



Official

Partner

Tapping into food delivery and cooking trends on Twitter



Introduction

Twitter is what’s happening and as the world changes, people take to Twitter to voice their concerns, ideas, and beliefs – but most recently, their pastimes. As daily routines were turned upside down and outdoor activities limited, people adapted and found new ways to connect and spend time.

People on Twitter are 15% more likely to inform friends and family about new products and services than non-Twitter users¹. So we asked Twitter Official Partner, Sprinklr, to weigh in on 2020 trends and share what people are up to, how brands are staying top of mind, and best practices for thoughtful engagement in food delivery services.

As dining in becomes the new normal, the conversation around food delivery and cooking on Twitter is increasing around the world. Twitter Official Partner Sprinklr analyzed the conversation around

food delivery services and cooking on Twitter from January 1st through April 30th, 2020 to discover the biggest trends, delicious developments in this space, and how brands are staying top of mind.

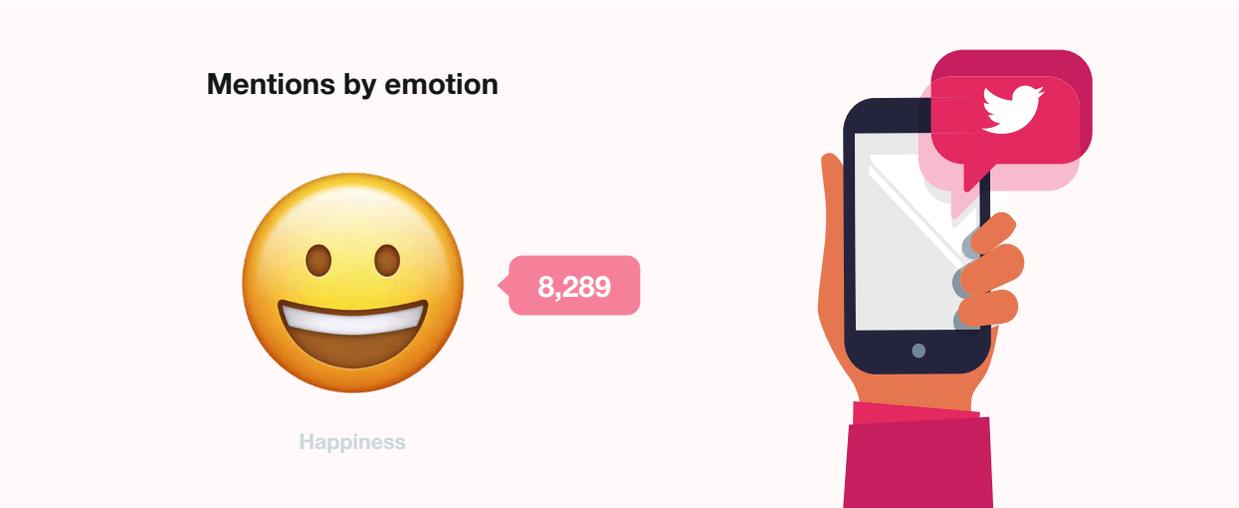
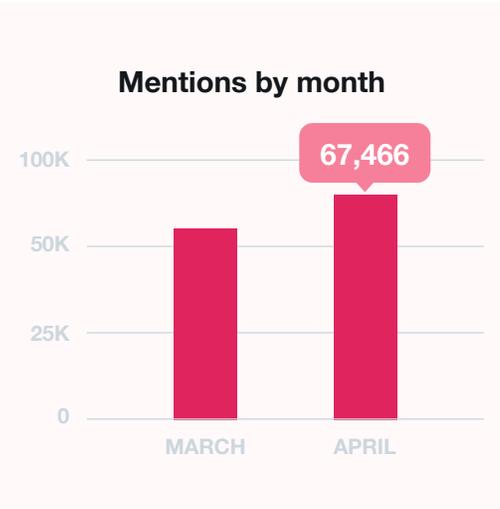
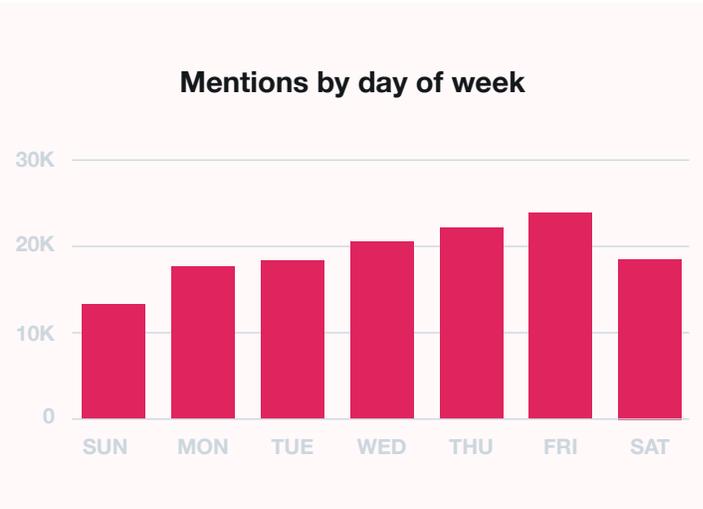


¹GlobalWebIndex Q1 2019, Global

Food delivery: Beer, burgers and bingo

Restaurant owners are cooking up generous portions of creativity to drive business, developing new experiences such as delivery cocktail kits and virtual bingo. Sprinklr found that the conversation about delivery cocktails boomed in April and early May on Twitter, with cities around the world – from London to San Francisco to Chicago – discussing beer, wine and cocktails to go.

For example, many brands are now offering **wine delivery services** or beer delivery in order to maintain sales. Conversation around alcohol delivery spiked in April, with more than 67,000 mentions on Twitter. Throughout the week in March and April, mentions of alcohol delivery increased with most happening on Thursday and Friday.



Many restaurants are offering **taco** and **cocktail** kits to go – taco-bout convenient! The most popular emotion expressed when discussing food delivery services and apps from April 5th to May 4th 2020 was happiness.

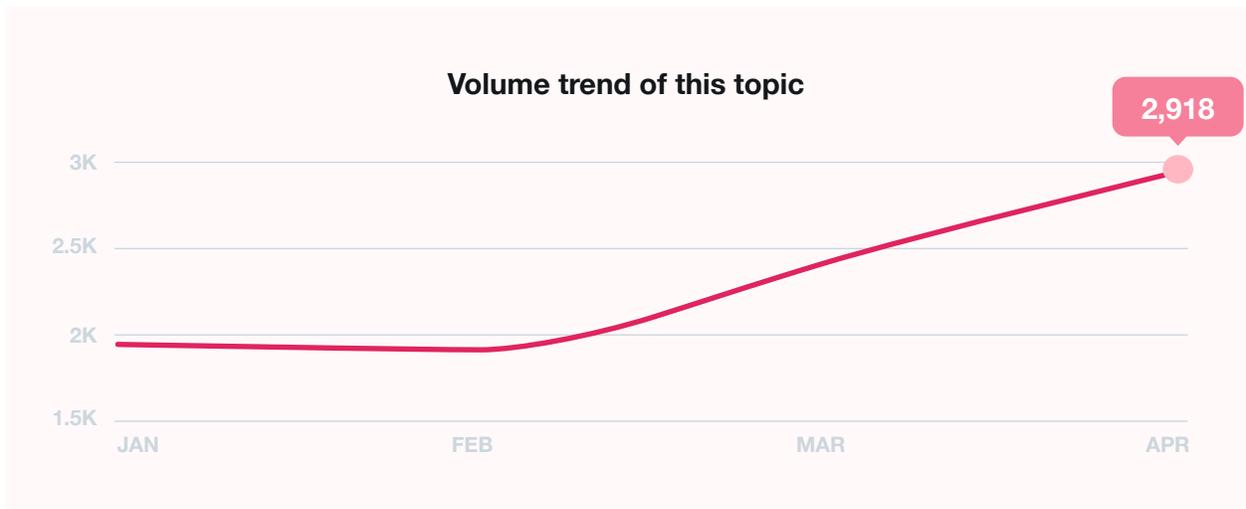
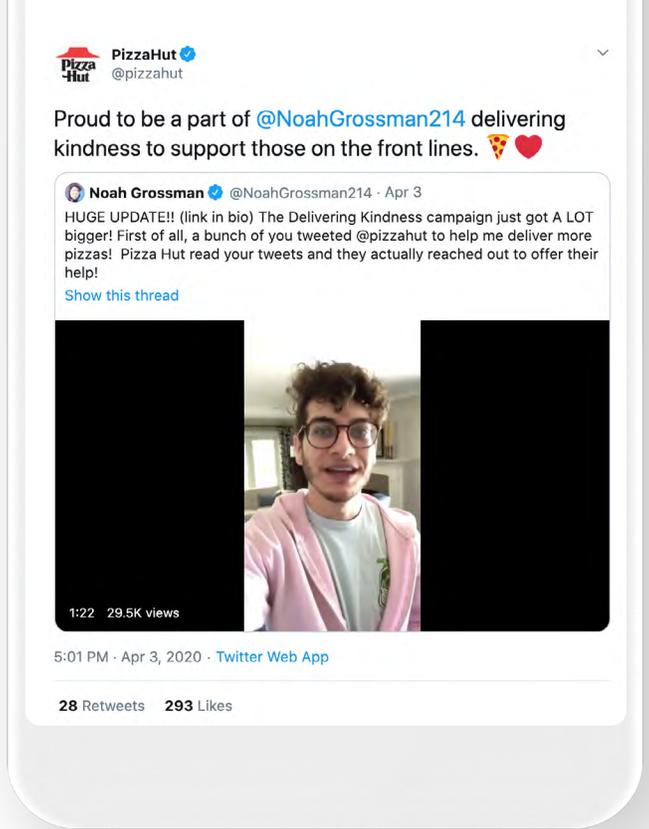
Volume trend of this topic



Businesses pivoted from physical events to digital content and live online experiences. Some of the activities that made people happy were supporting local businesses through activities like bingo. For example, in Atlanta, an **online bingo game** offers a chance to win prizes when people order takeout and delivery from five area restaurants. Mentions of bingo on Twitter spiked from 644,000 mentions in February to 1.7 million mentions in March!



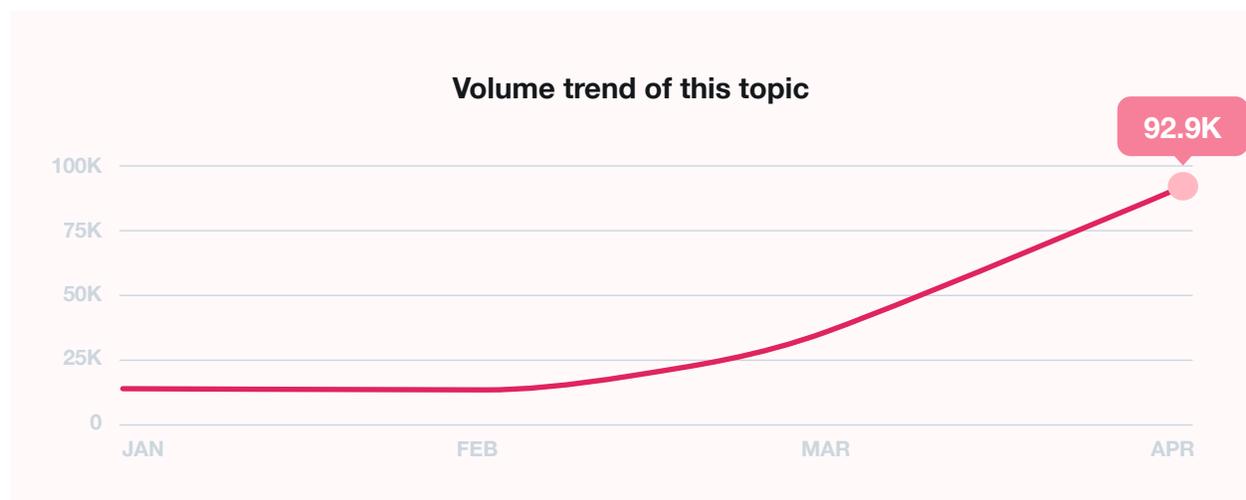
People around the world on Twitter were talking about delivery services for a range of different foods, but Sprinklr’s analysis found that one of the most used emojis in Tweets was the burger, ahead of pizza and tacos. However, “pizza” and #pizza mentions for delivery services increased dramatically – from 1,919 mentions in January to 2,918 mentions in April. Brands who stay in tune with customers will find appropriate moments to engage. Pizza Hut responded to outreach on Twitter asking for support of a pizza match program to help raise more money. All of the proceeds go to delivering pizzas to the homeless and front line workers.



Cooking at home: Bread, chicken and dalgona coffee

Baking and at-home cooking conversations on Twitter over the past few months have highlighted trends around bread making, dinner recipes and whipped coffee. In only 30 days – from April 4th through May 4th – Sprinklr discovered more than 580,000 mentions of cooking from home-related discussions on Twitter.

Bread, cake and pie were the three most popular trending terms in the “baking” theme. Mentions of “baking bread” or #breadmaking or “homemade bread” on Twitter are on the rise (pun intended) and went from 8,645 mentions in January to a whopping 92,996 mentions in April. What was the most popular form of bread? Sourdough by far – apparently people can’t stop talking about their sourdough starter. There even was a **shortage** in yeast as a result of the high volume of breadmaking.



Many brands are joining in on the at-home cooking trend surrounding celebrations and holidays like #TacoTuesday and #CincoDeMayo. People are increasingly turning to Twitter for information, inspiration and levity.

Eight in ten Twitter users agree brands should use their position to effect positive change in society and should be communicating through purpose-led campaigns².

For dinner, Sprinklr found that people are keeping it simple when cooking from home – chicken is the most discussed food, followed by spaghetti, tacos and pizza. Surprisingly, the most common emoji to describe a home cooked dinner on Twitter was none of the most popular foods – it was fire .

And of course, no food analysis on Twitter is complete without a mention of dalgona coffee – the whipped coffee, sugar and milk drink that is going viral. The drink **originated in South Korea** and is named after a sweet street candy. Sprinklr found more than 1 million mentions of “dalgona coffee” or #DalgonaCoffee from January through April, with mentions going from only 21 in February to 572,000 in April! Brands are connecting with Twitter’s influential audience to connect with what’s happening and maintain relevance in brand safe ways.

1M+

mentions

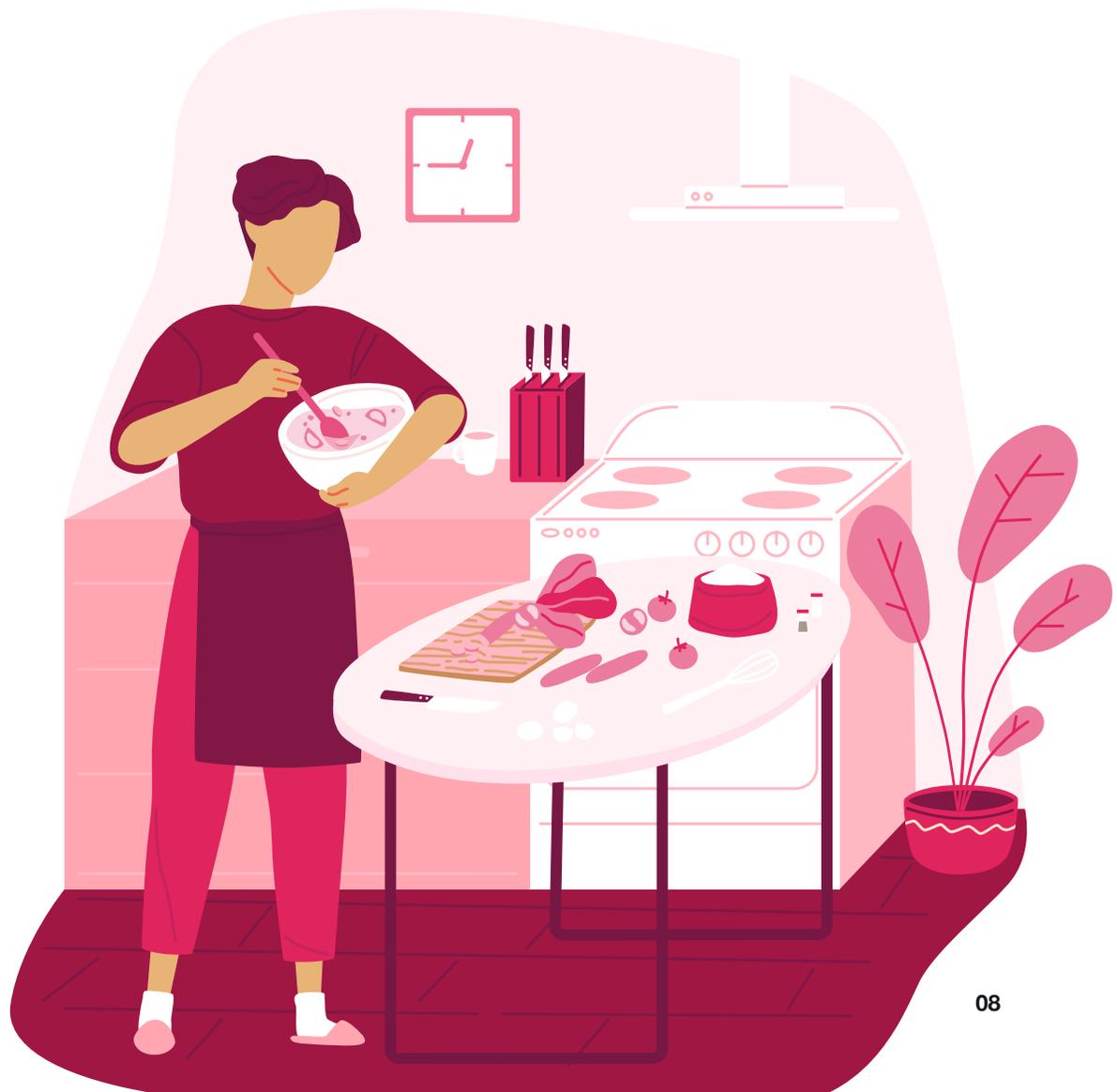
of dalgona coffee from January - April



² Source: @Firefish 2020 Internal Twitter Users Significantly higher/lower than non users at a 95% confidence internalD1. Having read the description of a brand purpose campaign, to what extent do you agree or disagree that brands should be communicating in this way? D2. Overall, how do you feel about brand purpose campaigns? (T3B & B3B) Total (6743) : Base: Twitter users(3169) D4. Thinking about brand purpose campaigns overall, how much do you agree or disagree with the following statements? (T3B) Base: total (6743), Countries included: Brazil, Mexico, Canada, US, UK, Japan

Conclusion

Social isolation during quarantine can be difficult for many, but if there's one silver lining, it's the increase of delicious recipes and creative, local restaurant support being shared on Twitter. In times of uncertainty, cooking and sharing food with others on Twitter is bringing many people a feeling of happiness – the top emotion Sprinklr found from Tweets in both the “cooking at home” and “food delivery” analysis. So, the increased mention of dalgona coffee may seem insignificant at first glance, but it's highlighting a powerful way that people are using Twitter to stay connected and the opportunity for brands to join the conversation.



Summary

In changing times, it's critical for brands to keep a pulse on what's happening. Analysis from Twitter partners is key for helping brands adjust media and creative plans, find appropriate ways to engage or provide customer support, and continue to communicate their brand purpose.

Top takeaway:

Social isolation during quarantine can be difficult, but if there's one silver lining, it's the increase of delicious recipes and creative, local restaurant support being shared on Twitter.

To learn more about Sprinklr, head to
partners.twitter.com



About the Twitter Official Partner Program

Twitter Official Partners are an elite group of vetted companies that help brands get more from Twitter. Twitter partners help brands make well-informed decisions, study past behaviors to predict future trends, and engage with their most valuable audiences on Twitter.

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Looking for help?

Email datahelp@twitter.com to get in touch with our dedicated Brand Development team for a consultation to learn more on how to get the most insight and value from Twitter data based on your specific needs and use cases.