



THE ROLE OF INTERNET FOR COOKING & BAKING IN GERMANY

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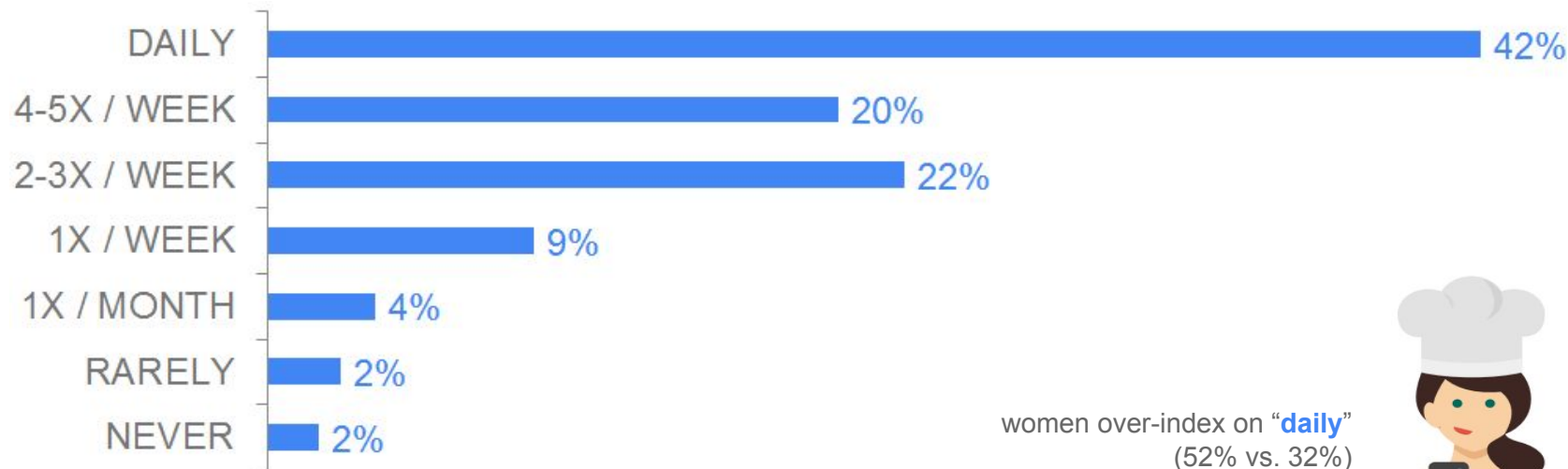
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Research Behaviour Around Cooking & Baking

93% of people in Germany cook at least once a week

How often do you cook?



women over-index on “**daily**”
(52% vs. 32%)



Top 20 General Cooking Questions in Germany

Inspiration

was soll ich kochen?
was kochen wir heute?
was soll ich heute kochen?
was kann ich heute kochen?
was koche ich heute?
was kann ich kochen?

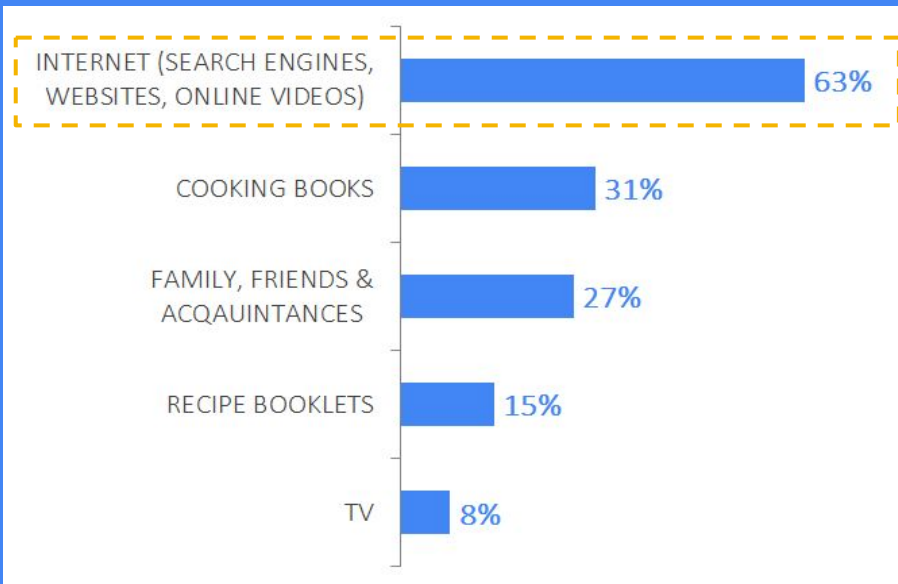
How to...

kartoffeln kochen wie lange?
spargel kochen wie lange?
wie lange kochen kartoffeln?
wie lange muss ein ei kochen?
wie lange kartoffeln kochen?
wie lange müssen kartoffeln kochen?
wie lange spargel kochen?
wie lange eier kochen?
wie lange müssen eier kochen?



The internet is the top information source for recipes in Germany

What are your top information sources for recipes?



Source: Google Consumer Surveys, General Population in Germany, October 2015
Q: "Was sind Ihre Hauptinformationsquellen zum Thema Rezepte?" N=1131

Top benefits of online recipe sources vs. offline sources:

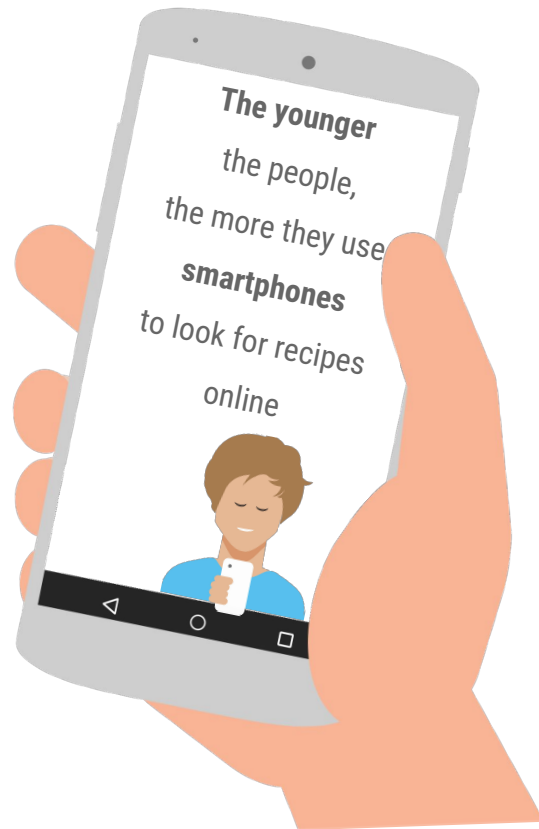
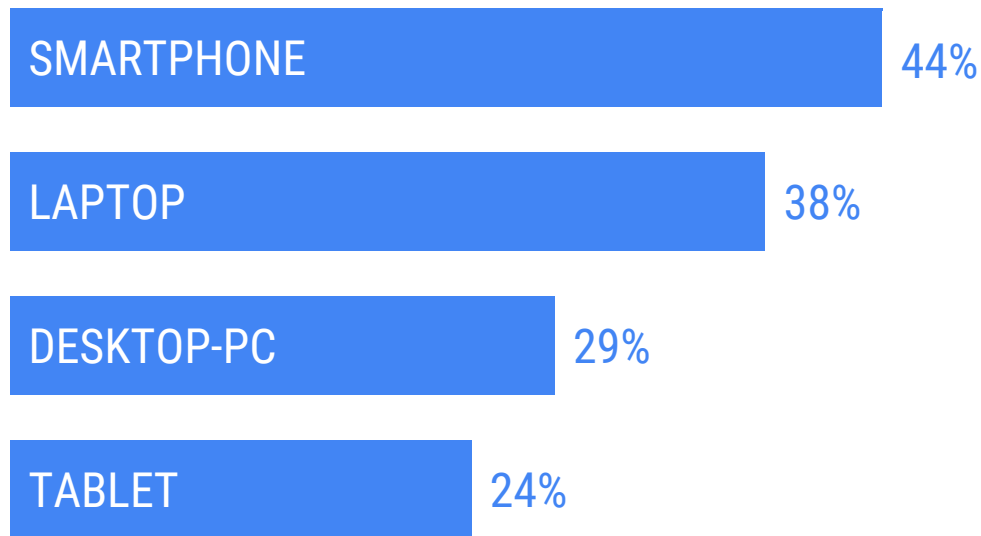


65% of the people are satisfied or very satisfied with the information & resources available online

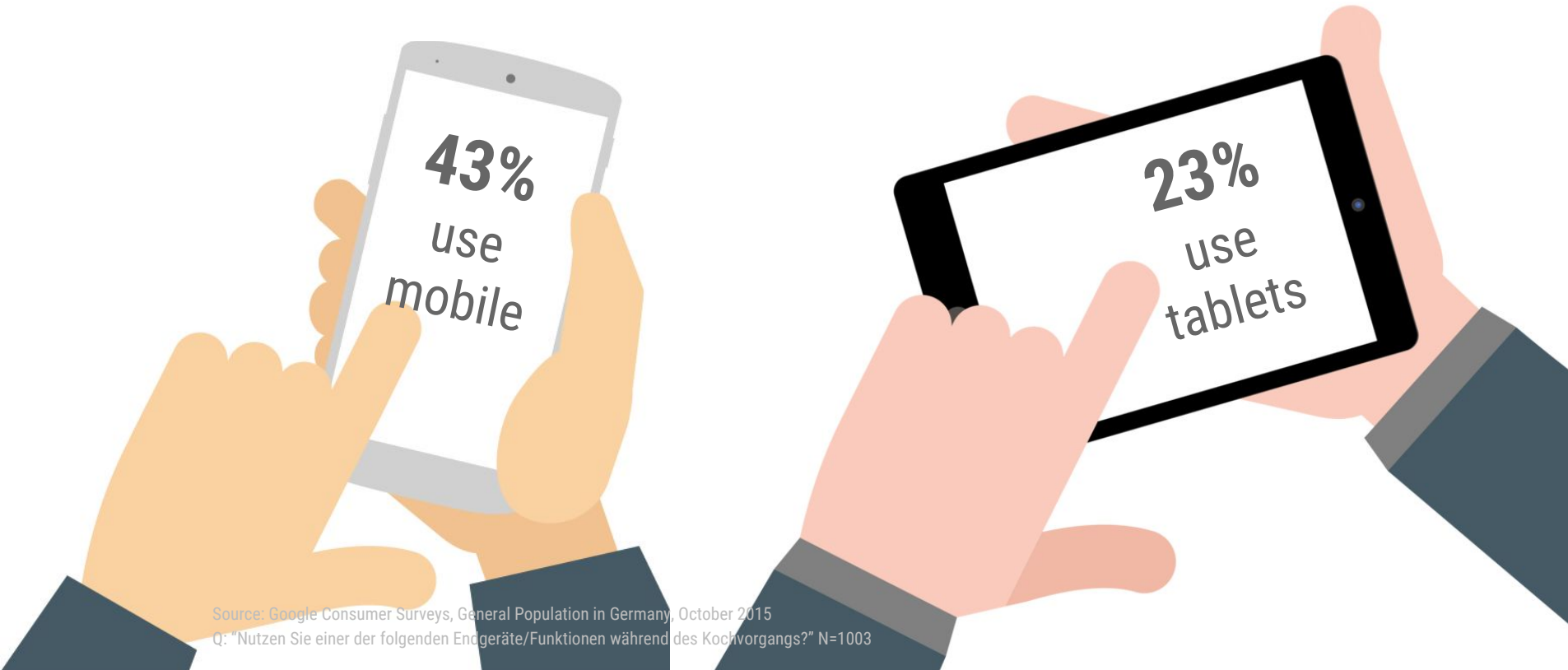
How satisfied are you with the online offering around cooking and baking?



Most people search for recipes online using their smartphones



While cooking, 73% use an internet device



Source: Google Consumer Surveys, General Population in Germany, October 2015

Q: "Nutzen Sie einer der folgenden Endgeräte/Funktionen während des Kochvorgangs?" N=1003

**And 4% of people
even used voice
search while
cooking**



People use the internet for different cooking purposes:

64%

Recipes

29%

Inspiration

16%

Nutritional
Information

12%

Food
Trends

10%

Food
Pics

7%

Share
Food
Pics

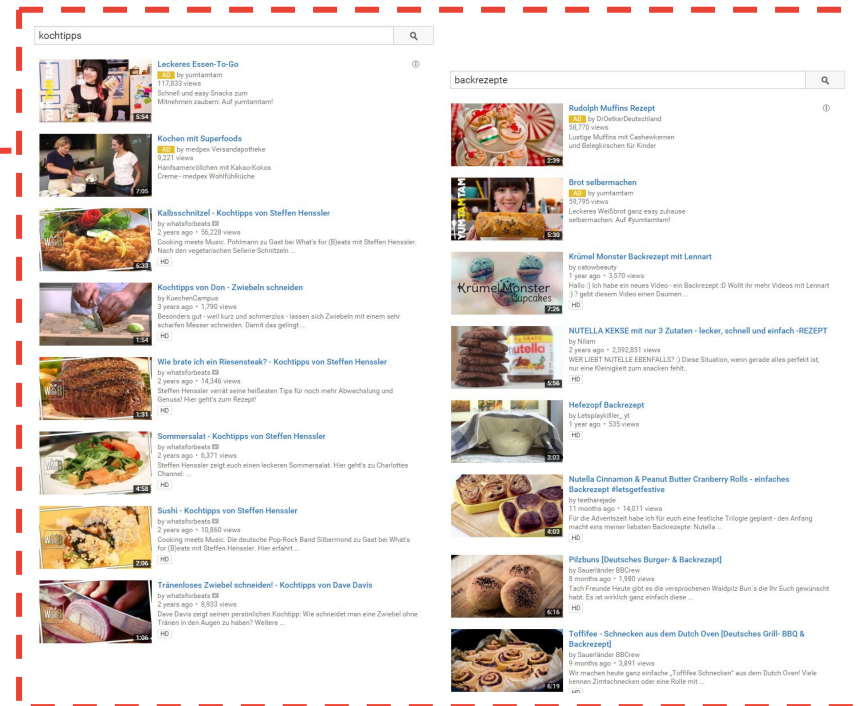
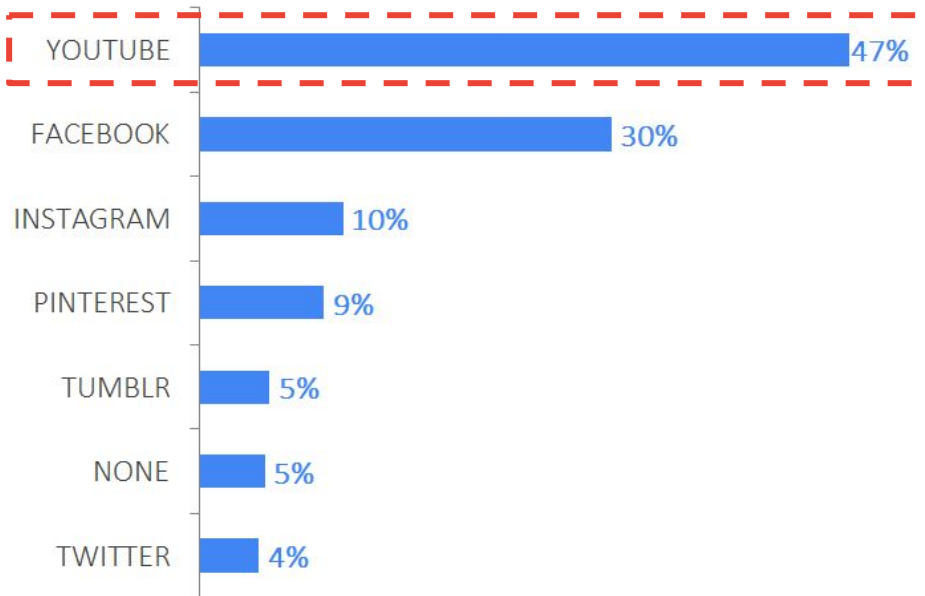
women over-index
on **"looking for
inspirations online"**



Types of online destinations differ depending on people's purposes

Recipes	Inspiration	Nutritional Information	Food Trends	Food Pics	Share Food Pics
Recipe Websites	Recipe Websites	Search Engines 	Recipe Websites	Search Engines 	
Search Engines 	Search Engines 	Recipe Websites	Search Engines 	Recipe Websites	
Video Portals	Blogs & Online Communities	Blogs & Online Communities	Social Networks	Social Networks	

YouTube is the social network for recipes online:



Top Food Influencers on YouTube

1



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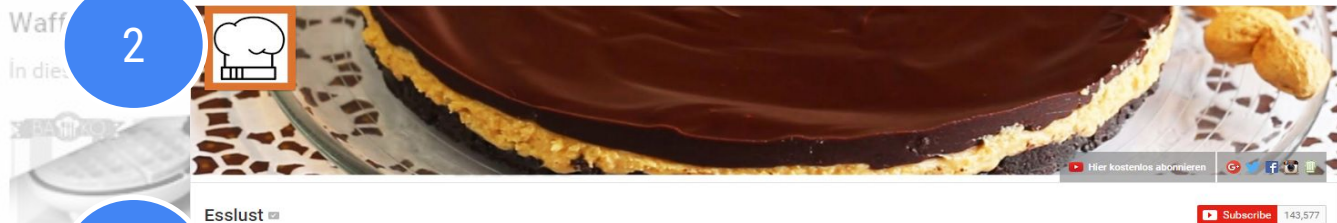


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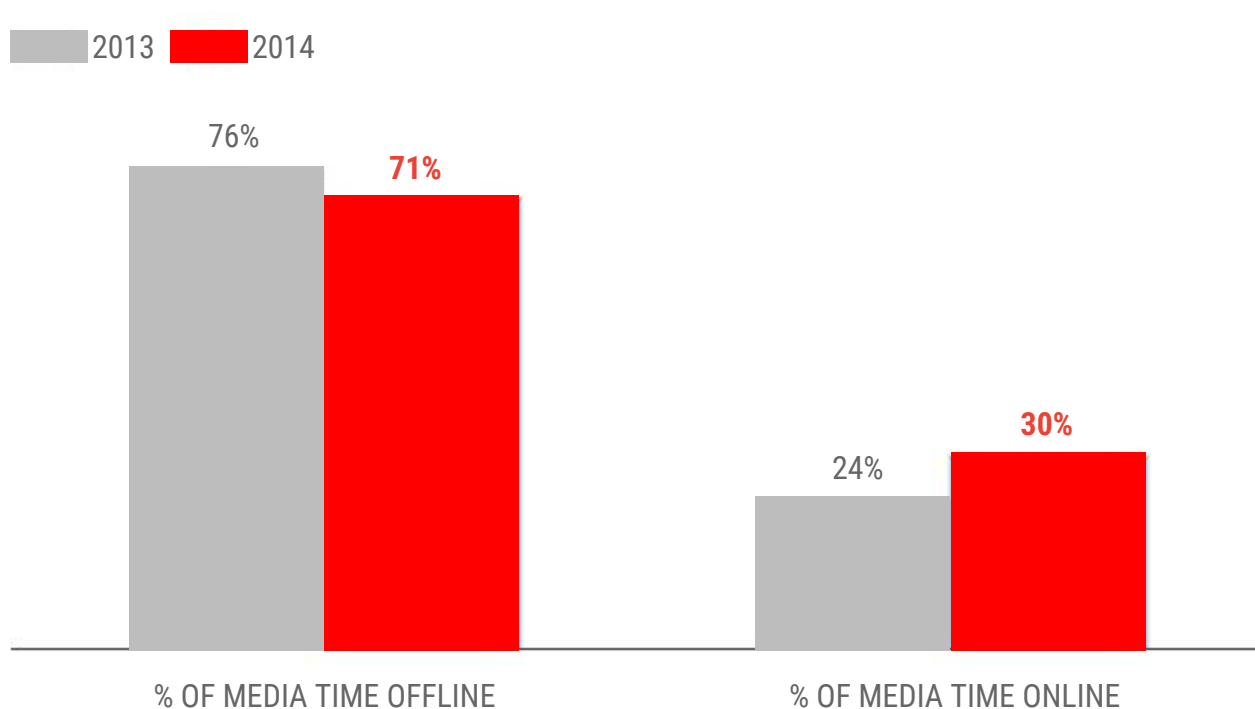
NEUE REZEPTE: DONNERSTAG & SAMSTAG

Alle Rezepte

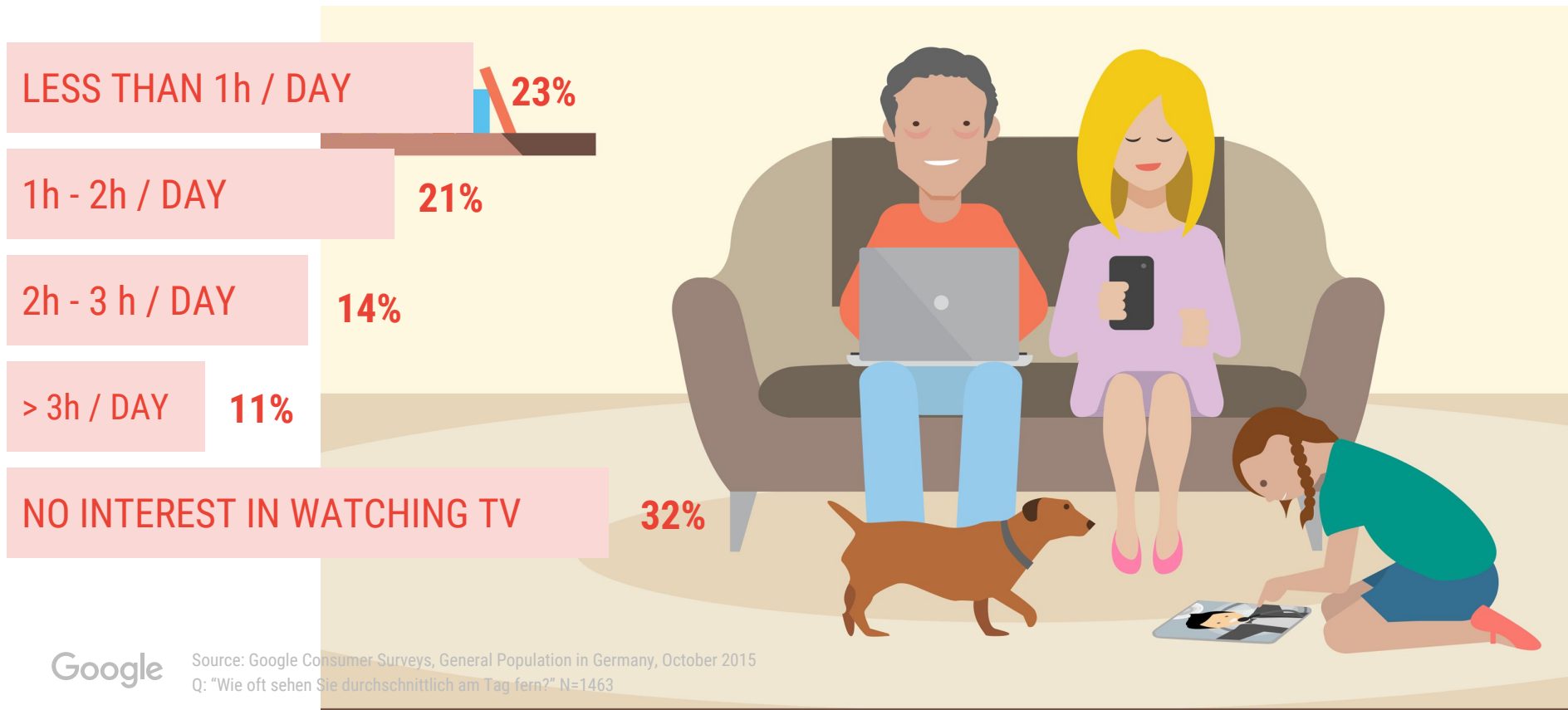
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How TV Influences Recipe Searches

People's media consumption has changed

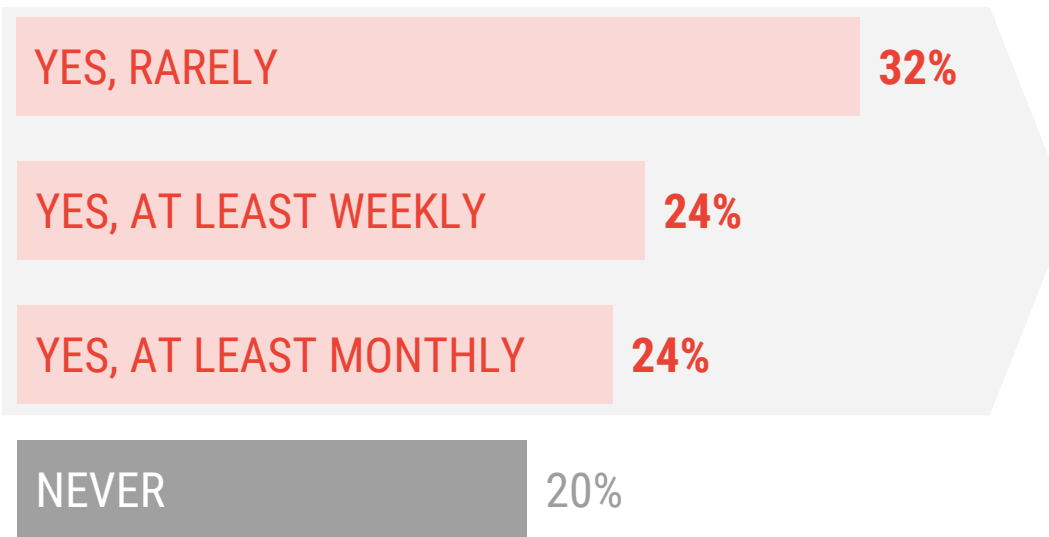


How much time cooking lovers spend with TV per day:



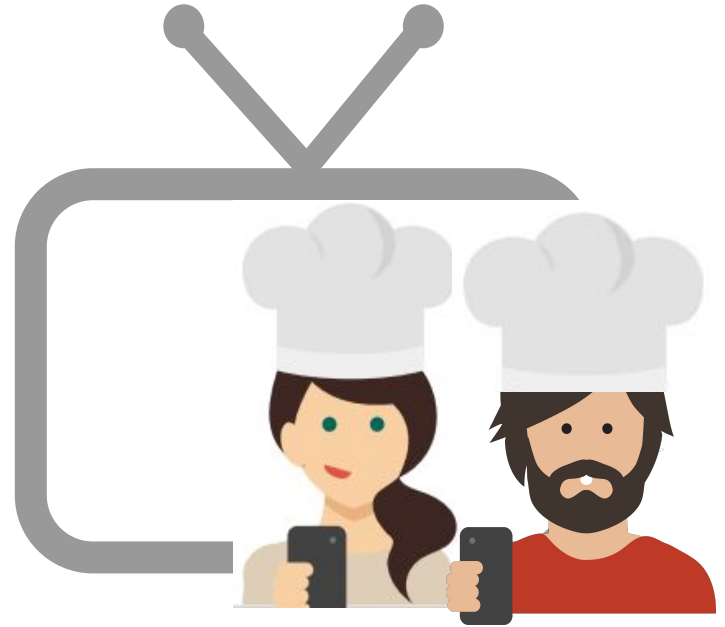
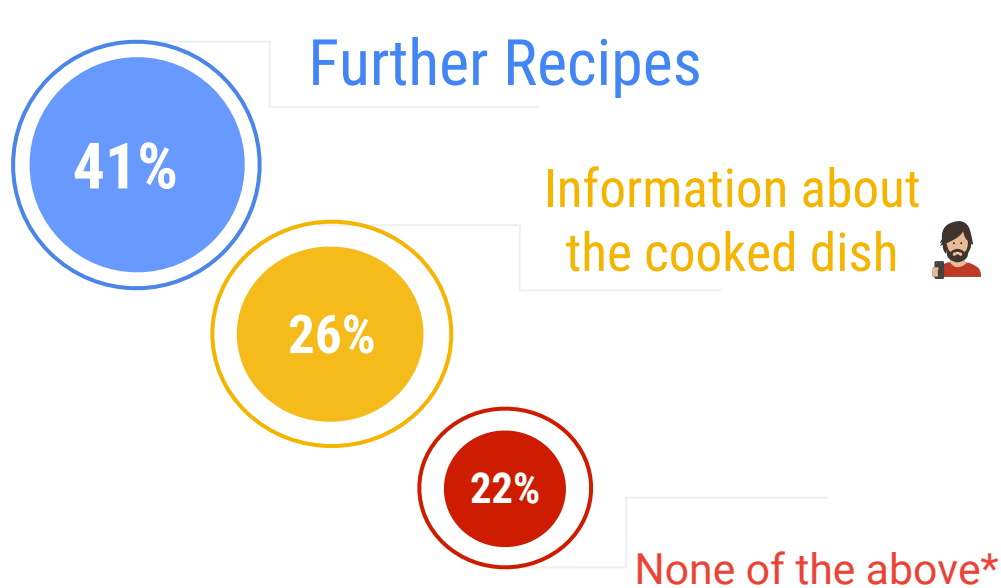
Most of them like to watch cooking shows on TV

Do you watch cooking shows on TV?



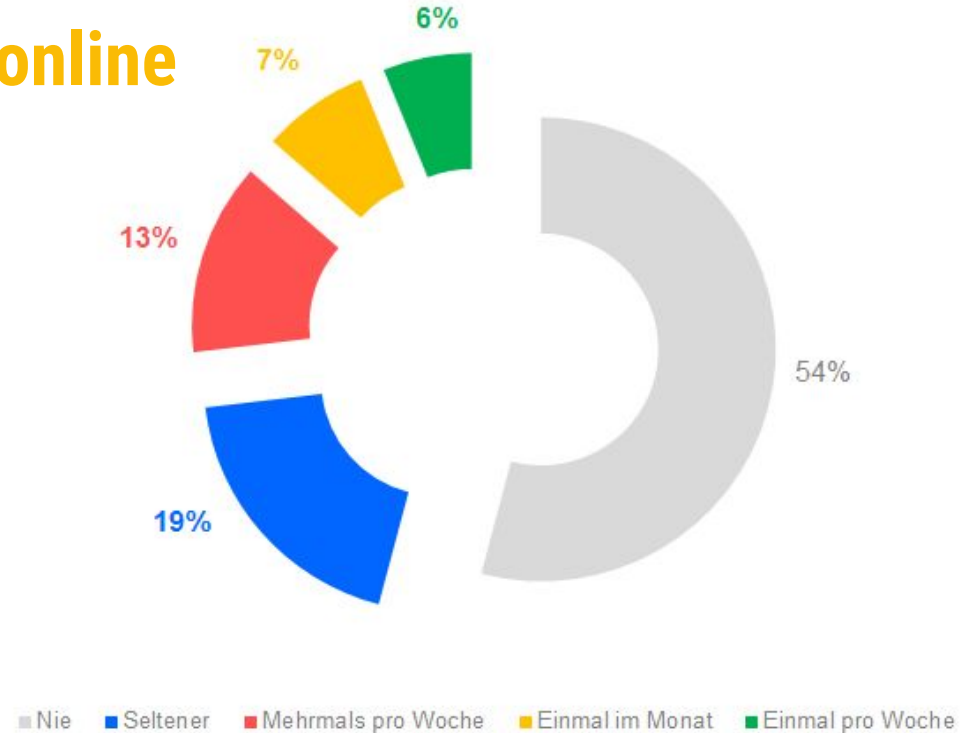
Search reacts to TV:

People look for information online while watching TV

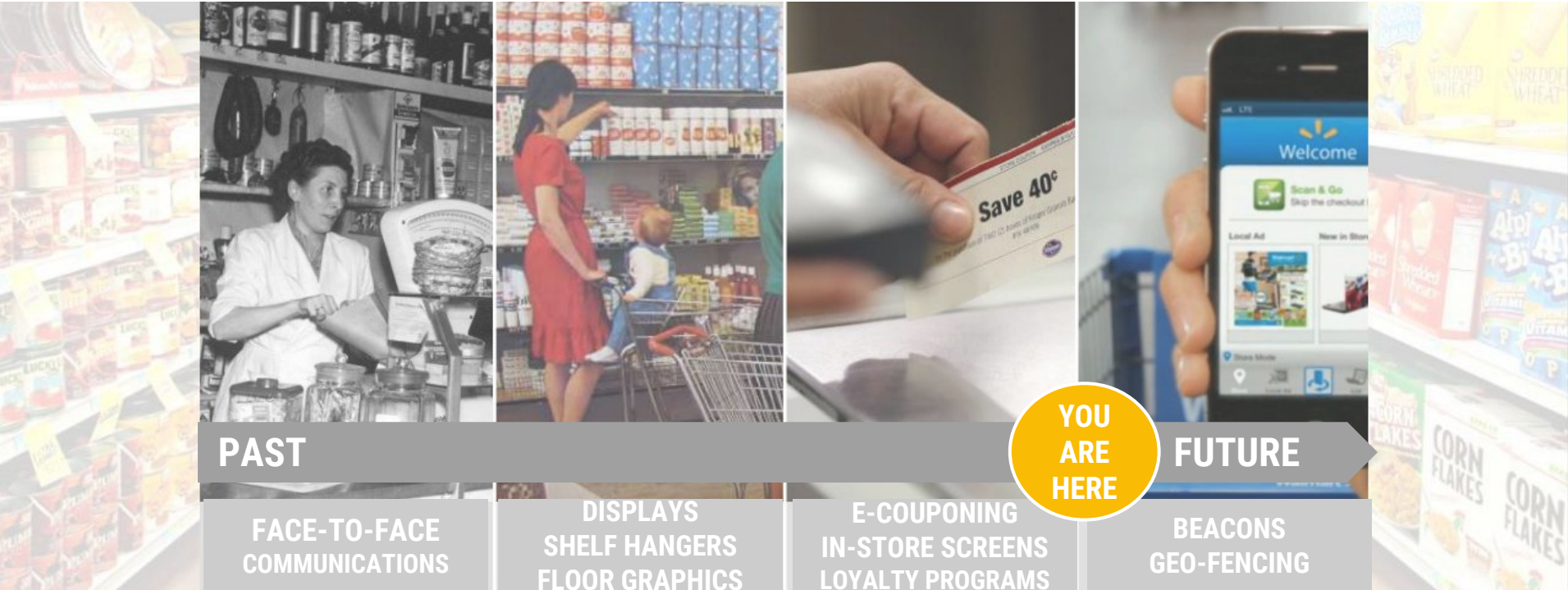


How the Internet Influences Grocery Shopping

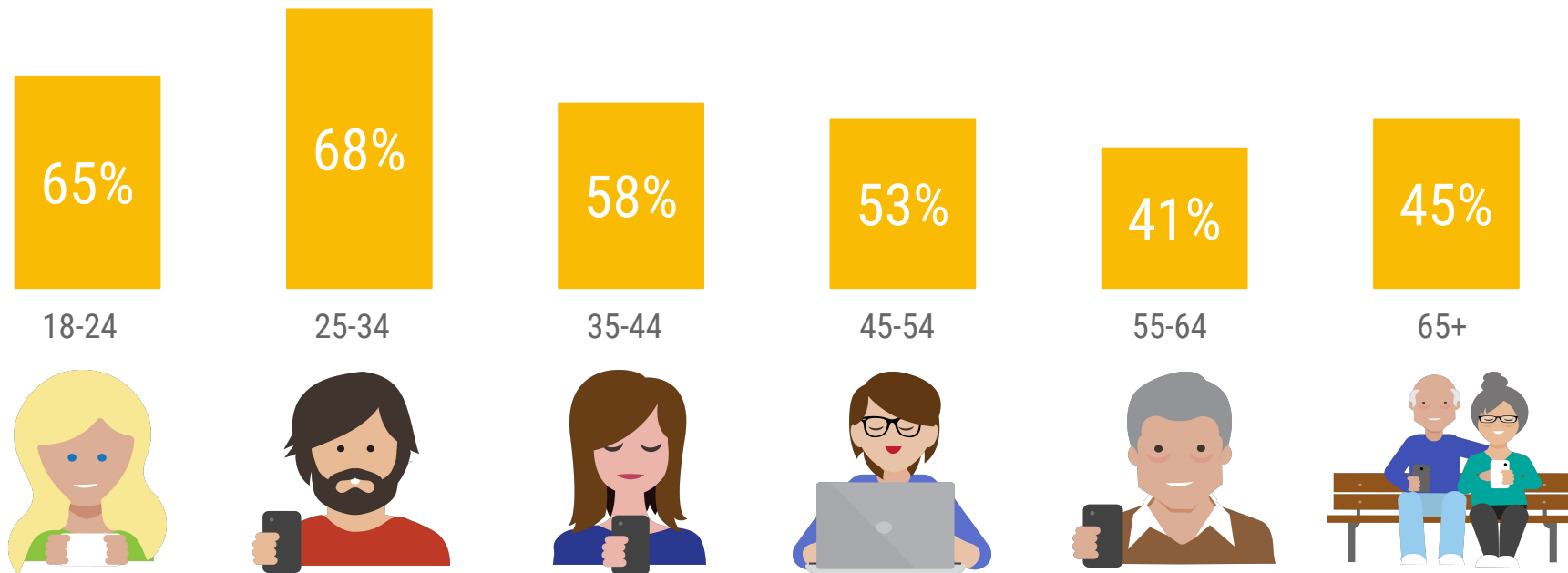
45% of people in Germany have purchased groceries online



Smartphones are taking over the role of shop owners



56% of people in Germany search for information online while buying groceries



Information people look for online while buying groceries



In terms of local information, they mostly look for opening hours and promotions



What Brands Can Offer

How Brands Win in the Online Recipe Space

- ✓ Regularly updating recipes and other information across online channels
- ✓ Monitoring trends to position content accordingly
- ✓ Aligning campaign planning and budget allocation to search interest
- ✓ Ensuring findability of content across online channels
- ✓ Optimizing content to mobile and making it user-friendly
- ✓ Capturing search interest generated by TV content



Thank You

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