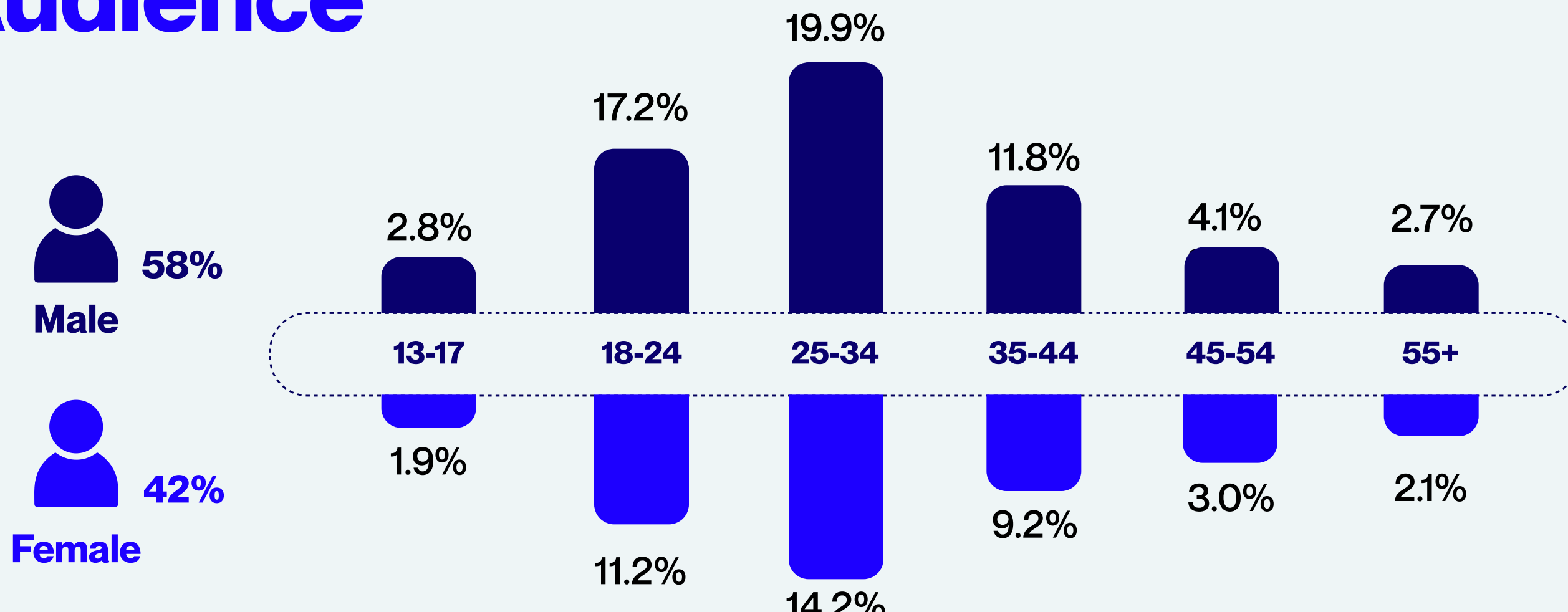


# Food & Bev

In order to understand the food and beverage category, we compare the audience demographics, content preferences, and ecommerce behaviors of the F&B audience on social video.

## Audience



## Content

Year Over Year Views

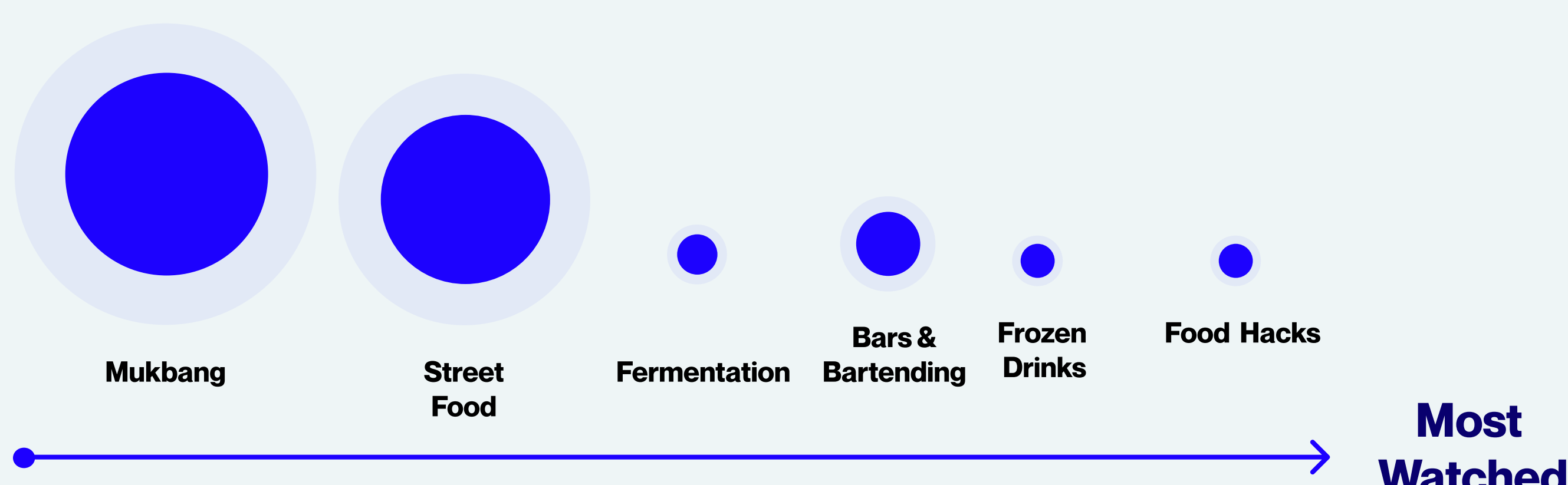
# +55%

488B

Last 365 Days (August 2022)

314B

365 Days Year Prior



The size of the dot indicates the number of videos in each category on YouTube. Categories with high viewership and low supply represent areas of opportunity for brands and creators. Data available upon request.

## Behavior

What they watch:

F&B Content

Other Content

- |                        |                      |
|------------------------|----------------------|
| Casseroles             | Halloween Decorating |
| Low Carb & Gluten-free | Vacuum Cleaners      |
| Fermentation           | Upholstery           |
| Food Safety            | Glycemic Index Diets |
| Custards & Puddings    | Yards & Lawns        |

What they buy on Walmart.com:

Products

Brands

- |                                    |  |
|------------------------------------|--|
| Frozen Pizza                       |  |
| Tofu                               |  |
| Chicken Thighs, Drumsticks & Wings |  |
| Aroma Rice Cookers                 |  |
| Camping Knives & Tools             |  |

Websites they visit:

- |             |                |               |
|-------------|----------------|---------------|
| cheetos.com | starbucks.com  | instacart.com |
| coke.com    | foxyfolksy.com |               |

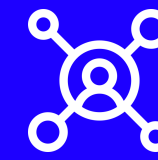
These insights stem from an analysis conducted using Tubular data on thousands of social videos. Behavior data connects social video viewership to ecommerce activity on Walmart.com. Data available upon request.



Food Content has exploded by a whopping 55% increase in views since last year. Men make up 58% of Food & Beverage audiences.



Food Hacks and videos about Doughnuts, Appetizers and Frozen Drinks have become increasingly popular but are not yet saturated content areas.



Some of the most purchased brands on this list are actually channels who have launched their own product lines like Hot Ones and Tasty. Food content viewers visited websites from well known brands like Cheetos, Coke or Starbucks and often search for new recipes and restaurants.

Interested in supercharging your social video strategy?

Get in touch