infegy

A Guide to CPG
Social Insights

CPG sales increased from $635 billion to $721 billion from 2015 to 2020. As sales increase, the what, why, and how we buy constantly evolves. To compete in this chaotic space, your team needs accurate data on consumer behavior and experiences.

In this unique social insights guide, dive into *how* you can use Social Listening to uncover the latest consumer insights in CPG.

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Understand how to optimize packaging when it matters

Identify how consumers discuss certain aspects of your product, such as packaging or branding, to understand how to optimize them.

Query packaging conversation filtered by IAB taxonomies to understand conversation from consumers. Add hastags to understand statements consumers care to share with friends.

HASHTAG ANALYSIS REVEALS

28%

of the top 50 hashtags used when talking about CPG packaging are Eco-Conscious related.

KEY QUESTION: Which packaging attributes drive consumer choice?

Environment concerns and aesthetics are top-of-mind when packaging is a factor

When consumers talk about packaging, it is often due to eco-friendly or aesthetically pleasing attributes. Products where packaging is most noticed tend to be novelty foods or self-care items. Brands in these categories should focus on optimizing packaging.

PACKAGING CATEGORY + PRODUCT

Category	Product
Food + Drink	1. Chocolate 2. Tea
Personal Care	1. Fragrance/Perfume 2. Lashes 3. Lipstick 4. Palette 5. Lip Balm 6. Body Moisturizer
Pets	1. Treats 2. Pet Food 3. Dog Food 4. Dog Treats
Beauty	1. Conditioner 2. Hair Care 3. Hair Extensions 4. Shampoo Bars

PACKAGING + CATEGORY + THEME

	Total Volume	Food & Drink	Personal Care	Pets	Beauty
Total Packaging Conversation	1,011,840	637,529	319,126	58,952	24,577
Aesthetics	12%	9%	18%	12%	24%
Eco-conscious	12%	15%	5%	12%	12%

TOP PACKAGING HASHTAGS

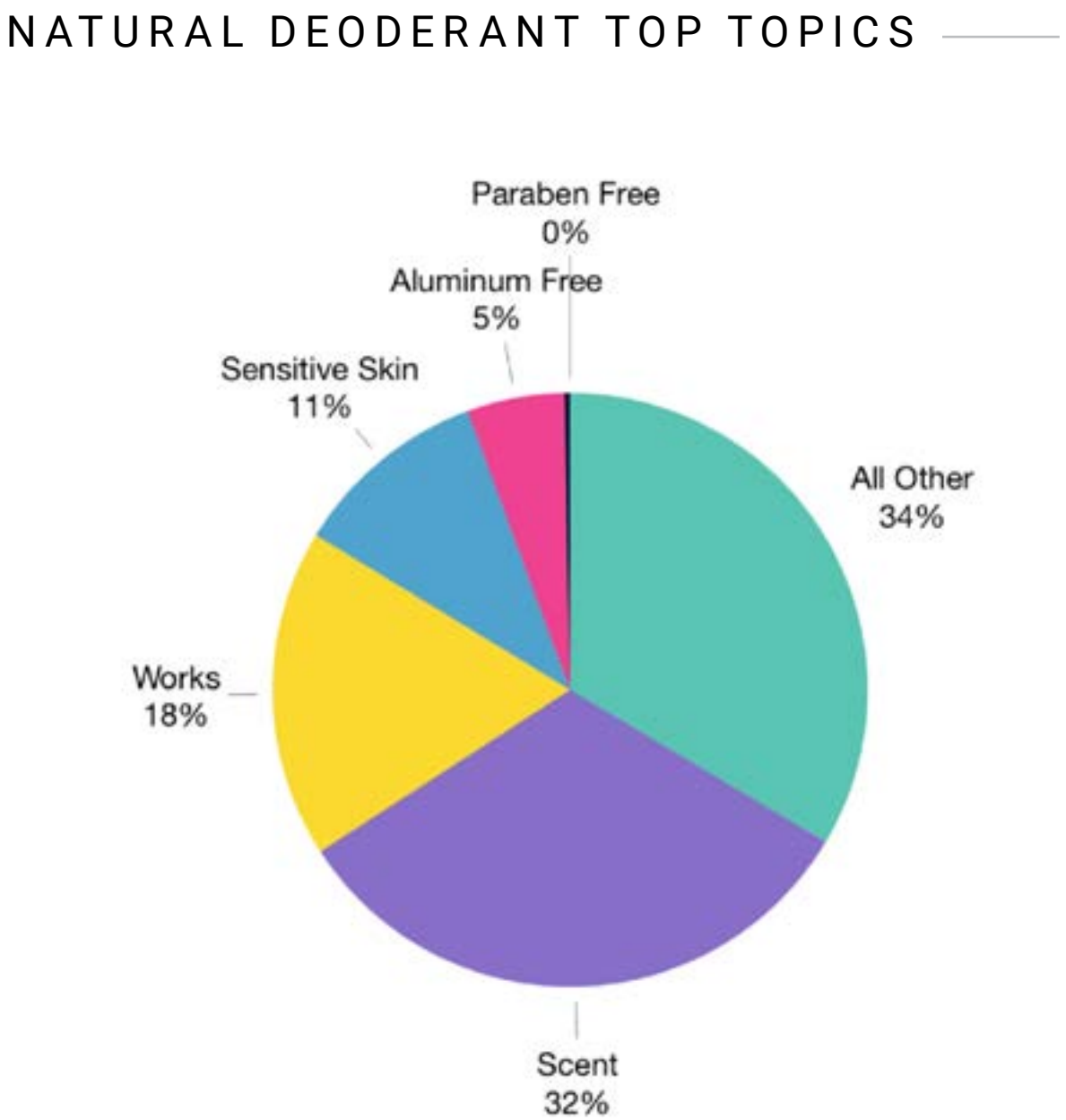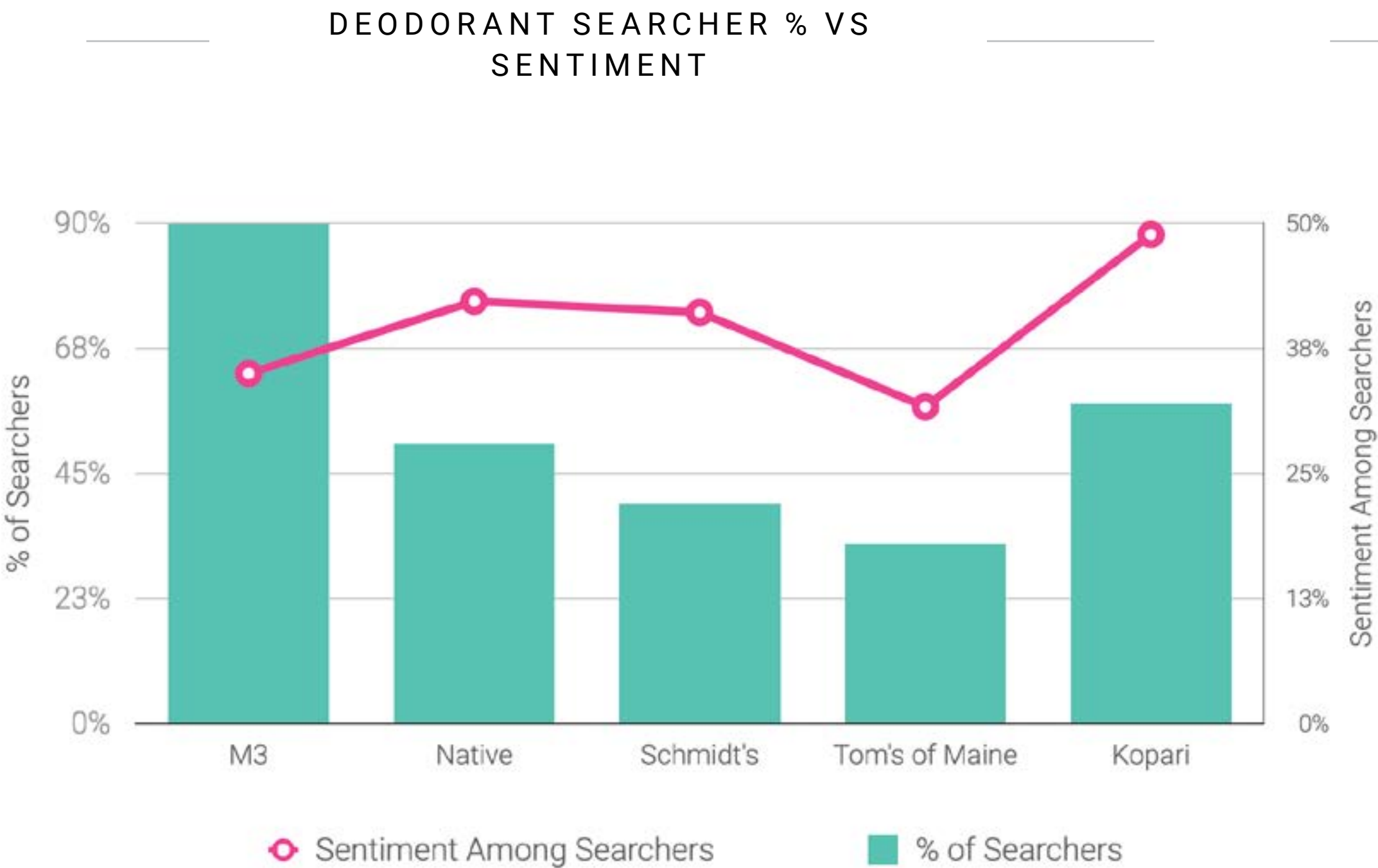|	Hashtag
1	#vegan
2	#makeup
3	#design
4	#beauty
5	#food
6	#ecofriendly
7	#skincare
8	#plasticfree
9	#branding
10	#zerowaste

2

Integrate online review data and social data to uncover competitive analysis insights

Using online reviews and trends analysis, you can compare different brands and products to yours. Here, we compared products by how positively they were discussed in Amazon-Whole Foods Reviews to their Google Search trends. This helps better understand which products new customers are gravitating towards and why.

KEY QUESTION: What does text analysis reveal about consumers' experiences with different brands?

Scent and product are the leading concerns for natural deodorant reviews

Among Amazon reviewers that are searching for the right natural deodorant, Kopari, Native and Schmidts have the strongest positive user experiences. M3 and Kopari have the largest percentage of people trying out natural deodorants in search of the right one.

DEODORANT SEARCHER % VS SENTIMENT

Legend:
- Sentiment Among Searchers
- % of Searchers

NATURAL DEODORANT TOP TOPICS

- Paraben Free 0%
- Aluminum Free 5%
- Sensitive Skin 11%
- Works 18%
- Scent 32%
- All Other 34%

③

Understand ingredient trends consumers actually care about when buying the product

Looking at point in time volume doesn't tell the entire story. Uncover current trends and make predictions by analyzing periods of time. This matrix compares the percent change of different ingredients, showcasing which are on the rise, and which are falling out of favor.
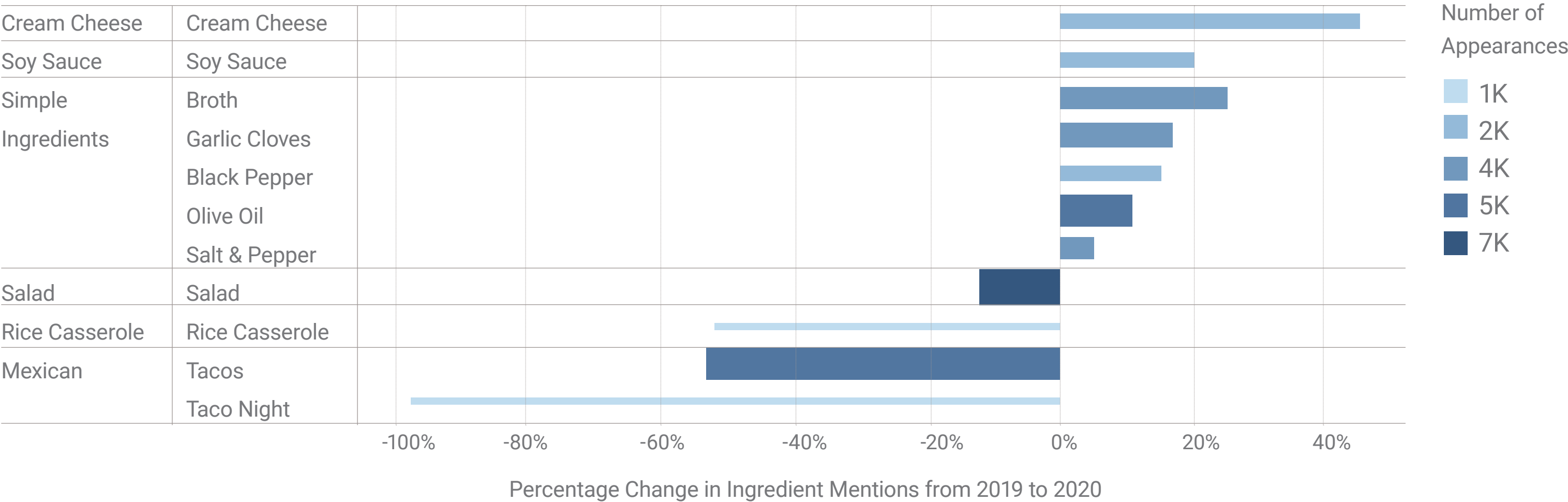
Query tip: Searching "ingredients" is an easy way to query recipes. Further dive into types of recipes by adding keywords.

Volume trend analysis reveals rising ingredient trends

Traditional and non-traditional ingredients are becoming more popular, while Mexican flavors are decreasing in popularity. Brands have an opportunity to address how consumers are rediscovering traditional ingredients for their recipes.

CHICKEN RECIPE ANALYSIS

Number of Appearances
- 1K
- 2K
- 4K
- 5K
- 7K

Percentage Change in Ingredient Mentions from 2019 to 2020

Make a data-driven prediction:
Soy sauce popularity is growing. Asian influence (perhaps because of its healthy, vegetable-focused recipes) is taking over Mexican as the predominant ethnic variation.

Patrick Cosmos
@veryimportant

I have a new favorite chicken wing (the soy garlic tikkudak wings from choong man chicken) thank you for asking

8:44 PM · Jan 24, 2020 · Twitter for iPhone

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Breakout trends, top keywords, brands, or items associated with your topic

To get a deeper grasp on the indulgent ice cream trend, popular ice cream mix-ins were pinpointed within top topics. Then, these mix-ins were queried for general conversations about ice cream to understand each individual flavors' volume of conversation. Historical data allows for trends over time to see an increase in conversation that overall volume can miss.
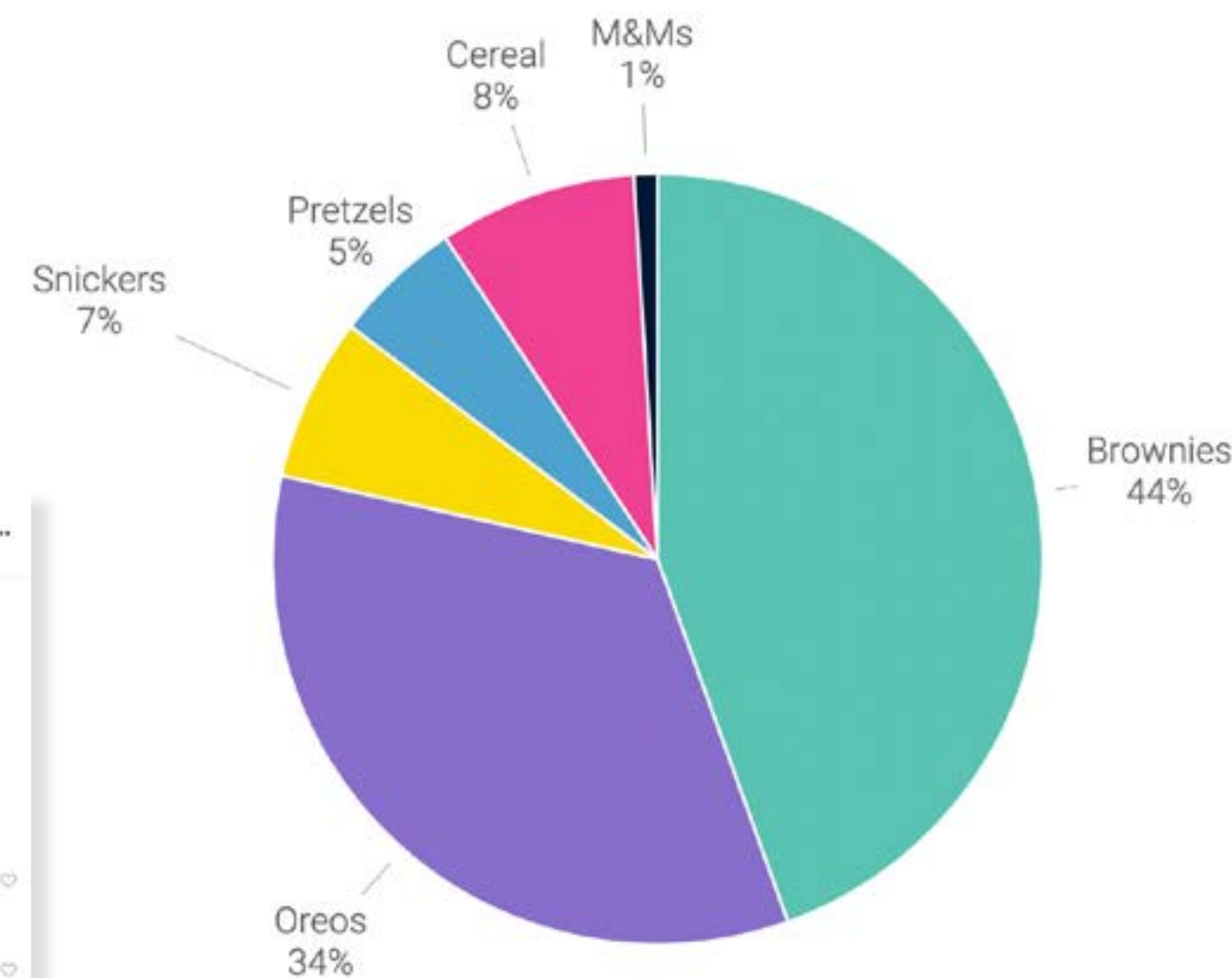
Inside scoop: Baked confections are favorite ice cream mix-ins

Brownies and Oreos win the most overall social conversation when a consumer talks about an ingredient mixed with ice cream. However, cereal is a growing trend as an ice cream mix-in (we're super cereal!) as revealed by a deeper look in historical social data.

ICE CREAM MIX-INS BY POPULARITY

Brownies 44%
Oreos 34%
Cereal 8%
Snickers 7%
Pretzels 5%
M&Ms 1%

MENTIONS OF CEREAL WITH ICE CREAM OVER TIME

42% INCREASE

Social Post Volume
9000
7200
5400
3600
1800
0
7/1/2016   5/1/2018   3/1/2020

calebterence • Follow

calebterence "Magically Delicious" Lucky Charms Cereal Milk 🥛 Ice Cream.
Salt & Straw inspired. Quarantine motivated.
11w

kahnh93 Looks fantastic
11w 1 like Reply

sarah_kalberg Omg 😍 😍😍
11w 1 like Reply

nikkita_titus Ohhh emmm geee! 😍

46 likes
MAY 4

Add a comment...   Post

5

Analyze reach and volume to reveal consumer preference for flavor combinations

Conversational analysis shows which flavors consumers talk about most together. Cross compare the reach of posts with certain products mentioned online, such as the reach of posts where Oreos fans also mention M&Ms.

This same analysis can be used at a brand level to uncover which brands consumers talk about trying relative to another brand.

KEY QUESTION: What do consumers say about flavor pairings?

Oreos pair best with other sweet products like brownies and M&Ms

Pairings with Oreo or Brownie Ice Cream mix-ins result in the strongest amount of consumer reach within social conversations. These products as flavor combos are being talked about often together online.

MIX-IN PAIRINGS BY OVERALL VOLUME

Brownies
This treat has the overall best pairability. The best flavor combination is Oreos and Brownies.

		Oreos	Snickers	Pretzels	Cereal	M&Ms
Brownies		44%	9.8%	9.8%	2.8%	4.7%
Oreos			4.9%	4.2%	4.0%	9.8%
Snickers				.5%	.5%	2.0%
Pretzels					1.4%	1.1%
Cereal						.6%
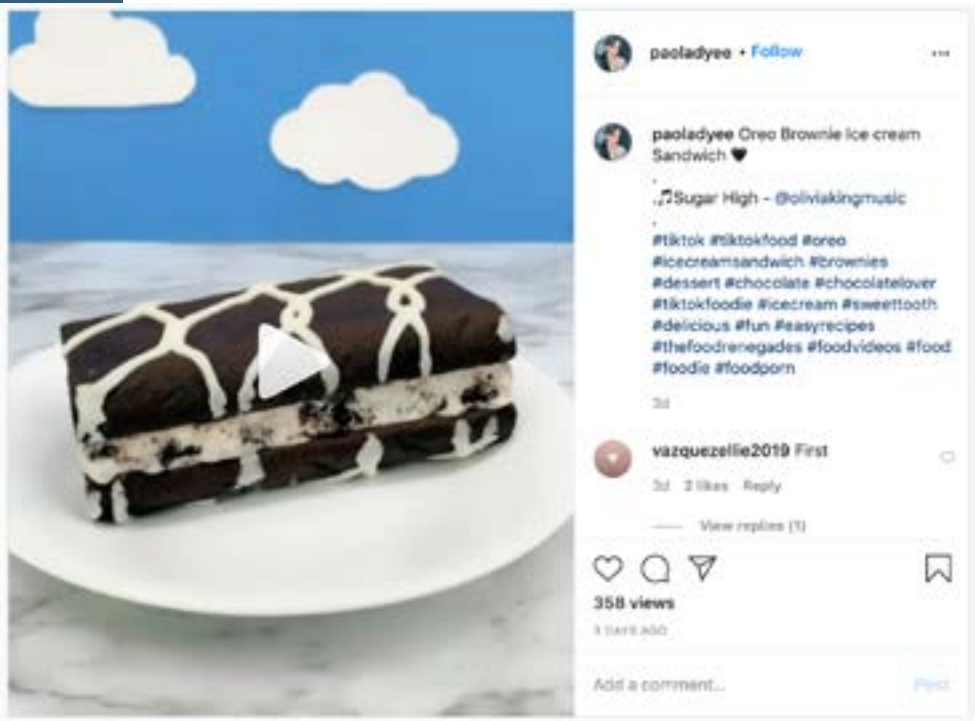
M&Ms
Unlike Snickers and pretzels, which are paired more often with brownies, M&Ms highest pairing is with Oreos.
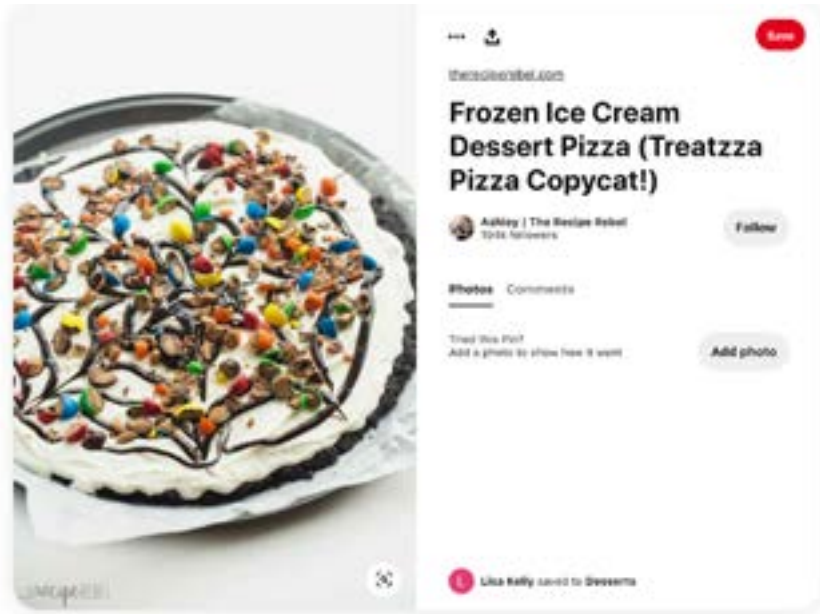
6

Demonstrate rising / falling products and understand the why behind the movement

By analyzing trends in conversation to pinpoint growth or decline, easily breakdown topics or products by popularity. This is true even of niche topics like frozen vegetables.

Query tip: The majority of recipe conversation is on Pinterest and Instagram. Use queries for ingredients on these channels for more comprehensive research.
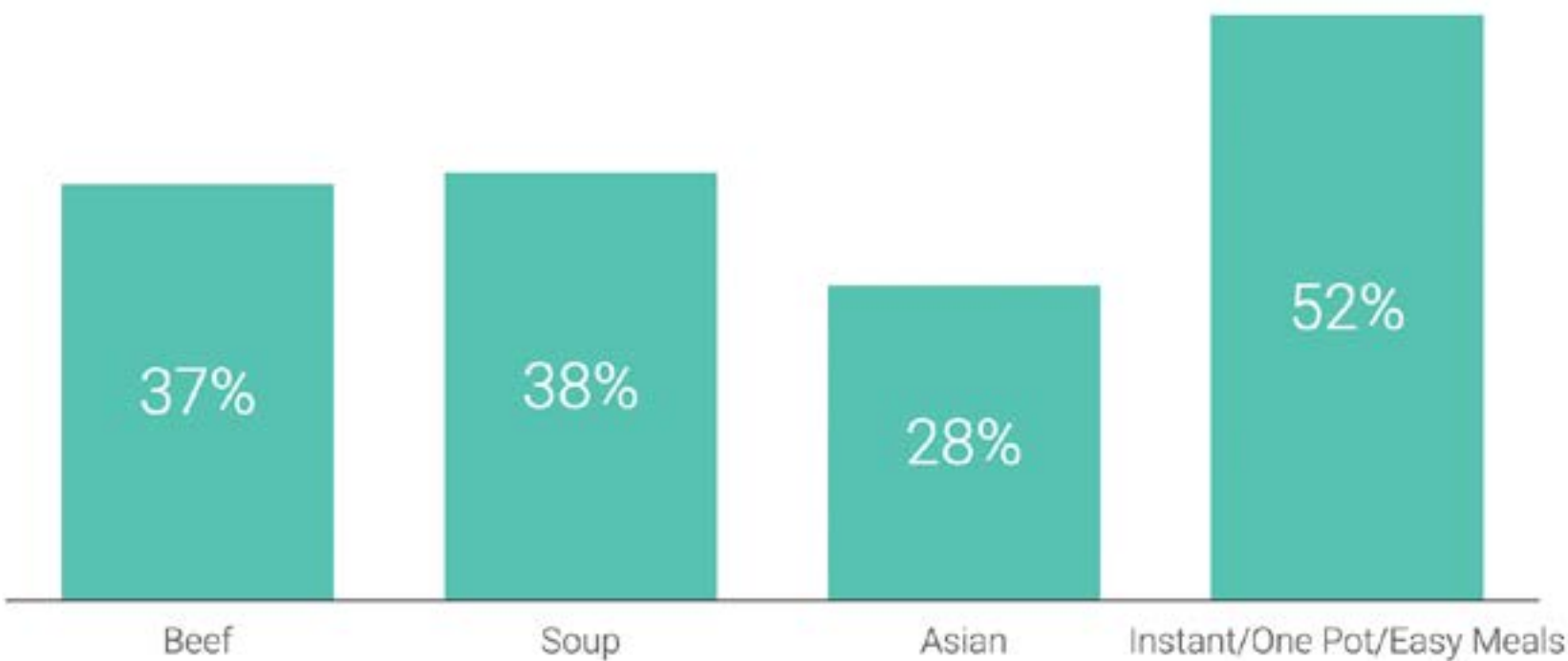

Twitter 3%
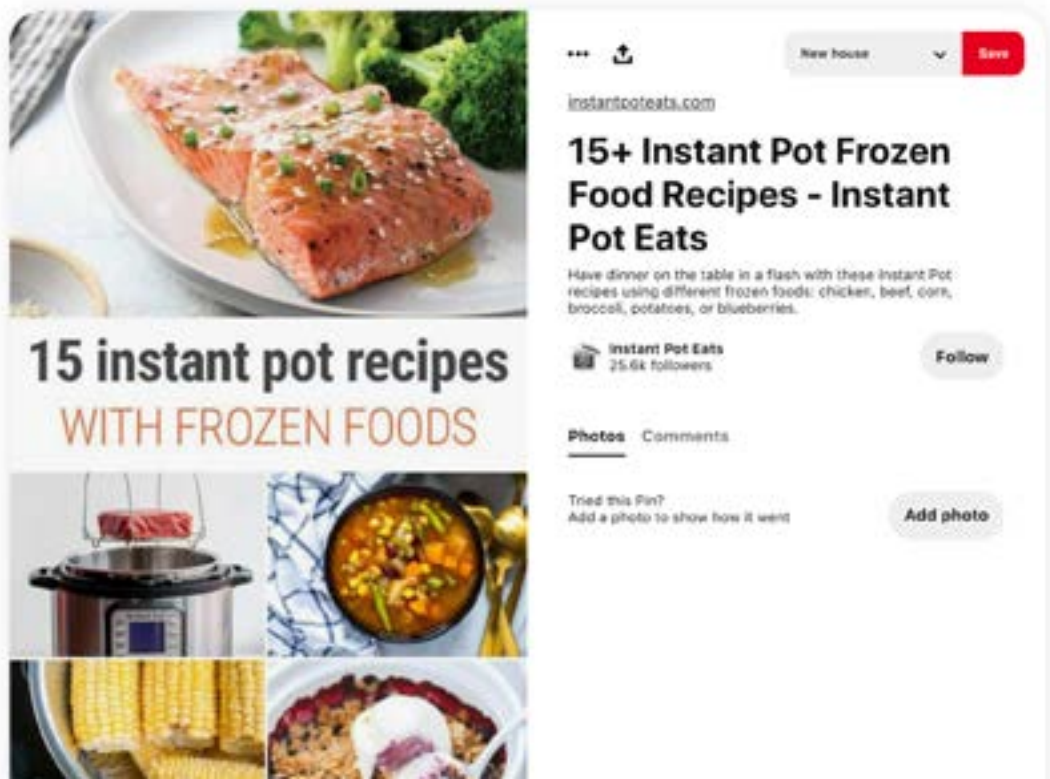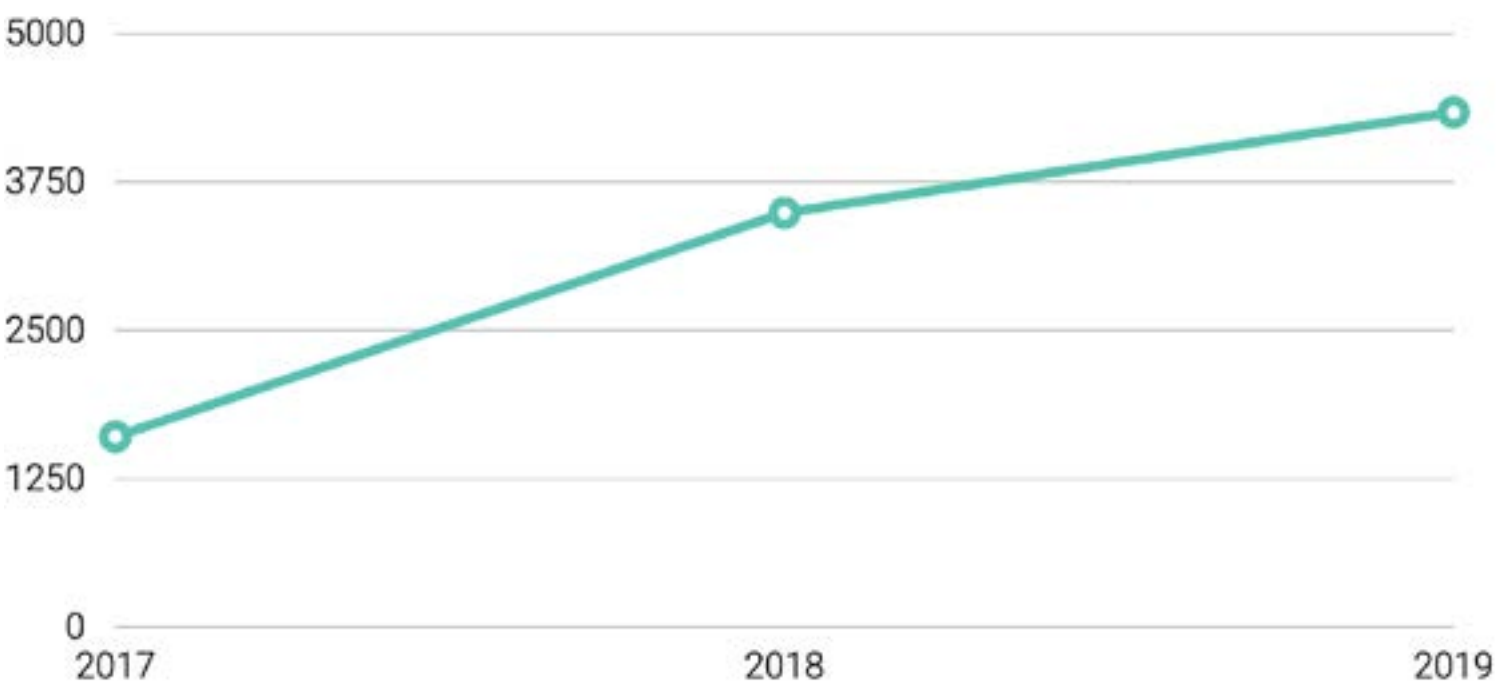Instagram 22%
Pinterest 75%
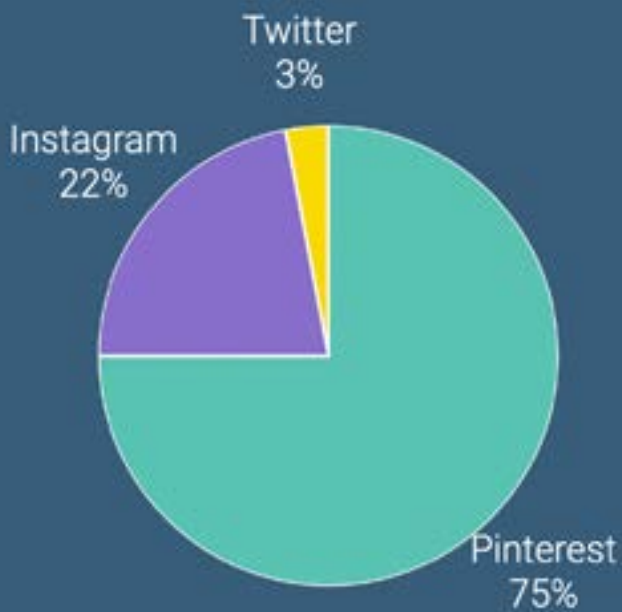
Frozen veggie conversation is on the rise

Conversations that mention frozen veggies, typically quicker to cook than fresh ones, are on the rise. Meanwhile, the top social conversational topic for frozen veggies is quick meals. This highlights the consumer desire to fit cooking into busy schedules.

% SHARE OF CONVERSATION AROUND FROZEN VEGETABLES IN RECIPES

Beef	Soup	Asian	Instant/One Pot/Easy Meals
37%	38%	28%	52%

instartpoteats.com
15+ Instant Pot Frozen Food Recipes - Instant Pot Eats
Have dinner on the table in a flash with these instant Pot recipes using different frozen foods: chicken, beef, corn, broccoli, potatoes, or blueberries.

Instant Pot Eats
25.6k followers   Follow

15 instant pot recipes
WITH FROZEN FOODS

Photos   Comments

Tried this Pin?
Add a photo to show how it went

Add photo

GROWTH IN FROZEN VEGETABLE IN RECIPES CONVERSATION OVER TIME

Frozen veggies grow their appeal
Frozen vegetable usage in recipes is a popular growing trend. A deeper look at the data reveals easy recipes, like soup and one pot meals, to be key factors contributing to the trend.

7

Pinpoint how consumers talk about different varieties of products

Looking at volume or sentiment alone doesn't tell the full story. Incorporate other data, like the custom metric of craveability, to reveal consumer's passion.

The craveability metric used for this insight was built by searching for consumers using phrases such as "crave" or "craving" near chip flavors.
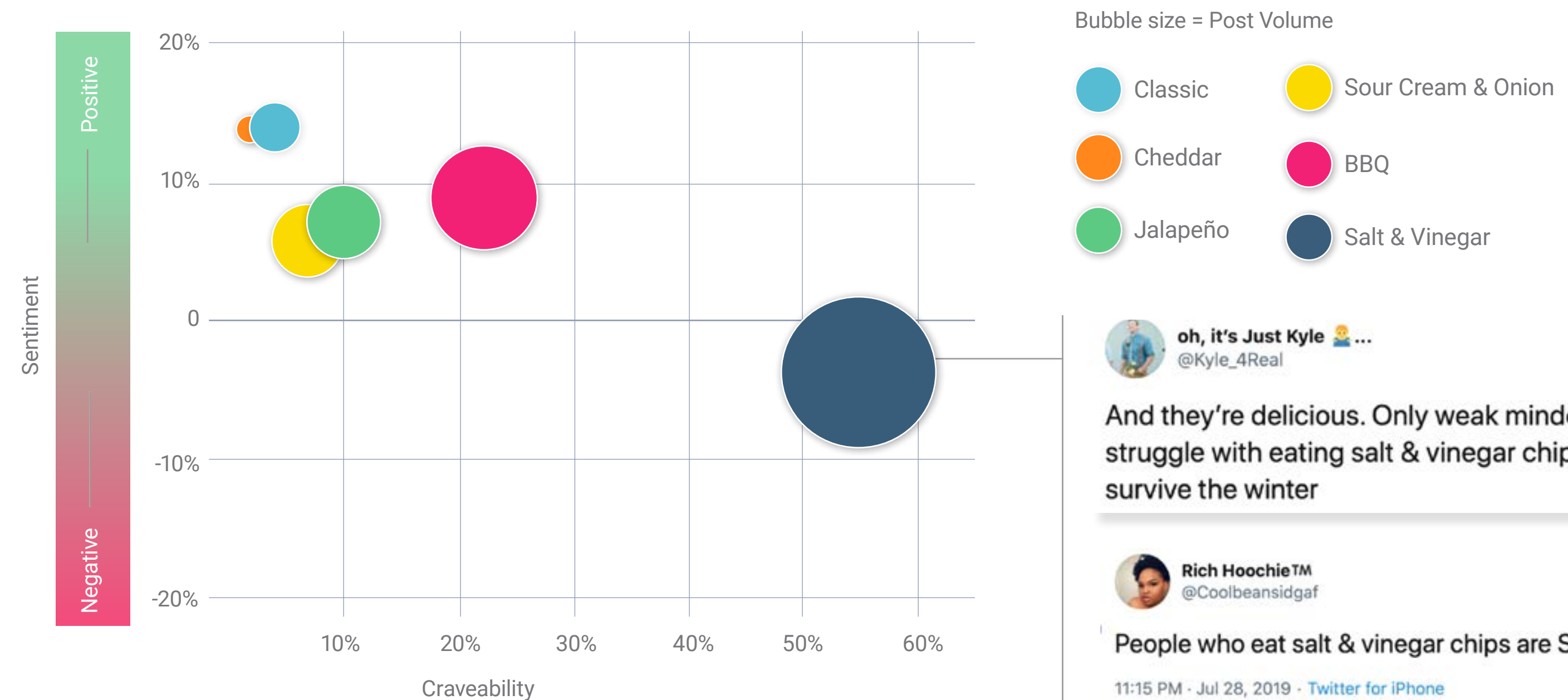
This can help you offer the right balance of highly likeable products with wide appeal (like classic and BBQ chips) and niche ones with a specific group of impassioned buyers.

KEY QUESTION: What flavors have the widest appeal? What flavors have the strongest niche appeal?

Salt & Vinegar is the most craveable, yet polarizing, chip flavor

Cheddar and Classic flavors are discussed most positively among chip conversation. But when analyzing what chip flavor comes up the most when consumers *crave* a flavor, BBQ and Salt & Vinegar win.

CONSUMER SENTIMENT, MENTIONS, AND CRAVEABILITY FOR TOP CHIP FLAVORS

Bubble size = Post Volume

- Classic
- Cheddar
- Jalapeño
- Sour Cream & Onion
- BBQ
- Salt & Vinegar

oh, it's Just Kyle 🧑‍🦱...
@Kyle_4Real

And they're delicious. Only weak minded individuals struggle with eating salt & vinegar chips. They won't survive the winter

Rich Hoochie™
@Coolbeansidgaf

People who eat salt & vinegar chips are SICKOS

11:15 PM · Jul 28, 2019 · Twitter for iPhone

8

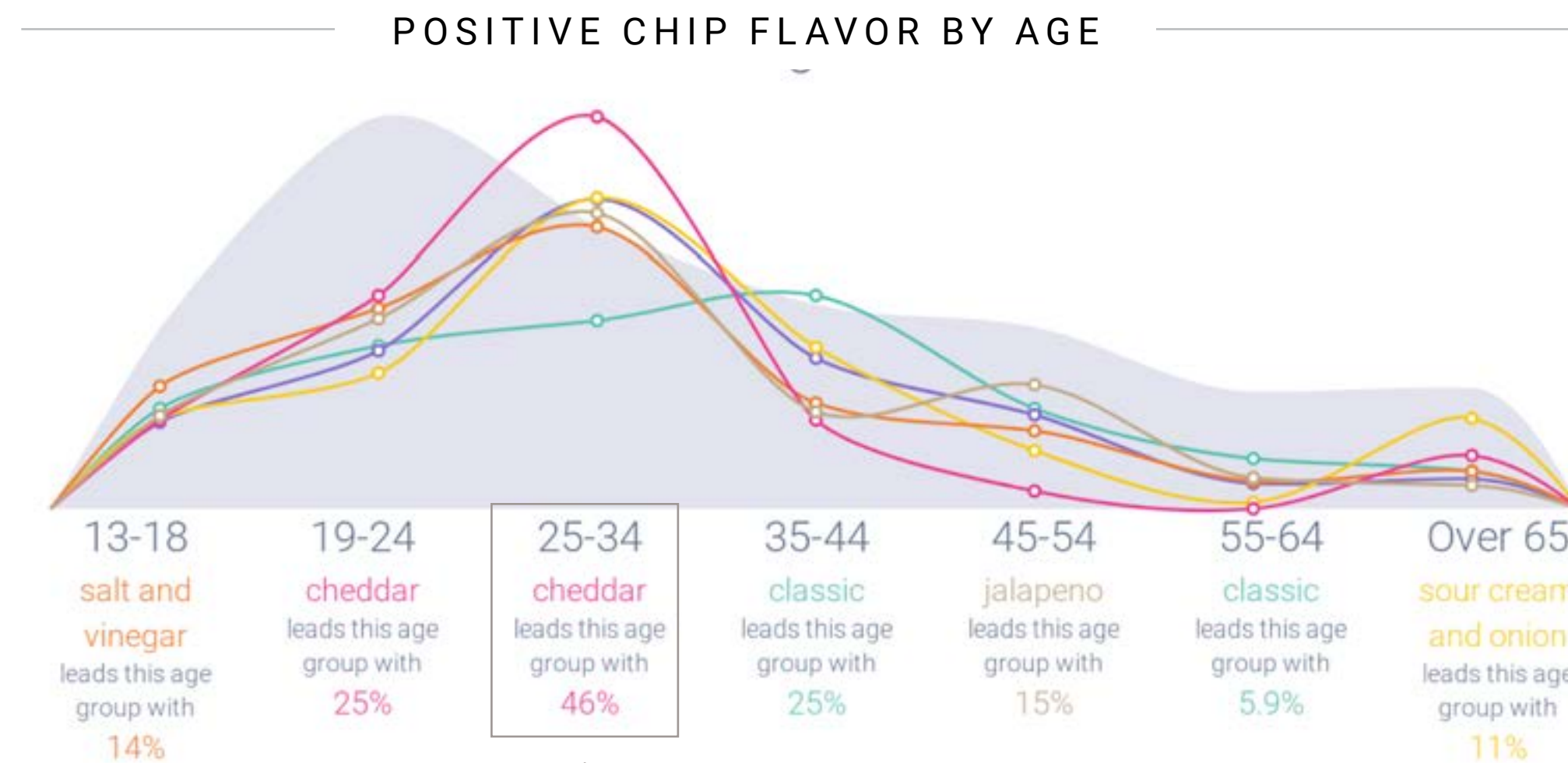## Compare which topics lead for different age segments

Different age segments can be viewed by which product they discuss most positively or negatively. Comparing demographics with flavors and product variations can be leveraged to identify trends and outliers amongst age groups.

To further uncover insight by age group, analyze top organic word associations by age or topic.

KEY QUESTION: How do different age groups mention products or flavors?

Millennials love cheddar, while other segments have varying preferences

Positive conversations by age about chip flavors uncovers the millennial affinity for cheddar. The Ruffles brand appears organically in positive word associations for millennials and the word "cheddar".

POSITIVE CHIP FLAVOR BY AGE

13-18	19-24	25-34	35-44	45-54	55-64	Over 65
salt and vinegar leads this age group with 14%	cheddar leads this age group with 25%	cheddar leads this age group with 46%	classic leads this age group with 25%	jalapeno leads this age group with 15%	classic leads this age group with 5.9%	sour cream and onion leads this age group with 11%

Age data based on 1,653 posts

Ranking millennial chip flavor by positive mentions
1: Cheddar
2: Sour Cream & Onion
3: BBQ
4: Jalapeño
5: Salt & Vinegar
6: Classic

Top words associated with cheddar from Millennials
1. Sour Cream
2. Eating
3. Ruffles

Ruff-in' it
Cheddar has a strong association with Ruffles, helping the Ruffles brand increase in sales* in the past few years.

9

Understand how audience segments discuss key topics and brands

Once you've honed in on an audience segment, you can dig into their conversations to understand how they discuss certain topics.

Two ways of finding top themes are:

1) Find the top terms used organically for topics like Salt & Vinegar chips as seen in the Positive Chip Topics.

2) Use a specific query to search within the larger topic as seen in the Salt & Vinegar Hater vs. General Population insight.

KEY QUESTION: Of the consumers who hate Salt & Vinegar, what are their favorite chips?
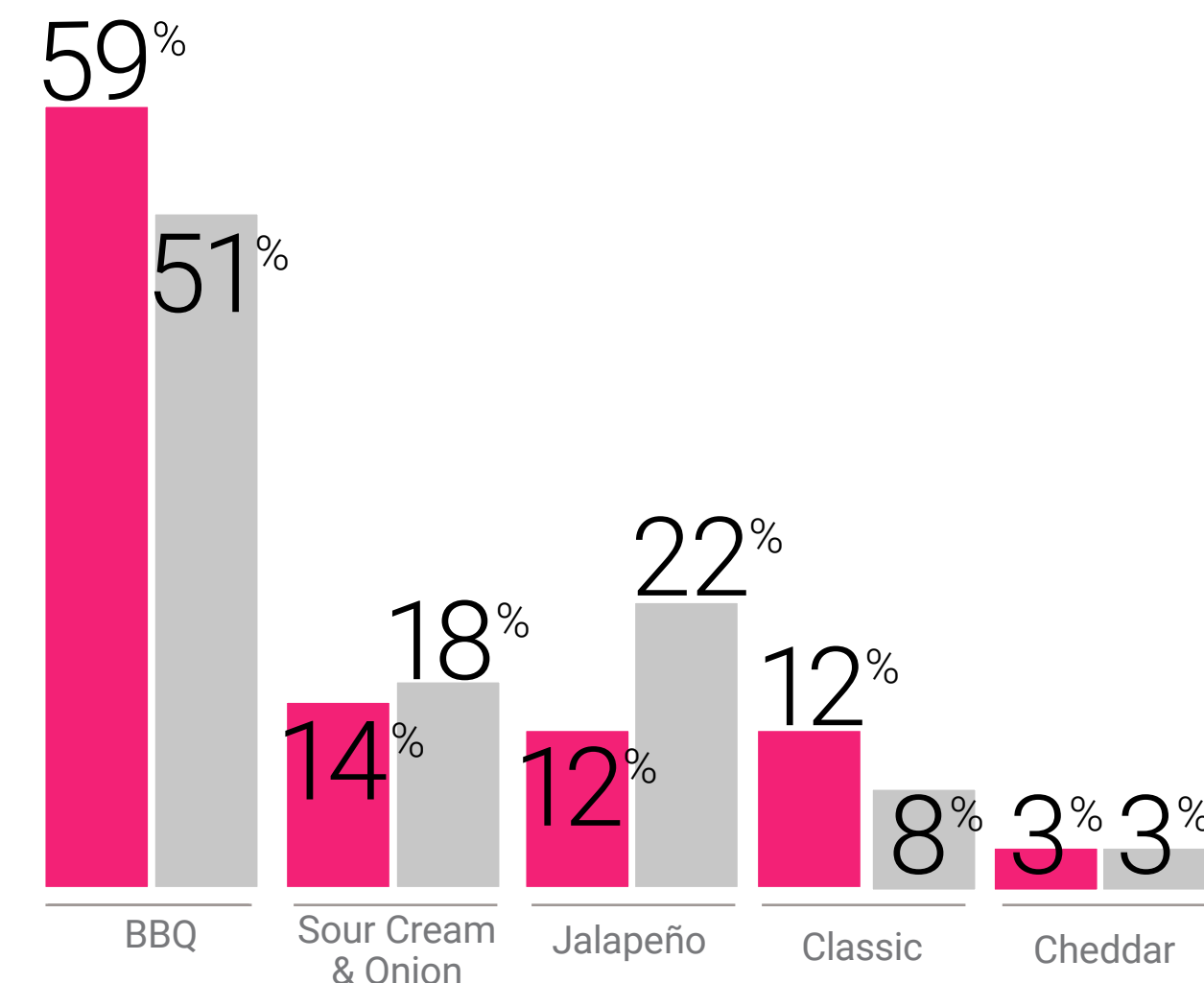
Bring the 🔥: Salsa + Spicy are among the top flavors for Salt & Vinegar detractors

Tortilla, cheese, and dip are also among the most mentioned phrases for those who are people that talk about salt & vinegar negatively. BBQ and Classic flavors perform significantly better than with the overall population. This segment tends to be weight loss driven with Weight Watchers hashtags commonly being used.

POSITIVE CHIP TOPICS FROM
SALT & VINEGAR HATERS

1 Salsa

2 Tortilla

3 Cheese

4 Dip

5 Hot

6 Lays — The only brand name mentioned.

7 Corn

8 BBQ

SALT & VINEGAR HATERS VS.
GENERAL POPULATION

	BBQ	Sour Cream & Onion	Jalapeño	Classic	Cheddar
Haters	59%	14%	12%	12%	3%
General	51%	18%	22%	8%	3%

HASHTAG ANALYSIS REVEALS

26%

of the top 50 hashtags used by Salt and Vinegar Haters are related to Weight Watchers.

10

Target products to specific geographic regions based on preference

Consumer tastes can vary by region and how consumers talk online can reveal those different preferences. To understand differences by region, this insight looks at popularity (post volume) and sentiment using:
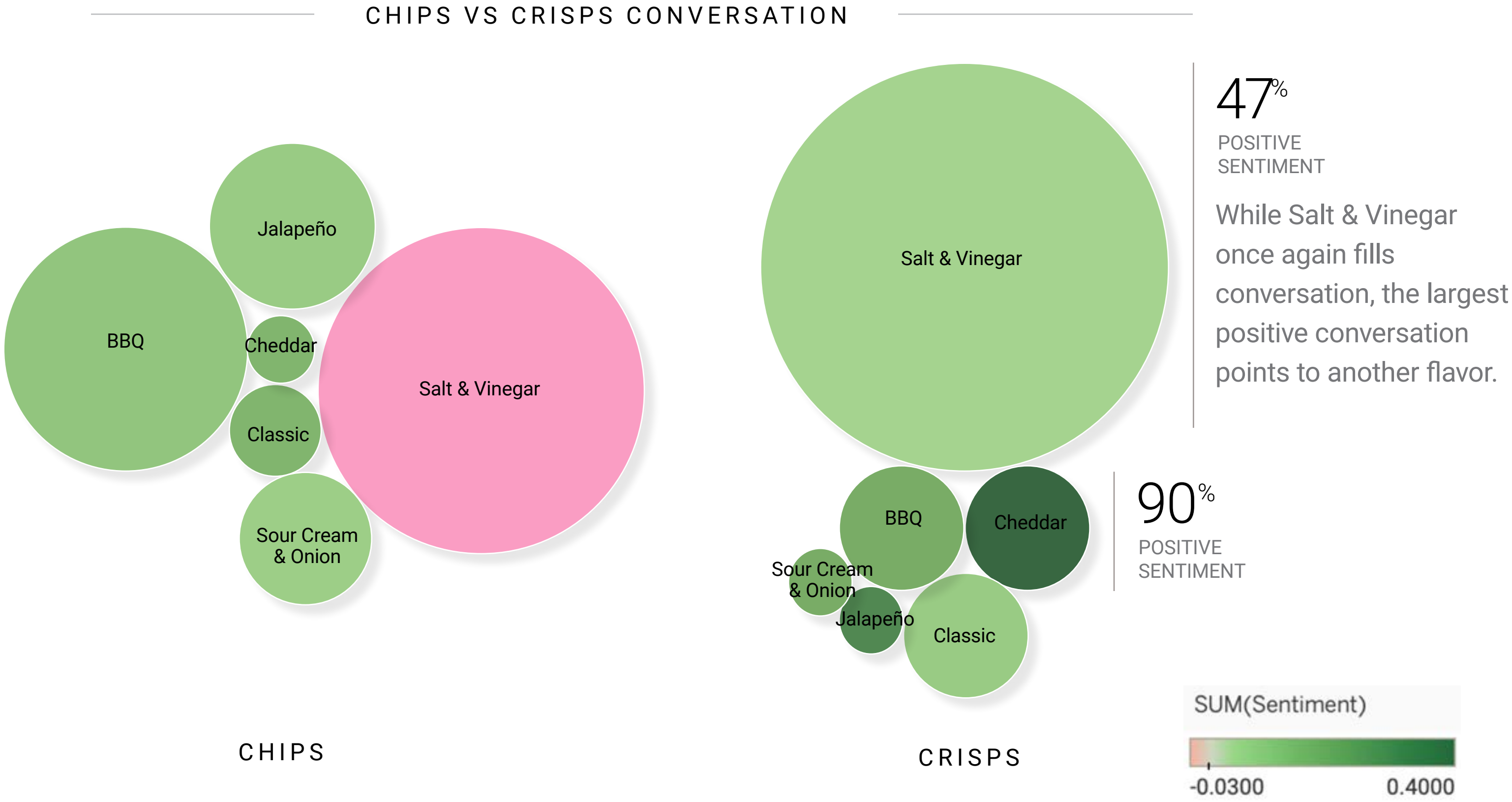1. Geography filters from meta-data
2. Queries including "chips" or "crisps"

Type	Flavor	Raw Sentiment	Volume
Chips	Classic	64%	4%
	Cheddar	64%	2%
	BBQ	59%	27%
	Jalapeno	57%	12%
	Sour Cream and Onion	56%	8%
	Salt and Vinegar	47%	47%
Crisps	Cheddar	90%	7%
	Jalapeno	79%	2%
	BBQ	67%	7%
	Sour Cream and Onion	63%	1%
	Classic	57%	7%
	Salt and Vinegar	54%	76%

Cheddar reigns king in the U.K.

Crisps are more positively discussed in the U.K. than chips are in the U.S. Meanwhile, U.S. consumers discuss hot and spicy chips (like jalapeño and BBQ) more often than the U.K. mentions hot and spicy crisps.

CHIPS VS CRISPS CONVERSATION

CHIPS

CRISPS

47%
POSITIVE SENTIMENT

While Salt & Vinegar once again fills conversation, the largest positive conversation points to another flavor.

90%
POSITIVE SENTIMENT

SUM(Sentiment)

-0.0300   0.4000

11

Use occasion and product specific searches to uncover product use and sizing insights

Consumers love to talk online about their personal experiences with meals and who they enjoy them with.

Hone your search for social conversations with "me" or "my" or "myself" statements, and within those statements for mentions of friends, family or significant others.
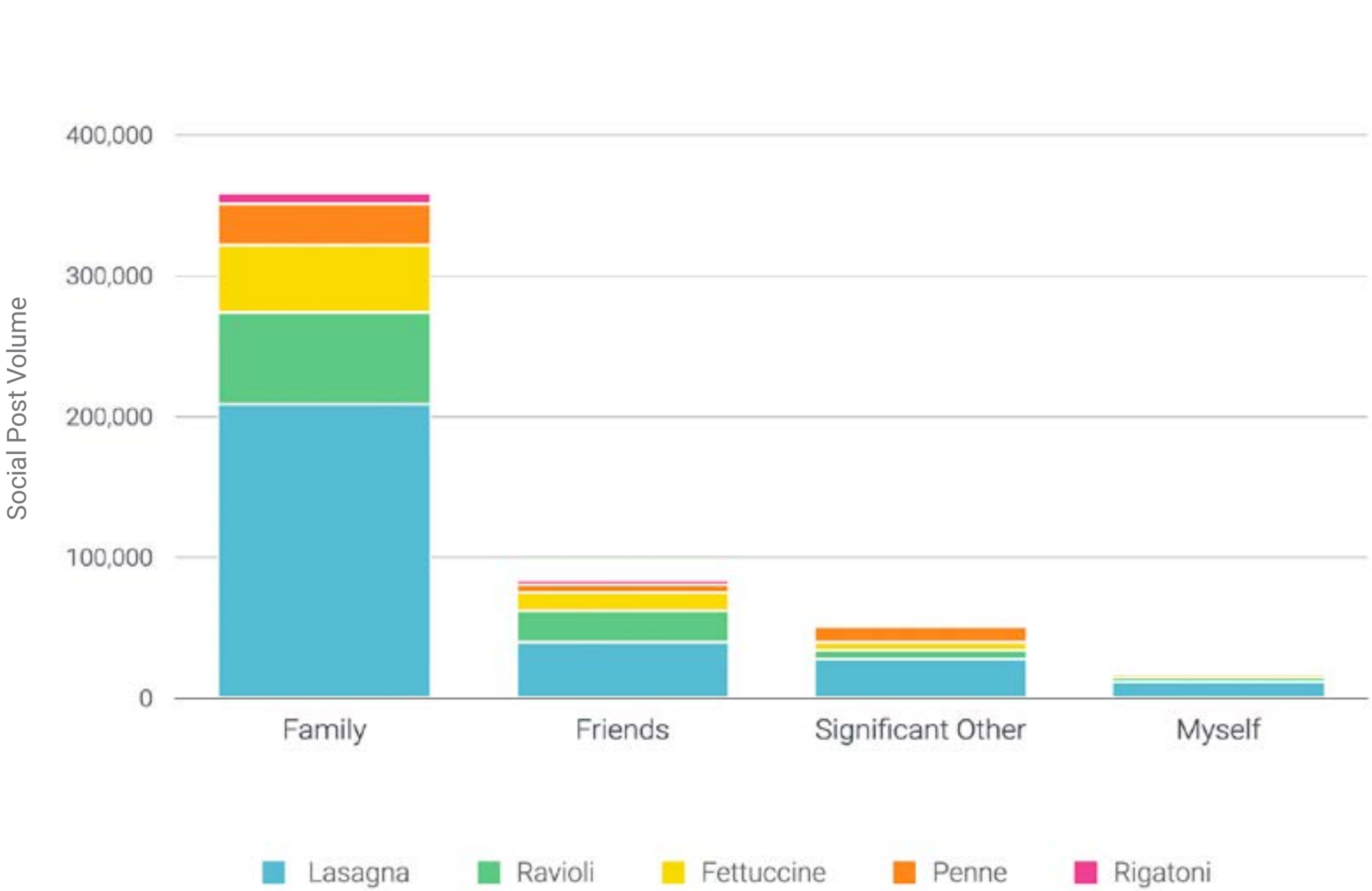
Layer product specific queries to uncover occasion and product specific consumer insight.

KEY QUESTION: What occasions are certain products most associated with?

Pasta social conversations show lasagna is most consumed on all occasions

Ravioli is often mentioned when eating with friends, making it a good go-to for social occasions. Penne is popular to eat with a significant other. Knowing occasion experiences can help optimize portion sizes.

PASTA CONSUMPTION BY TYPE AND CONSUMER

Social Post Volume

400,000

300,000

200,000

100,000

0

Family   Friends   Significant Other   Myself

■ Lasagna   ■ Ravioli   ■ Fettuccine   ■ Penne   ■ Rigatoni

Sizing Matters
Analyzing occasions of use shows big opportunities for family- and individual-size lasagnas, while penne and ravioli would do better in 2-3-person portion sizes.

12

Search specific occasions within products to find new marketing opportunities

To truly understand consumer experiences and behaviors, analyze what they say. Use analysis of social conversations to see which occasions, such as lunch or date night, are mentioned along with a chosen product.

Deep Dive Tip: Take your insight one step further to understand consumer buying preference. Conversation volume around frozen pasta reveals which pasta consumers talk about buying frozen instead of preparing themselves.
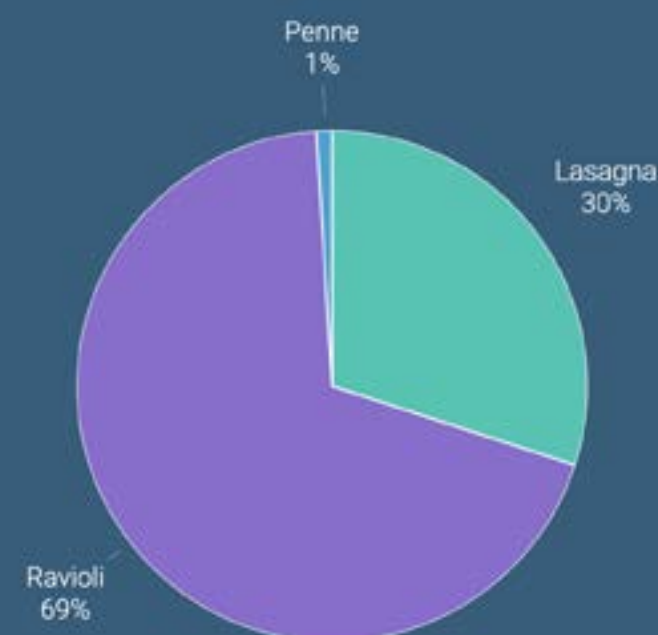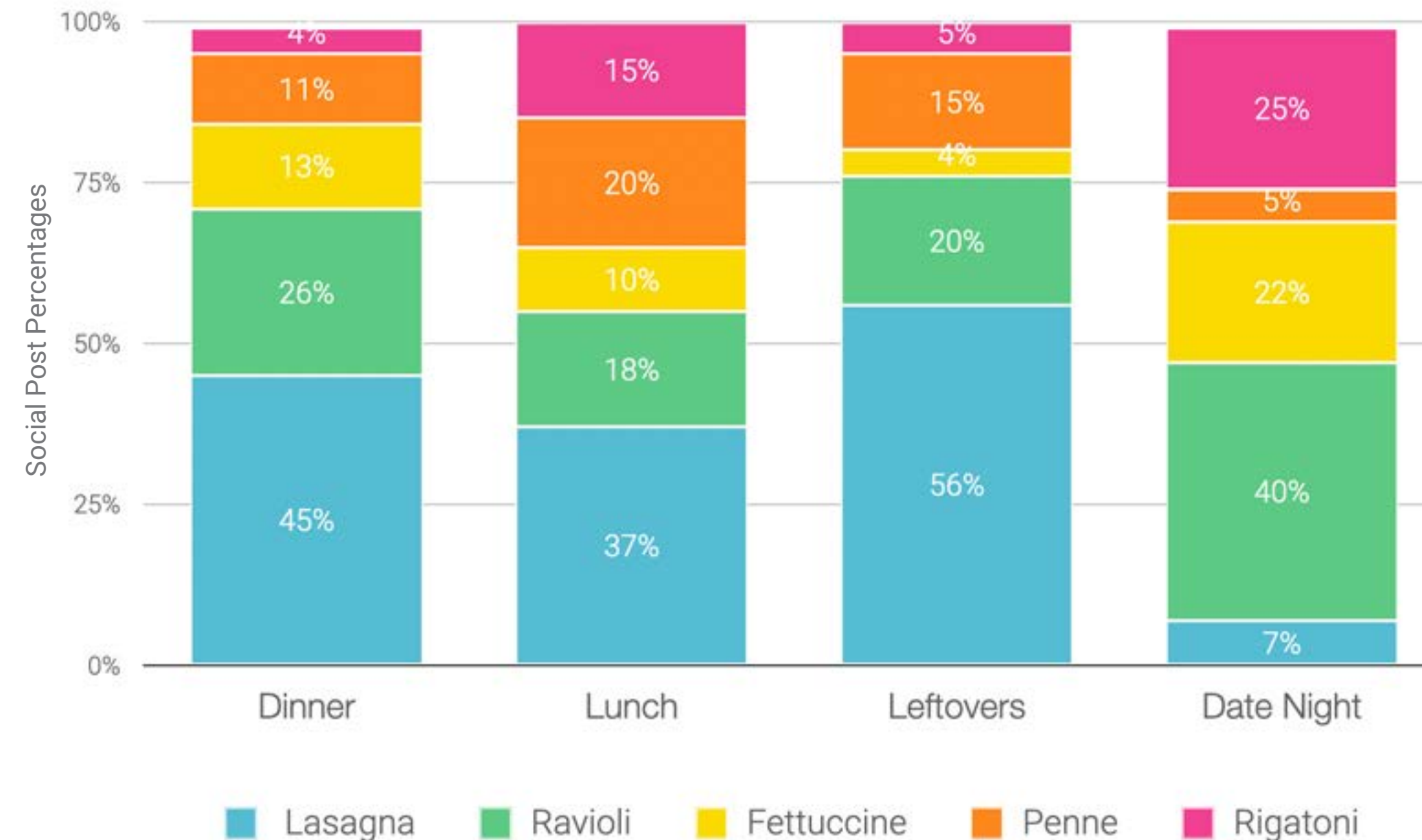
Penne
1%

Lasagna
30%

Ravioli
69%

Lasagna is the most popular pasta dish, unless it's date night

Penne is often discussed as a lunch dish. Ravioli is one of the most versatile pastas, mentioned frequently with different types of occasions, meaning there's an opportunity to appeal to multiple types of buyers.

PASTA CONSUMPTION BY OCCASION AND TIME OF DAY

Social Post Percentages

	Dinner	Lunch	Leftovers	Date Night
Rigatoni	4%	15%	5%	25%
Penne	11%	20%	15%	5%
Fettuccine	13%	10%	4%	22%
Ravioli	26%	18%	20%	40%
Lasagna	45%	37%	56%	7%

■ Lasagna   ■ Ravioli   ■ Fettuccine   ■ Penne   ■ Rigatoni

Penne for your thoughts
Lunch and leftovers are popular occasions to eat penne. Focusing on penne lunch options could expand on an underutilized occasion. Meanwhile, heavier noodles like fettuccine work better for evening occasions.

Conclusion

The ultimate task in CPG is trying to solve the puzzle of why people buy. Is it the ingredients, pricing, or packaging? Or is it something deeper than that-- family gatherings, particular cravings, the love (or hatred) of Salt & Vinegar?

The solution brands need is data about consumer experiences, tastes, and behaviors. Social listening offers the best opportunity to truly understand the consumer psyche and what drives them to their choices.

To recap, this report revealed how social listening insights can help your team:

1 Pinpoint how consumers talk about different varieties of products and flavors.

2 Understand how audience segments discuss key topics, products and brands.

3 Target products to specific geographic regions based on how they talk online.

4 Use social conversational analysis to demonstrate rising and falling products.

5 Perform competitive analysis to understand which product features are most important to consumers.

Methodology

The featured data is derived from the social listening insights available in Infegy Atlas since 2007. The primary query date range for this report is 6/1/2019 to 6/1/2020. Data was pulled using research within the platform using the brand conversations in our database. The conversational data includes content pulled from:

• Social media channels
• Blogs and user-created articles
• News publications
• Forums
• Review sites
• Comments

• Other online channels where users discuss the related topics

The featured brands, personas and channels were chosen for further analysis based on industry trends as well as top themes and interests in our proprietary database.

SOURCES

Fastest-Growing Potato-Chip Brands in C-Stores, Brett Dworski for CSP Daily News, September 2018

State of Generation Z Snackers, Segmanta

How a Redesign Transformed these Ugly Duckling Products into Cult Favorite Food Brands, Madison Flagger for Delish, May 2019

How to Win the Innovation Race in Fresh, Jennifer Strailey for Winsight Grocery Business, October 2019

Vanilla ranks as the top-selling ice cream flavor in US followed by chocolate, Mary Shoup for Dairy Reporter, October 2017

Top 10 Trends to Watch in Ice Cream, Barry Callebaut

Get results.
Choose the best technology.

Beyond volume and sentiment, Infegy Atlas helps researchers get to the heart of what consumers think and discuss, and how they feel about topics and brands through nearly instant analysis of millions of social conversations.

RESULTS YOU CAN TRUST

93% sentiment accuracy and 97% recall — backed by the largest validation test ever published in the industry.

FLEXIBILITY

Unlimited search queries and data access going back all the way through 2007, allowing you to perform more research and pivot more quickly.

AUDIENCE SEGMENTATION

Default and customizable audience segments that enable users to create social media focus groups to perform more targeted research and deeper discovery.

CONTEXT

Deeply understand complex nuances, including emotions like trust and themes such as purchase intent, automatically.

EVENT DETECTION

Sophisticated statistical analysis of more than 125 metrics that highlights the key drivers within conversations and identifies the most important events.

SPEED

Through the API or the UI, return advanced contextual analysis within seconds of hitting submit.

Infegy is the leading SaaS data analytics company that helps global agencies and enterprise partners understand their consumers to make more informed business decisions.

Our cloud-based social media intelligence platform, Infegy Atlas, is powered by Infegy's best-in-class Natural Language Processing and machine learning technology to provide real-time insights leveraging social media data from the more than 400+ million sources.

With a focus on translating the voice of the consumer into actionable intelligence, Infegy Atlas has been utilized to determine what moms think about sugar content in breakfast cereals, what drives sales for nail polish, and if the PlayStation 4 will outsell the Xbox One.

Ready to see the software used to create this report in action? Get a personalized demo of Infegy Atlas.

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