

CHILE*N*UT

Consumer Behavior in Germany



CHILE*N*UT

Hi, I'm Kirsten!

I'm the vegan food influencer behind **'The Tasty K'** - one of the biggest social media platforms for plant-based recipes, as well as healthy living & conscious travel in Germany, with over 500.000 social media followers from around the world.

 401.000 followers facebook.com/thetastyk1
 138.000 followers instagram.com/thetastyk
 13.000 followers tiktok.com/thetastyk



CHILE*N*UT

Part of the **ChileNut Campaign** in Germany throughout 2021/2022

- developed several plant-based recipes featuring Chilean walnuts (e.g. Coffee Walnut Cake, Walnut-Lemon Pesto, Walnut Cranberry Bread, Vegan Kuchen De Nuez)



Move aside pine nuts - 'cause this delicious #vegan WALNUT-LEMON PESTO is anything but boring! 🥑
🌱 Not only a flavor bomb but also super nutritious thanks to the best walnuts from Chile 🇨🇪 <https://www.walnusschile.de/>



This WALNUT CRANBERRY BREAD might just be...

🎧 ChillHop · Lofi & Chill (Instrumental)

October 30 · Duration 0:43

▶ 88795 ❤️ 843 💬 15 ⚙️ -- 📌 521

Reach ⓘ

88,920

Accounts reached

CHILE*N*UT

What does the German
consumer care about?



1. The Green Trend / Sustainability Movement

- **Environmental issues & climate change** are constantly part of public discussion and have reached the midst of German society
- Trend has been ongoing for the past 10 years, but really accelerated in last few years (because of natural disasters, strong social + political movements)

Change in consumer mindset towards greener + more sustainable practices



CHILE*N*UT

WHERE is it produced?

- transportation routes + CO2 emissions

HOW is it produced?

- farming practices, sustainability measures in country of origin (waste management, recycling, green energy, use of pesticides), human cost & impact on local workers (social initiatives)

WHAT is the impact?

- packaging materials (eco-friendlier alternatives to plastic)



Walnuts in Glass Jar at EDEKA

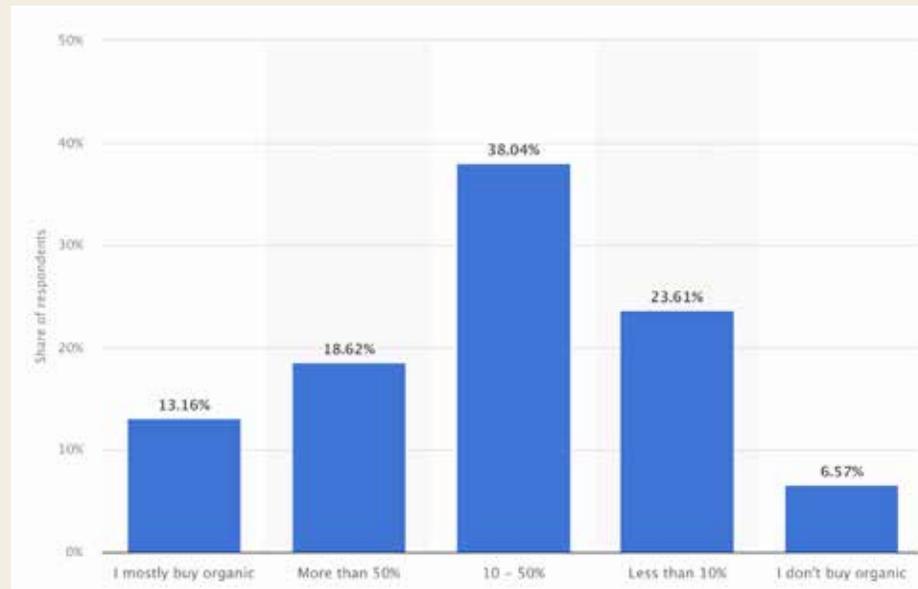


CHILE^NUT

Germany ranks #7 in highest organic food consumption worldwide.

Organic produce is affordable to the mainstream + available in every supermarket (even discounters have their own organic brands).

EXAMPLE: ORGANIC FOOD CONSUMPTION



2. The Plant-Based Revolution

- **10% of Germans are plant-based** (Vegetarian or Vegan)
 - ⇒ highest number among European countries
- **Past 10 years:** 13% decline in meat consumption (contrary to the rest of the world), being now at a record low - while sales of plant-based products have doubled
- **55% of Germans** consider themselves **Flexitarians** (meaning they deliberately choose not to eat meat at least some of the time and to actively reduce meat consumption)
- Consumers are looking for healthy + sustainable plant-based alternatives (that's where the walnut comes in)



The Evolution of the Walnut



From snack to everyday use in cooking

- lots of variety in supermarkets (4 big shelves with nuts and dried fruits)

Personal walnut consumption has increased (especially since I'm vegan) to almost daily use:

- breakfast (porridge, pancakes, granola, smoothies)
- lunch/dinner (spreads & dips, salads, 'meat' replacement in stews or pasta)
- desserts + snacks (lots of vegan desserts or healthy snacks use nuts)



RECIPES



CHILE*N*UT

RECIPES



How to reach the younger generation?

- 15% of young Germans (aged 15-29) follow a plant-based diet ($\frac{2}{3}$ made the change within the last 5 years)
- over **50% of Gen Z find inspiration** for food through **Instagram and TikTok** (huge component in introducing new flavors & trends)
 - what you eat very much connected to your personal identity and how you define and express yourself
- Marketing efforts should focus on relatable video content with plant-based influencers that have a strong following on these platforms



MUCHAS GRACIAS

CHILE*N*UT

