

Like & Subscribe: TikTok's Impact On Food Trends

Food For Thought Newsletter

P7 2023



Viral Videos: Worth The Hype?

Short & shareable – this describes the new wave of brief video content inundating consumers since 2020. Whether you see them via YouTube Shorts, Instagram Reels or TikTok, food trends have blown up on these outlets and impacted sales at the grocery store. **In many cases the impact on sales lasts well past the initial spark of interest.**

Read on to learn more about this quickly-evolving world.



Where The Data Comes From

Use These Tools To Create And Analyze Food Trends

1

Satori

Satori is SPINS data platform and is available to subscribers. Satori carries sales data for over 112,000 retail locations and \$100B in sales volume for the MULO and Natural Channels.

2

Google Trends

Google Trends allows users to see when search interest waxes and wanes for topics or keywords in real time.

This data is free to download and was paired with Satori's sales data. The maximum value for search interest is 100.

3

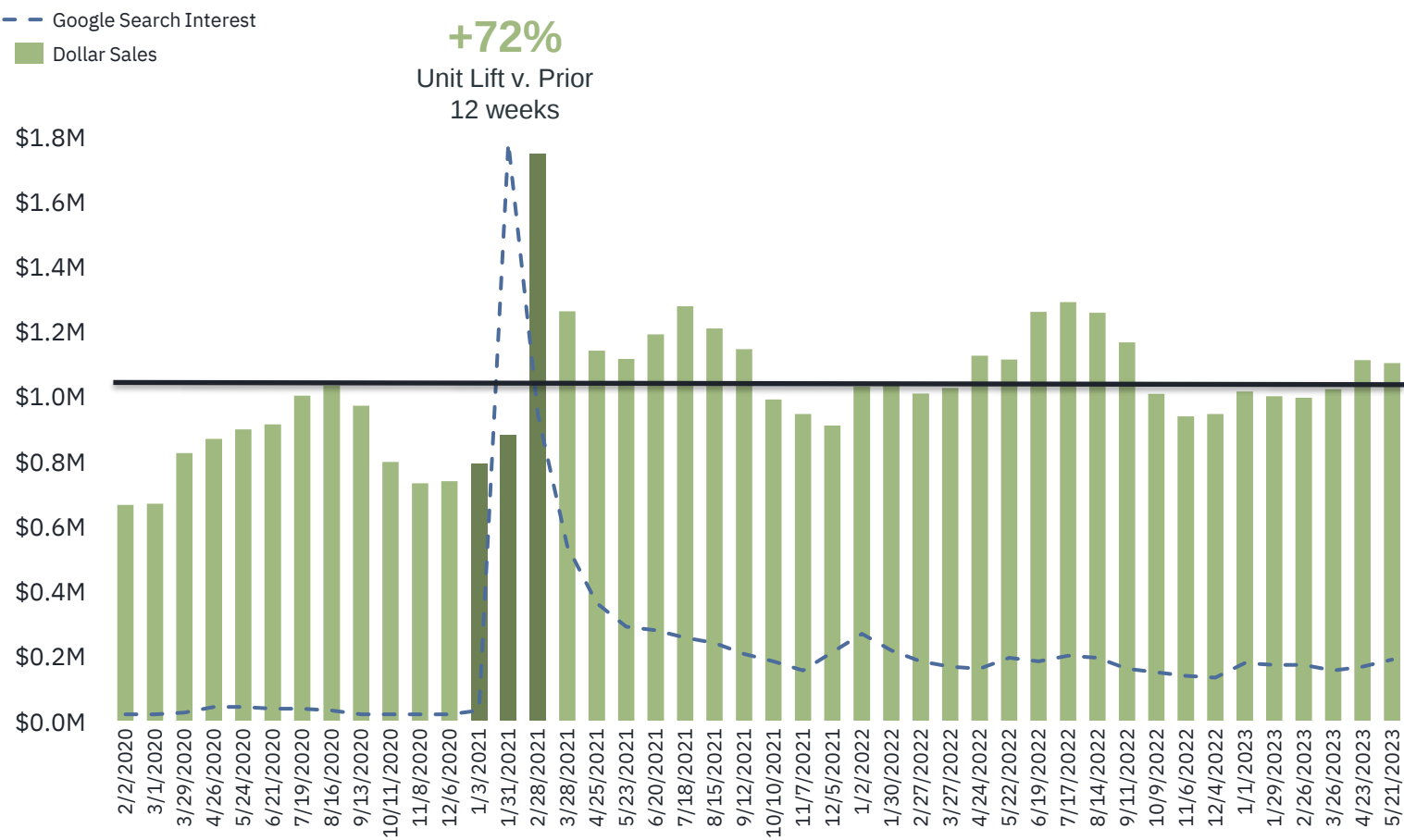
TikTok Creative Center

TikTok's Creative Center is available to users with a TikTok account. Users can search by industry, timeframe, or by creator. This is a very interesting tool, but the data output is not available for download.



#BakedFetaPasta Melts Sales Records

The baked feta pasta trend went viral on TikTok when foodies offered a simple way to prepare a classic pasta dish. By February 2021, feta was the **#1 search term on the Instacart grocery delivery app**. Google searches and unit sales for feta skyrocketed in the MULO Channel in February and run-rates have since been higher on average than previously.



232M+
#BakedFetaPasta views

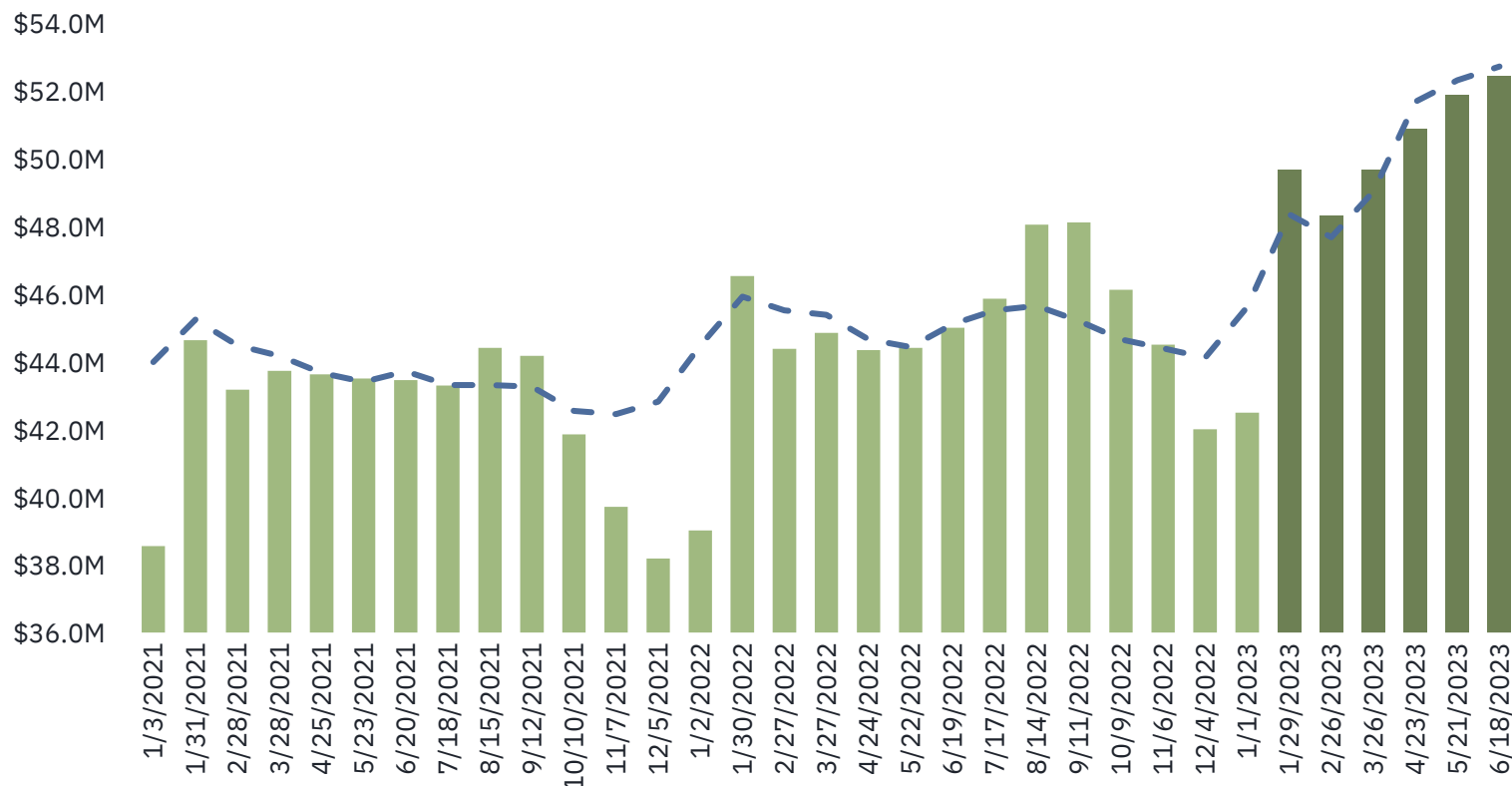


#CottageCheese Is Rediscovered By Consumers

Cottage cheese sales consistently spike during January New Year resolution periods, but recent viral trends have amplified its popularity year-round. **This trend is an example of a “dupe”, or substitution that can be cheaper, higher-performing, or healthier.**



— Google Search Interest
■ Dollar Sales



TikTok users are using **cottage cheese as a versatile substitute ingredient** to enhance the protein content in a wide range of recipes.

Cottage Cheese
Cookie Dough



#Cottage Cheese
468.3M views

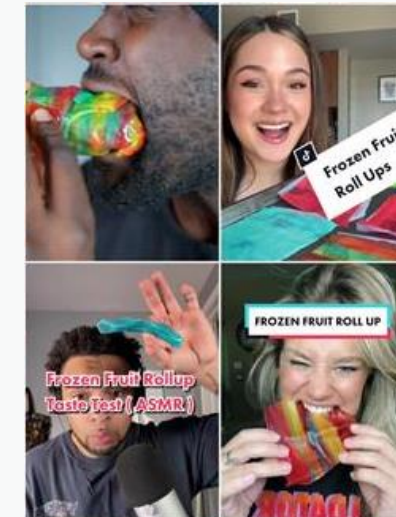
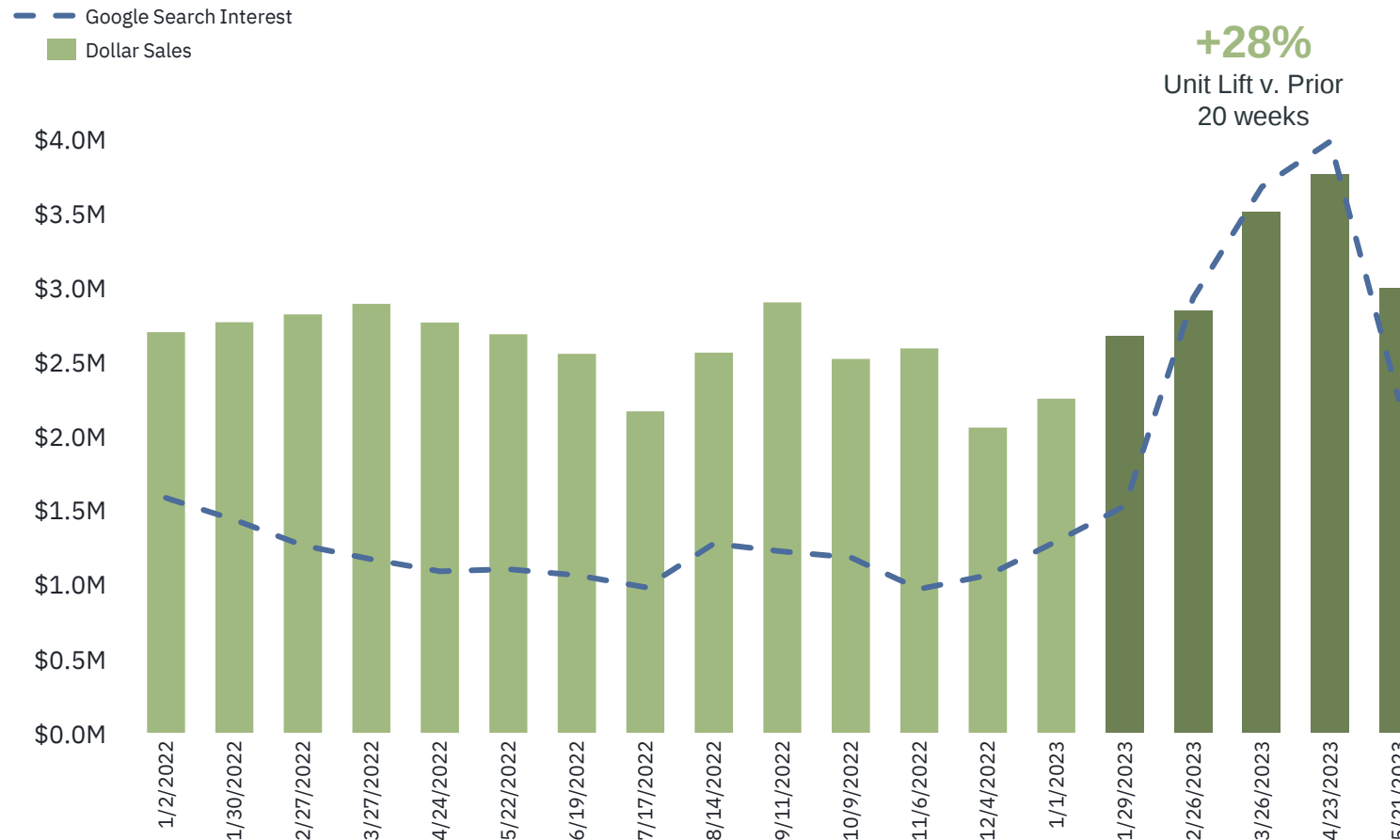
Starbucks Egg Bites
Dupe with Cottage
Cheese



#Dupe
4.8B views

#FrozenFruitRollup Reinigorates A Legacy Brand

This hack went viral in early 2023, and entails unrolling a Fruit Roll-Up and putting a modest scoop of ice cream in the middle, then crimping the sides together. Unit sales spiked in the MULO Channel in early 2023, where the initial spike generated unit lifts of +28% v. prior 20 weeks.



240M+
#FrozenFruitRollUp
views



krystal_0129

That fruit roll up flavour is sold out in all the grocery stores I've been to

3-14

Reply



16



Taylor Wang

I was not sold until this I'm totally making it

4-22

Reply



110

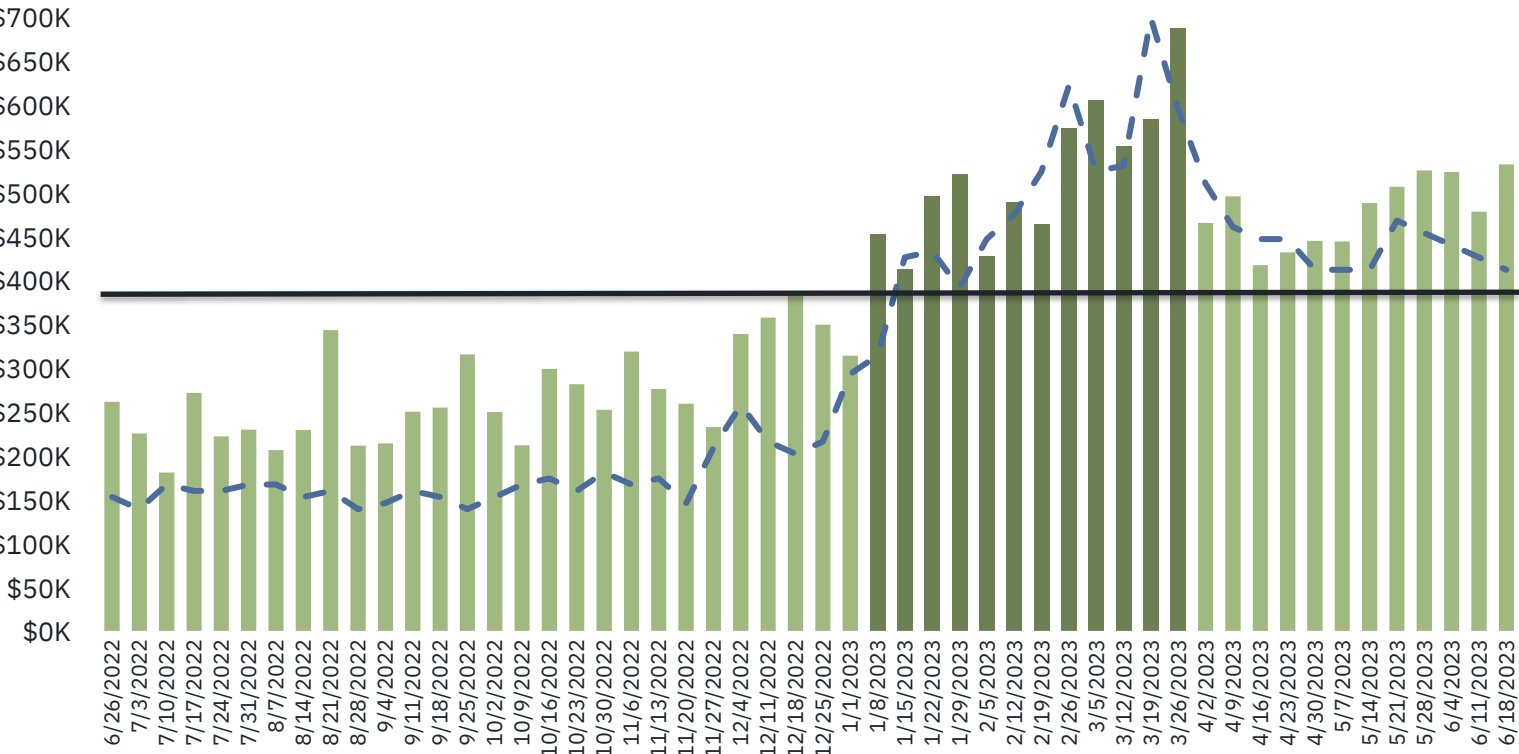


#MagnesiumGlycinate Blows Up In VMS

Thanks to TikTok, consumer awareness around the mood balancing effects of Magnesium Glycinate has translated to accelerated retail sales growth.



— Google Search Interest
■ Dollar Sales



Purported benefits of supplementing with this include **increased focus, relaxed mood, and improved sleep.**

100M+

#magnesiumglycinate views

3-31

I took Magnesium Glycinate for 30 days to see if this...

seandreww 7.2M

5-8

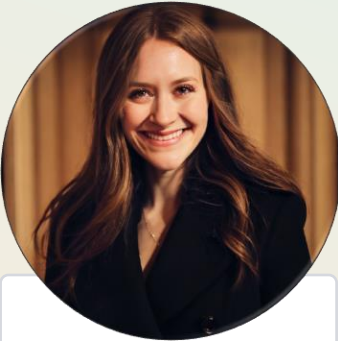
Other documented benefits include better pain control...

doctormyro 2.5M

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