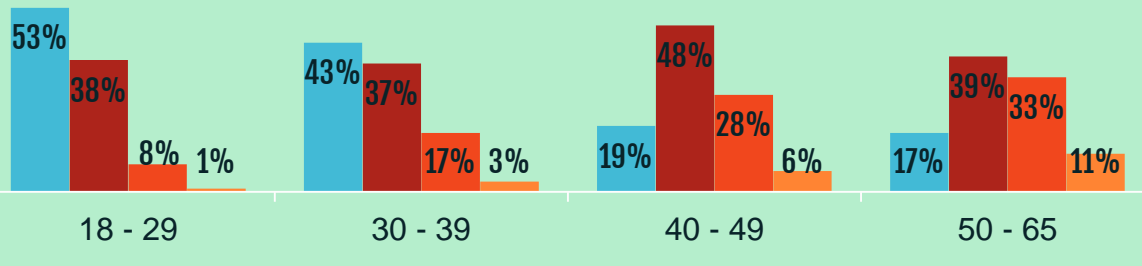


Facebook is the only social media platform with usage spanning across all age groups.

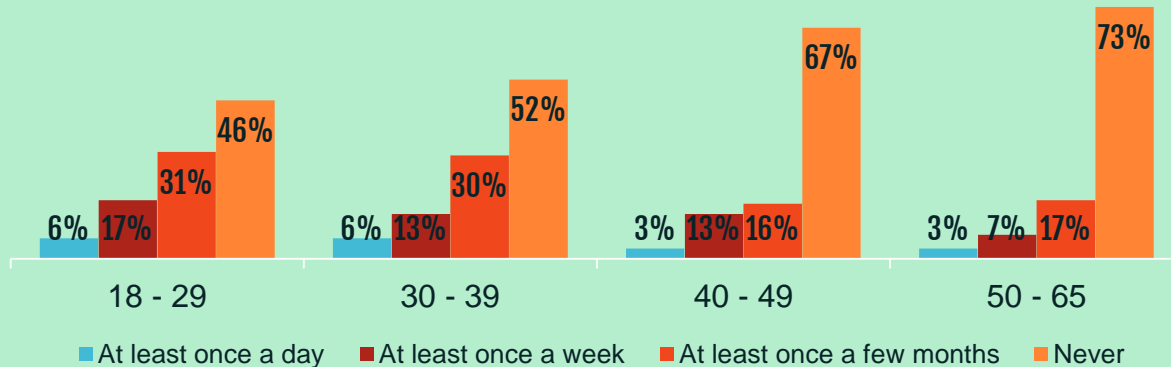


With Instagram, we begin noticing generational differences in usage as younger consumers heavily use Instagram on a daily basis.

Social Media Consumption by Age Group

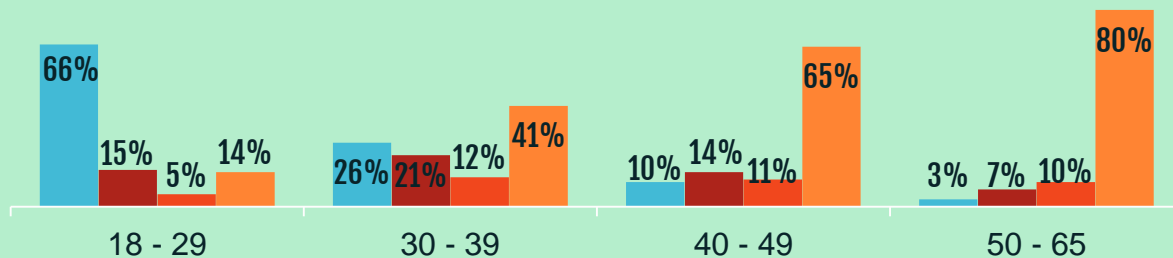
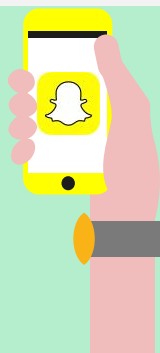


Consumers tend to use YouTube more moderately – even in younger age groups. A substantial amount prefers visiting the platform on a weekly basis.

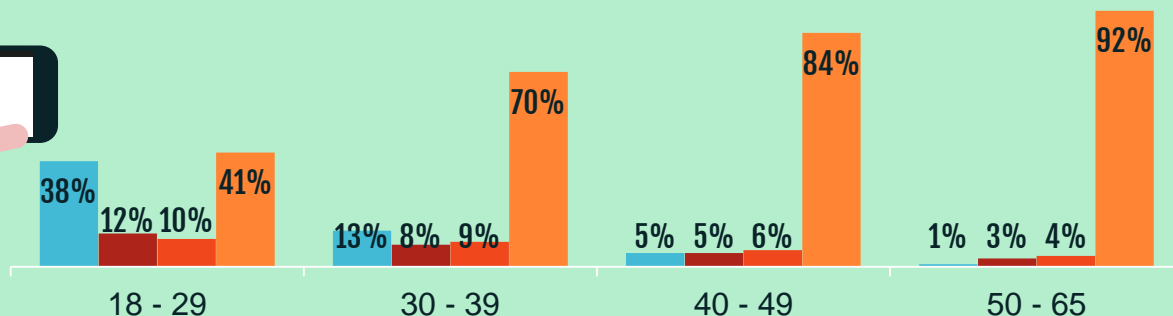
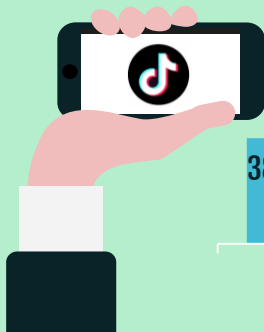


Among the platforms included in the survey, Pinterest is the least popular one. Only a fraction of consumers in each age group use Pinterest frequently.

Social Media Consumption by Age Group



Snapchat is quite popular among the 18-29 age group, with 66% using the app daily.



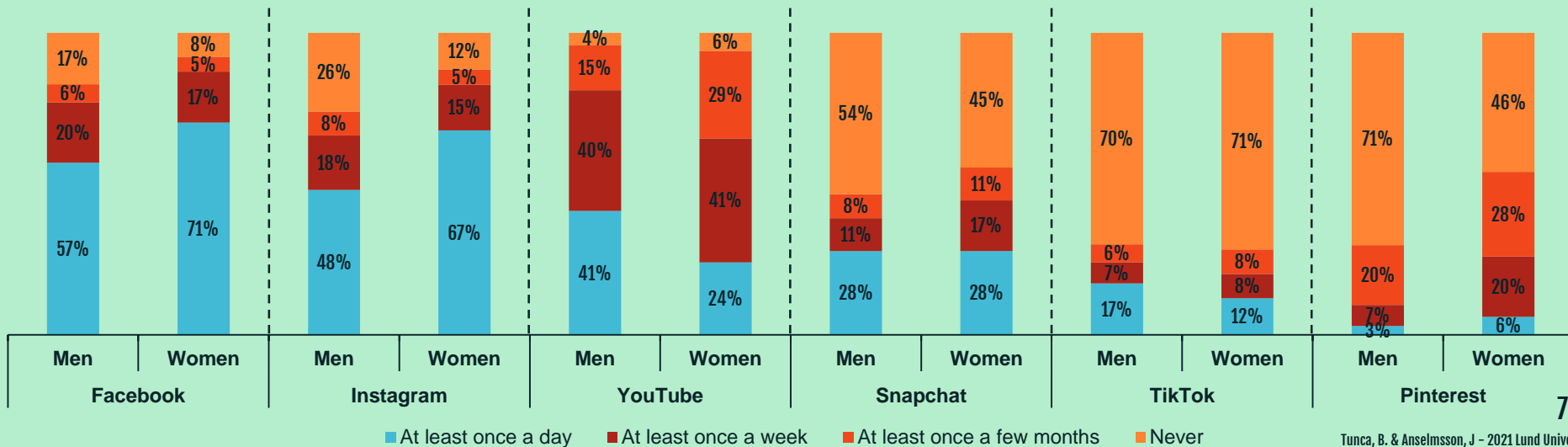
TikTok continues its penetration worldwide, and the platform is already popular among the 18-29 year-olds in Sweden.

■ At least once a day
 ■ At least once a week
 ■ At least once a few months
 ■ Never

Social Media Consumption by Gender



When comparing men and women, we see that women are using Facebook and Instagram more actively than men, whereas men tend to spend more time on YouTube. Another difference is Pinterest usage. Although the platform is overall not very popular in Sweden, we should note that 26% of women (vs. 10% men) use Pinterest at least once a day or once a week.



SOCIAL MEDIA CONSUMPTION BY GROCERY BRAND PREFERENCE



OVERALL GROCERY BRAND PREFERENCES

Frequency of answers to the question "at which grocery store do you shop most?". More than one option could be selected.

*ICA includes Maxi, Kvantum, Nära, and Supermarket



SOCIAL MEDIA CONSUMPTION AMONG GROCERY CUSTOMERS (daily)

The heatmap below illustrates the most frequently used (at least once a day) social media platforms among the customers of different grocery stores.

	Facebook	Instagram	YouTube	Snapchat	TikTok	Pinterest
ICA	61%	51%	28%	20%	8%	4%
COOP	62%	49%	29%	18%	8%	4%
WILLY:S	57%	52%	29%	21%	9%	4%
LIDL	51%	39%	25%	17%	5%	3%
HEMKÖP	56%	53%	37%	20%	8%	5%
CITY GROSS	60%	43%	29%	19%	8%	3%
SWEDEN	63%	57%	33%	28%	15%	5%

SOCIAL MEDIA CONSUMPTION AMONG GROCERY CUSTOMERS (weekly)

Similarly, we illustrated social media usage among grocery customers including the responses "at least once a week" or "at least once a day".

	Facebook	Instagram	YouTube	Snapchat	TikTok	Pinterest
ICA	79%	69%	69%	34%	14%	16%
COOP	80%	67%	71%	31%	14%	16%
WILLY:S	76%	68%	70%	34%	15%	15%
LIDL	75%	56%	72%	25%	9%	15%
HEMKÖP	79%	71%	69%	33%	14%	17%
CITY GROSS	77%	59%	69%	32%	13%	20%
SWEDEN	81%	73%	73%	42%	22%	17%

KEY TAKE-AWAYS

Facebook is the most frequently used social media, with more than 50% of all grocery customers visiting the platform at least once a day.

Among the most popular social networks, women tend to use Facebook and Instagram more frequently than men; whereas men are using YouTube more frequently.

Pinterest could be a social platform of interest to grocery brands that would like to create engagement with their female customers.

Instagram is another popular platform, yet it is not as popular among Lidl and City Gross customers as the other grocery chain customers.

Hemköp customers tend to use YouTube more frequently than other brands' customers; yet Hemköp is not very active on its YouTube channel.

Grocery brands should consider Snapchat and TikTok to engage with the 18-29 age group.



THANKS FOR READING!

Please feel free to contact burak.tunca@fek.lu.se or johan.anselmsson@fek.lu.se if you have any questions regarding this report.

