

# HelloFresh



Fresh research for a fast-growing brand.

## The Brief

**We were engaged to help HelloFresh better understand cooking behaviours among Australians.**

## The Work

National research among 1,005 grocery buyers revealed that Australians value cooking at home but find it hard to plan for weekly meals. The infographic and report highlighted that Australians spend 6.4 days each year doing the groceries, and that the pressures of working

out what to cook, when to cook, and finding new food inspiration can be stressful.

“After five years of continuous growth, McCrindle helped us to reveal the amazing story of the effect that HelloFresh has on cooking. We found that our customers are unique. Most Australians serve up the same dishes, but the vast majority (87%) desire to be more adventurous in the kitchen. This research helped us to extract insights from the depth of data we have about our customers and the benefits of HelloFresh by juxtaposing it with the challenges and stress felt by Australian cooks.”

## **Results & Deliverables**

HelloFresh was able to leverage the insights for national media activity, adding robustness to their marketing campaigns and brand story.

## **Contact**

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