

The gastronomic curiosity of Nordic people – at home and abroad



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Executive summary

The Nordic population demonstrates a strong interest in food, cooking, and exploring new recipes. Although there are differences between the markets, on average this interest is particularly prominent among individuals in relationships and those above the age of 35. Conversely, individuals without vocational or higher education tend to display less interest in food and experimentation with new recipes.

Food holds significant importance for Nordic individuals while traveling, with a higher emphasis among those above the age of 35. This interest remains consistent regardless of relationship status. Notably, local cuisine becomes increasingly important as individuals grow older and is particularly appealing to those in relationships. Additionally, consumers with a degree exhibit a greater interest in local food compared to those without.

Nordic people can be described as adventurous food lovers, with curiosity being the primary driver for their inclination to try local food while traveling. The top motivations for trying local food are curiosity (67%), expanding culinary horizons (50%), and gaining insights into local culture (50%). A significant portion (32%) of Nordic consumers prefer local food during their vacations to seek inspiration for trying new dishes and experiencing exciting flavors upon their return. Furthermore, 43% express a desire to be challenged with new sensory inputs and tastes.

Our research reveals that visits to tourist destinations have a substantial influence on the food-purchasing decisions of 39% of Nordic people. Engaging in new experiences, such as sampling local cuisine or unique products specific to the visited location, impacts travelers' future consumer behavior. This finding suggests that companies can leverage this knowledge to enhance their marketing strategies and effectively target new and existing consumers.

By successfully understanding and tapping into the Nordic population's food interests and behaviors, businesses can better meet the needs and preferences of this market segment.

1. Introduction

Food has always been an important and integral part of Nordic cultures and identities. Celebrations and seasonal events are often centered around food, showcasing the importance of culinary customs in the Nordics while preserving cultural heritage. In recent years, Nordic cuisine has experienced a renaissance, with a renewed focus on traditional ingredients and techniques coupled with innovative approaches, and so the cultural heritage is kept alive through innovation and renewal.

During the past few decades, Nordic people's interest in food, local specialties, and authentic cuisine have blossomed. Foodstagrammers have become a thing, people are willing to travel for the sole purpose of eating at a specific restaurant, and many, many television programs about food and food culture have appeared. The interest in food experiences also continues to shape people's behavior and attitudes.

Consequently, food has become a key factor to consider for businesses with an interest in the Nordic markets. Particularly because – as our research has shown – Nordic people have a strong affinity for food experiences abroad too, and the inspiration accumulated via this gastronomic curiosity penetrates their everyday lives upon return too.

In this whitepaper, we explore Nordic people's interest in food, the role of food when traveling, the importance of local and authentic foods – and a whole lot more. We dig into how demographic parameters such as age, relationships, and education affect attitudes toward food at home and while exploring the world.

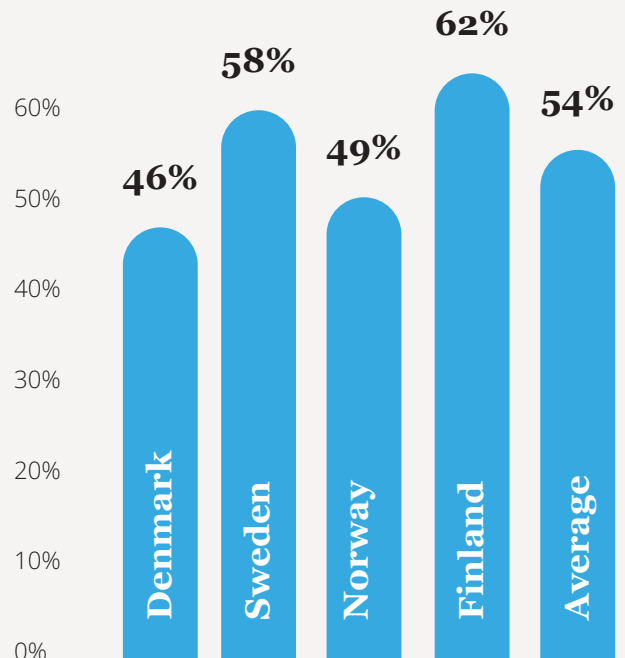
We hope these insights will be useful for those of you with an interest in what role food plays in people's everyday lives and while traveling.

Enjoy!

2. Striking differences in Nordic people's interest in food

Nordic consumers – in this paper restricted to Danes, Swedes, Norwegians, and Finns – are often considered to be a relatively homogenous mass by other nationalities. And indeed, we have a lot in common due to our geographical proximity and mutually intertwined history and languages. When it comes to our interest in food and our curiosity about expanding our culinary horizon, there are a number of similarities between us – but we also differ in some important respects. In a cross-sectional survey across the Nordics that we recently conducted at Related, we found a number of interesting factors that set the Nordic countries apart, which we will sum up in the following.

As a general note, most Nordic consumers are quite interested in food in general, including cooking as well as finding and trying new recipes. Perhaps it is not surprising, since the Nordics have a prominent food culture that is a fundamental part of the different countries' societies and ways of life. Food is often an important part of gatherings and acts like a social glue; it is what we turn our attention to, discuss and gather around. Traditional Nordic dishes are beloved by many, and families pass down recipes from generation to generation. But living in highly digitalized countries in an increasingly globalized world means that people in the Nordics are heavily exposed to different cuisines and ingredients from all parts of the world. This has sparked interest in exploring new foods, using foreign spices, or trying cooking styles that are traditionally not used in the Nordics.



● Interest in food, cooking, and new recipes

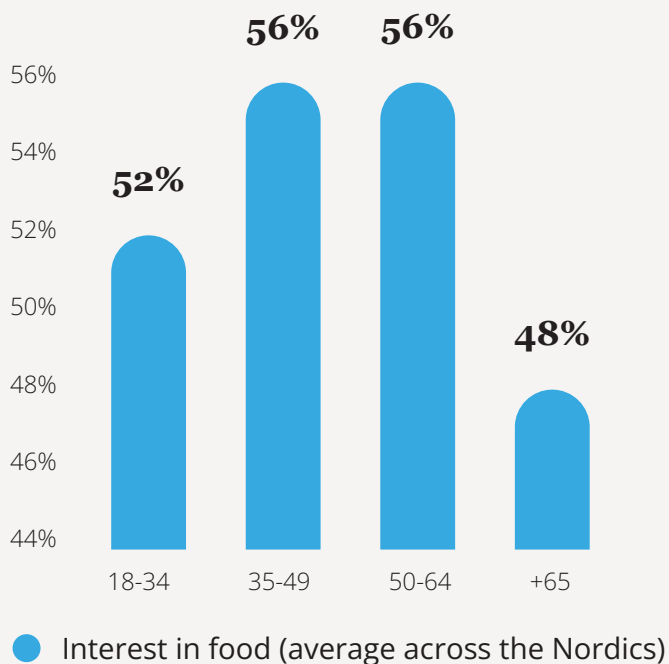
Overall, 54% of people in the Nordics are interested in food, cooking, and new recipes to some extent, a great extent, or a very great extent. However, the numbers differ somewhat across the markets, with 46% in Denmark, 49% in Norway, 58% in Sweden, and the top-scoring Finns at 62%. As little as 3% of the Finnish respondents are not interested at all.

With those numbers in mind, we think it is safe to consider Nordic consumers relevant target audiences for international food industry agents, food travel partners, and others with a gastronomic business angle. Important differences prevail between the Nordics, though. Therefore, in the next sections, we will break those audiences down into groups depending on age, education, or relationship status.



2.1 How does age affect interest across the Nordics?

In terms of age groups, the Nordic populations show some differences. As an average across the markets, people aged between 35 and 64 are most invested in food, but when breaking it down to country level, that is not the case in all markets.



In Denmark, food and cooking are important across all age groups, with more than 50% of Danes above the age of 35 expressing interest in these. In fact, this means that more than 1.65 mil. of the Danish population have a significant interest in food, new recipes, and trying exciting new tastes. 4 out of 10 enjoy a traditional Danish meal (Hoff et al., 2021), supporting the notion that local food culture in Denmark is important to many. However, another study shows that younger generations to a greater extent challenge traditional Danish food traditions and try different recipes (Coop Analyse, 2022). This may be an indication that globalization has a greater hold on the younger generations, influencing their consumer habits to a greater extent. Businesses in the food industry can leverage the growing interest in new recipes and convenience foods to better understand their Danish target audience and tailor their offerings to meet evolving consumer preferences.

Interestingly, and in contrast to the Danes, in Sweden the younger target audiences show the highest interest in food and cooking. The number is an impressive 61% for people aged between 18-34, while we see a minor decrease in the 35-49 age group. Yet generally speaking, the interest in food, new recipes, and cooking is prominent across all age groups in Sweden.

For Norwegians, similar to Swedes, the younger generations (aged 18-34) are the most interested in food and trying new recipes (54%), and only 3.2% of them state that they are not interested in food and cooking at all.

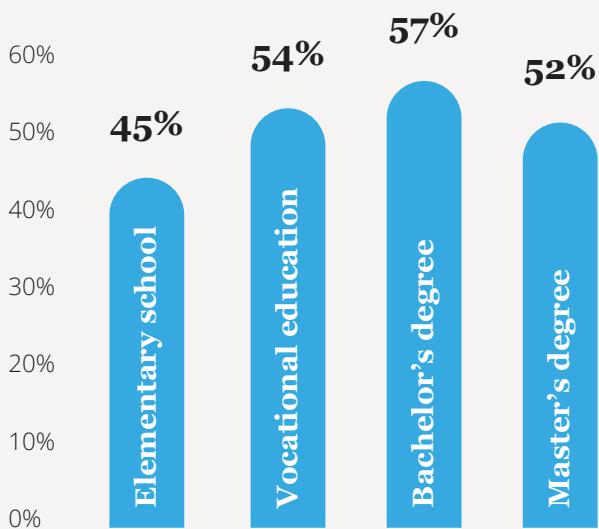
The interest in food increases slightly again for the 50-64 age bracket (50%), which may be due to factors such as increased leisure time and more disposable income to spend on food-related experiences. However, this percentage decreases again for those aged above 65 (36%), which could be related to factors such as decreased mobility, health issues, or changes in lifestyle.

Finland has the highest level of interest in food across all age groups in the Nordics, indicating that age is not a significant factor. The 35-64 age bracket is the most interested in cooking and trying new flavors, while we see a drop when Finns enter the +65-age bracket. However, that number is still high and on the same level as the most interested age group in Norway (54%).



2.2 Clear differences in link between education levels and food interest

Similar to age, there are some significant and quite interesting differences among the Nordic countries when it comes to educational level.



● Interest in food (average across the Nordics)

In Norway and Denmark, a clear tendency is that the interest in food increases along with the level of education. People with a bachelor's or master's degree or vocational education are the most inclined to be interested in food and cooking, whereas the interest level is much lower among people with elementary school education only. In fact, Norwegians with a bachelor's degree or more are twice as likely to be interested in food and cooking compared to others. Norway is the only country in our analysis that shows such great differences based on education.

In clear contrast to Norway and Denmark, there seems to be no significant correlation between the level of education and the interest in food and cooking for Swedes and Finns. Swedes have relatively similar levels of interest in food, with the highest percentage of interest among those with a bachelor's degree (63%) and people with no higher education slightly surpassing those with a master's degree. This implies that the love for food and cooking is widespread and not exclusive to a particular educational

background in Sweden. Even more striking, in Finland the highest level of interest in food is found among those who have no higher education. This is in direct opposition to what we see in Norway and Denmark, and a brilliant example of the Nordics being a complex and inhomogeneous market.



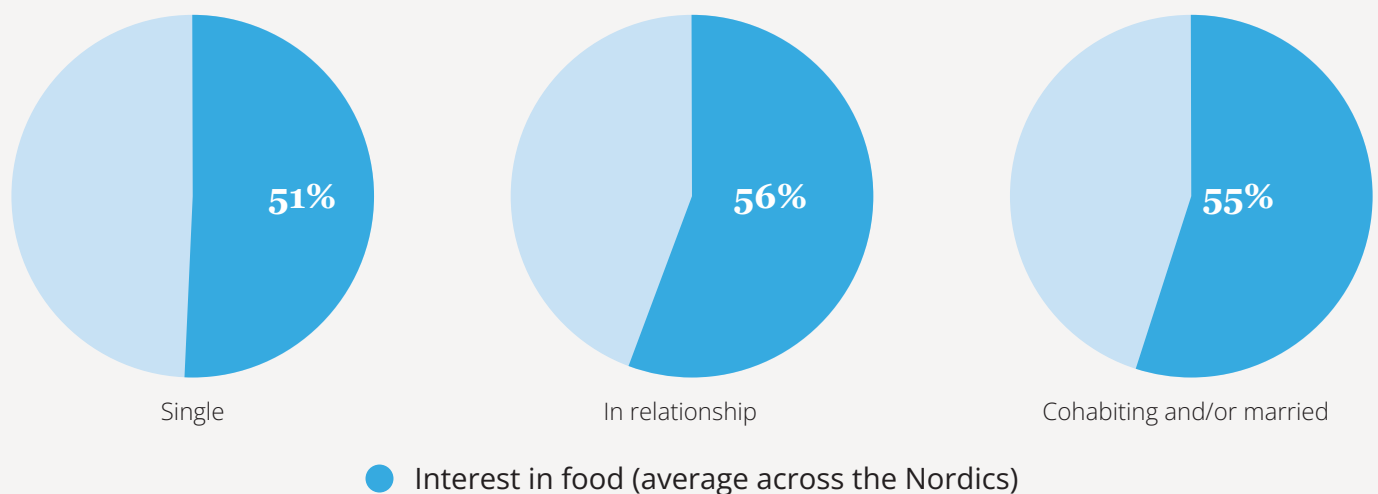
2.3 Relationship status impacts interest in food

It appears that relationship status has some relevance too, at least in Sweden, Norway, and Denmark. Here, being in a relationship, living together or being married increases one's interest in food and cooking.

One possible explanation for this could be that people in relationships have more opportunities to share food, cooking, and other culinary experiences with their partners. This can lead to an increase in interest in food and cooking in general. Also, food and cooking often are seen as an important part of socializing, and singles tend to eat alone more often than people in a relationship.

As an example, 53% of Danes living together or married show an interest in food, cooking, or new recipes. This is 22% more than Danes who are in a relationship, but not living together, and 38% more than singles. This insight is useful as it supports the notion that food is a social activity.

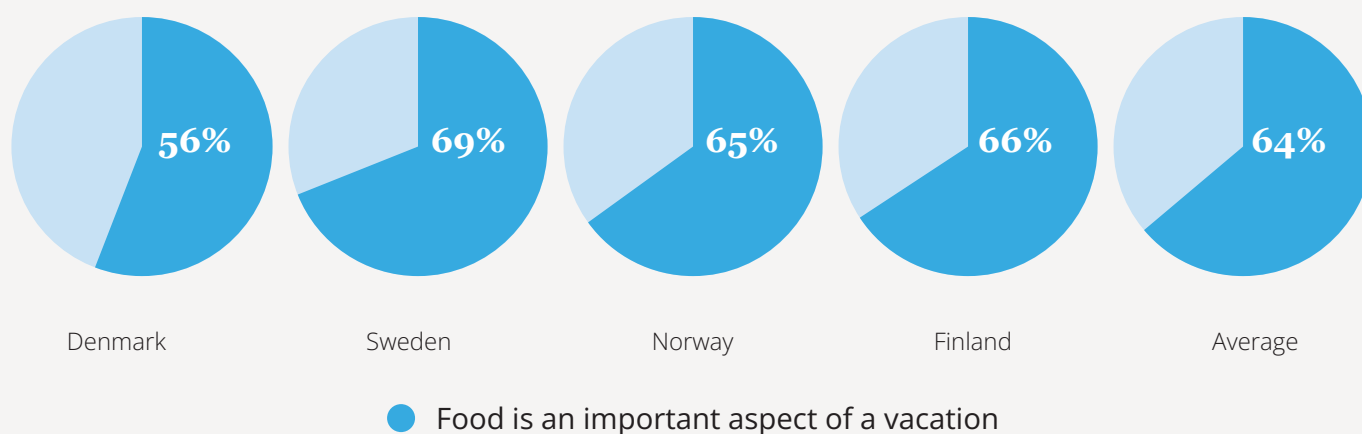
However, again, Finland is the exception to the rule. For the Finns, relationship status appears not to matter. Single people in Finland are just as interested in cooking and trying new recipes as married people or other couples. Consequently, there is no significant difference in interest in food, cooking, and trying new recipes between single, married, or cohabiting Finns.



3. Food plays an important role when Nordic people travel

We concluded in the previous chapter that food, cooking, and new recipes were interesting for most people in the Nordics. But is food also playing an important role when Nordic people pack their suitcases and venture out beyond their national borders?

The short answer is: Yes, food is an important factor when they travel too. Now let's jump into the findings that tell us more about why and how.



On average across the Nordics, 64% think that food is an important aspect of a vacation to some extent, a great extent, or a very great extent. However, we do see significant differences between the countries, with an impressive 69% of Swedes finding food to be a vital element of their vacation, 66% in Finland, 65% in Norway, and 56% in Denmark.

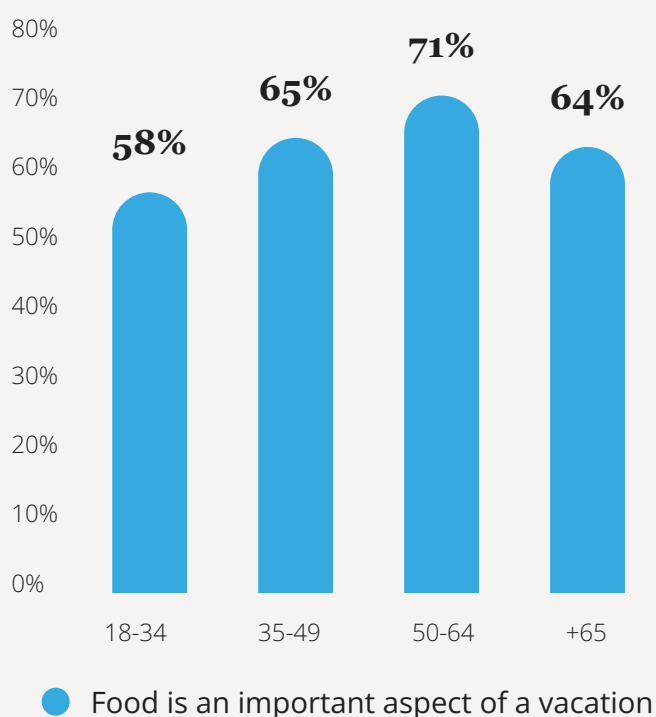
As mentioned in the previous chapter, this could be rooted in the general importance of food in the Nordic cultures, but is obviously also influenced by other factors as well, such as the growing interest in food and food experiences in general media culture, e.g., cooking shows, food-related content, etc.

It is quite interesting that food and food experiences constitute such a big part of being on vacation for Nordic people. Food has the ability to influence the overall perception of the vacation and create strong links to experiences and memories.

In the next sections, we will highlight key findings on the link between food experiences and traveling depending on age, education, and relationship status.

3.1 Age: People above the age of 35 prioritize food on their vacation

Food is of high importance when people in the Nordics are traveling - regardless of age. However, it appears that those between 35 and 64 years assign the highest importance to food as an aspect of their travels: 65% in the 35-49 age bracket and an astonishing 71% in the 50-64 age bracket find food to be a central aspect of a vacation to some extent, a great extent, or a very great extent. Still, we see differences from country to country.



In Denmark, around 30% of all travelers in the 35-64 years age bracket find food to be very important or extremely important during a vacation, which is twice as many compared to younger people in the 18-34 age bracket.

Swedes are extremely focused on food while traveling and the importance of food cannot be underestimated. Unlike in Denmark, all age groups strongly indicate food to be important; and almost 7 out of 10 think food plays a significant role during their vacation. Although all age groups find food to be important, the number is a staggering 80% for people in the 50-64 age bracket.

In Norway, a similar pattern is seen to that in Denmark: Clearly, people in the 35-64 age bracket are the ones most interested in food on their vacation. Here, more than 45% find food to be very important or extremely important while on a vacation. That said, overall, Norwegians tend to find assign a bit more importance to food on their vacations than Danes do.

In Finland, food is perceived as important for all age groups. More than 65% of Finns suggest that food is important while traveling.

Denmark could be argued to be the odd one out, as our data indicate the Danes assign less importance to food on their vacation compared to the other Nordic countries. It is especially in Finland and Sweden that we see that food is an important element of the vacation.



3.2 Does education impact food interest on vacation?

Previous research indicates a relationship between education and food choices (Kamphuis et al., 2015). Cultural capital is increased through education (Bourdieu, 2010; Kamphuis et al., 2015). Across the Nordics, it appears that there is a slight decrease in interest in food while on vacation if your only education is from elementary school, or you hold a master's degree.

The level of education does seem to influence the importance of food while traveling, at least in Denmark. Food is generally considered important by those with vocational education or a bachelor's degree when traveling, while those who only attended elementary school tend to place less emphasis on this. Individuals with a master's degree exhibit less interest in food while traveling, which is somewhat surprising.

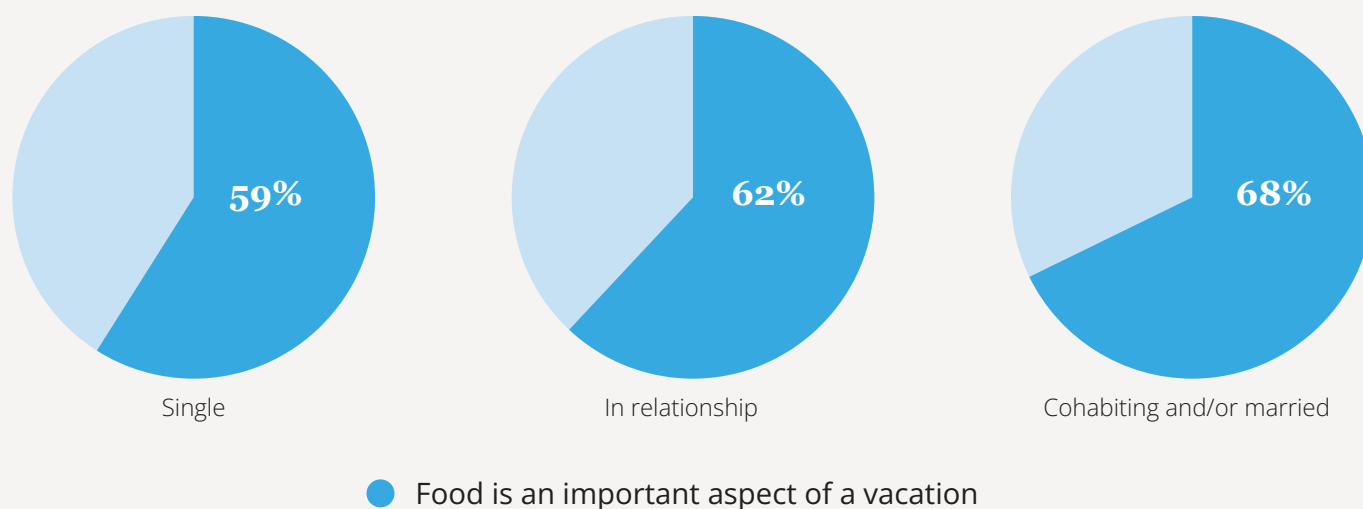
In the rest of the Nordic countries, we see how the interest in food while traveling exists across socio-economic differences. Our data show that in Sweden, Norway, and Finland, the interest in food while traveling does not change considerably depending on educational level. For Finland and Sweden, this is completely in line with the data on general food interest not being affected by educational status (as explored in section 2.2.), whereas in Norway the food interest was low for people with only elementary school education. The data does not offer any explanation for why this interest in food changes during vacations for Norwegians.



3.3 Differences in relationship status are evened out on the vacation

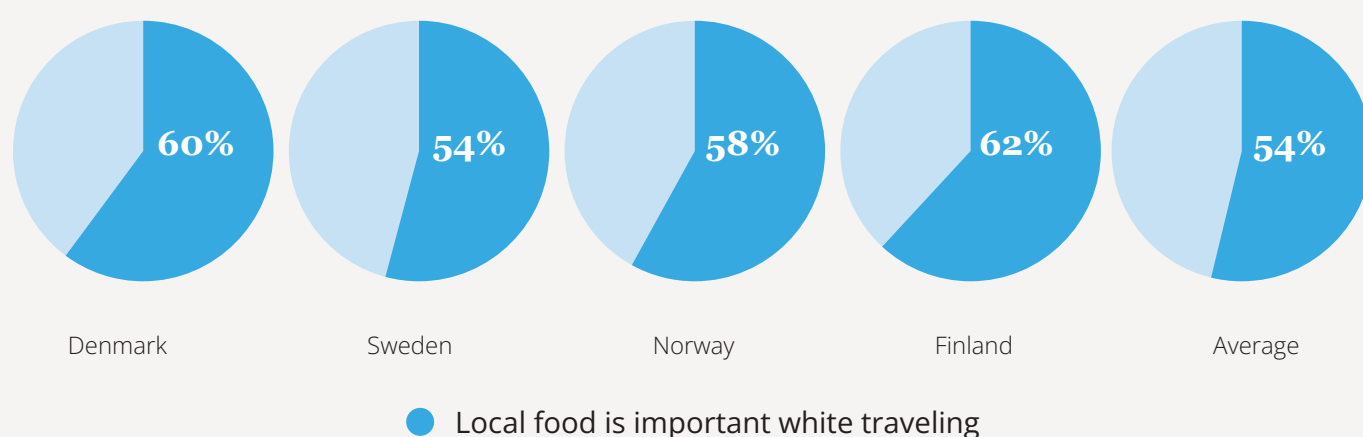
While the level of education did not appear to influence how significant food is found to be while traveling in most Nordic countries, being in a relationship does play a small role. Single people find food to be less significant while traveling compared to those who are in a relationship. 68% of Nordic people who are married or cohabiting think food is a central element in a vacation. 59% of singles and 62% of couples who are not cohabiting believe so.

However, the most important and interesting fact is that Nordic people, regardless of relationship status, generally become more interested in food when it is tied to a vacation. We see a significant increase in the importance assigned to food when Nordic people travel compared to when they are at home.



4. Eating local food – or not?

In the pre-pandemic years, we saw a shift towards authenticity and people's search for original experiences related to tourism. Some destinations shifted their focus towards localism and put greater emphasis on the unique and authentic experiences specific to local environments. After the pandemic, this tendency has accelerated, which our research also reflects.



More than half (54%) of Nordic people state that they primarily eat local food while traveling. But as seen in previous chapters, we see differences when comparing the Nordic countries. Finns take the lead yet again with 62% primarily eating local food while traveling. In a nearly shared second place, Danes and Norwegians are the hungriest for local food – with 60% and 58% respectively. In Sweden, 54% prefer local food on their vacation.

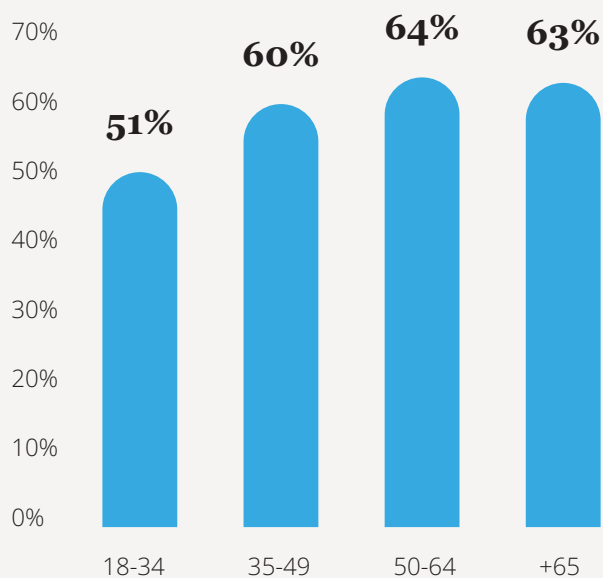
In recent years, we have seen an increased wish from travelers to immerse themselves into the local communities that they visit, and one way of doing so is to get off the beaten track and try local food; not just trying the high streets' "authentic restaurants" but also seeking out local eateries used by the local population.

We will briefly highlight the main differences across age, education, and relationship status before we dig deeper into why local food is preferred by so many travelers.



4.1 Local food interest increases with age

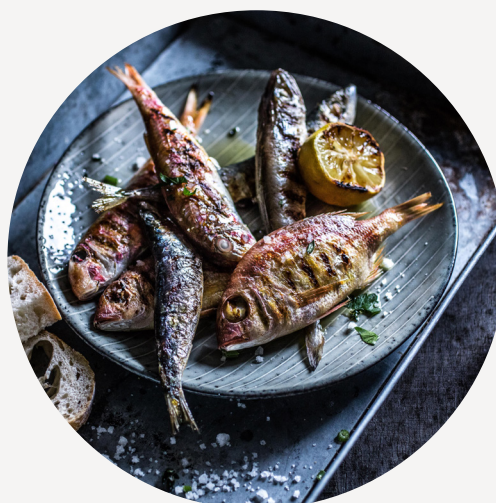
It seems that the appeal of local food increases with age. 60% in the 35-49 age bracket and 64% of the 50-64-year-olds mostly eat local food while traveling. That said, we still see minor variations between each of the four countries.



● Local food is important while traveling

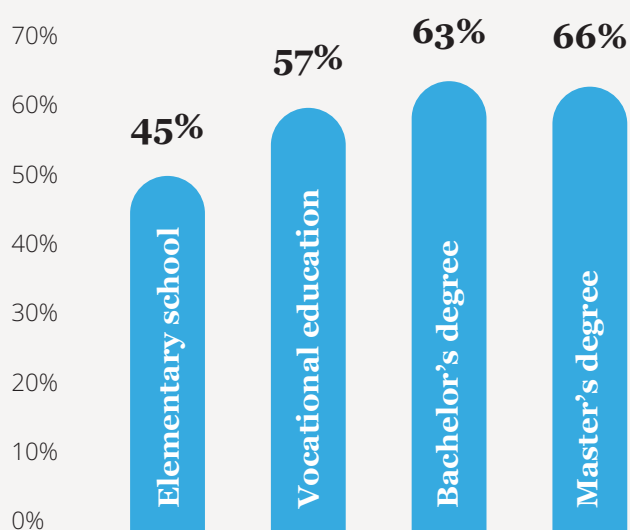
Just over 65% of Finns above the age of 35 mainly eat local food, indicating great interest in other food cultures. Similar numbers are found in Denmark, Norway, and Sweden, with 64%, 62%, and 58% of the population older than 35 primarily consuming local dishes, suggesting a strong curiosity towards foreign culinary traditions across the Nordic countries.

Across all countries, we see that the younger generations appear to be slightly less enthused about trying local foods. That said, the numbers are still high with around 50% in the 18-34 age bracket.



4.2 The more education, the more interest in local food

Looking at the data from the four countries, we observe that the more educated people are, the greater interest in eating local food they express. 45% of people whose highest education is elementary school are inclined to primarily eat local food, while the number is 20% higher for people holding a degree (65%). This pattern is seen in all countries; and thus, the trend is clear: More education leads to a greater interest in local food while traveling.



● Local food is important while traveling



4.3 Cohabiting couples lead the pack

While our data indicate that most Nordic people have a high appreciation for local cuisine, we see minor differences when looking closely at relationship status. People in cohabiting or marital partnerships are the most inclined to indulge in local food while traveling, with an impressive 61% expressing their fondness for local cuisine during vacations. 59% of singles appreciate local food.

We see a similar pattern across the countries, but Swedes are slightly less interested in local foods compared to Danes, Finns, and Norwegians, despite their relationship status.



4.4 Curios and adventurous Northerners

Several reasons are mentioned when Nordic people answer why they actively search for local food experiences while traveling. The number one reason is simple: curiosity. However, if we move beyond that, we find interesting variations that not only tell us about peoples' reasons for choosing local food, but also what they regard as unimportant. The top 3 reasons for wanting local food across the four countries are:

1. **Curiosity (67%)**
2. **To expand my culinary horizon (50%)**
3. **To learn more about the local culture (50%)**

These reasons all indicate that Nordic people are adventurous about food on their travels. By trying traditional dishes, people can learn more about local customs, traditions, and the history of the places they visit, consequently immersing themselves more into the destinations and better understanding the local communities, which is a trend confirmed by other studies as well (Kim & Eves, 2012; Mak et al., 2012; Özdemir & Seyitoğlu, 2017).

Norwegians, Danes, and Finns tend to be a bit more inclined to want to learn about the local culture through food than Swedes. In fact, 50% or more eat local food to

learn more about local culture, while 45% of Swedes do so. Danes and Norwegians are those most inclined to expand their culinary horizon.

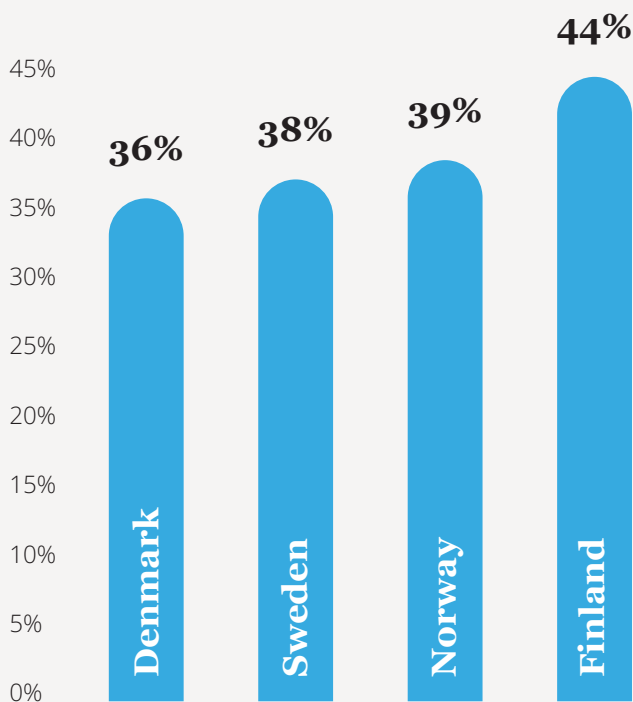
Another interesting point is the fact that 32% of Nordic people prefer local food on their vacation because they would like to be inspired to try new dishes and exciting foods once they get back home. 43% would like to be challenged with new sensory input and tastes. Thus, they are open to trying local foods that differ significantly from what they are used to, and very few (13%) only choose local food due to the absence of the food they usually eat. Such reasons support the notion that many perceive themselves as gastronomically curious.

With 32% stating they prefer local food to become inspired at home, we see a potential for companies within the food industry to capitalize on this. There is an opportunity to collaborate with destinations and companies within the travel and tourism industry to target travelers' post-journey and remind them about the curiosity they expressed during their vacation. This can help prolong and enhance their travel experiences through unique food experiences at home.

Reasons for eating local food	Denmark	Sweden	Norway	Finland	Average
To expand my culinary horizon	56%	47%	43%	56%	50%
To learn more about the local culture	50%	45%	53%	50%	50%
Curiosity	65%	72%	67%	65%	67%
Familiar food is not available	13%	16%	14%	13%	14%
Would like to be inspired to create new dishes	32%	31%	32%	32%	32%
Would like to be challenged with new flavors	47%	35%	43%	47%	43%
Local food is inexpensive/high value for money	33%	32%	30%	33%	32%
I want to support the local community	31%	38%	33%	31%	33%
None of these	3%	3%	2%	3%	3%

5. Food experiences inspire and influence future consumer behavior

Memorable experiences can shape our preferences and habits, and food can play a central role. Our research shows that 39% of our respondents are inspired to buy food based on their visits to tourist destinations. New experiences – such as trying local food or products that are somewhat unique to the place visited – have an impact on the travelers' future behavior. This is noteworthy as it indicates that companies may utilize this knowledge to enhance their marketing activities to better target new and existing consumers.



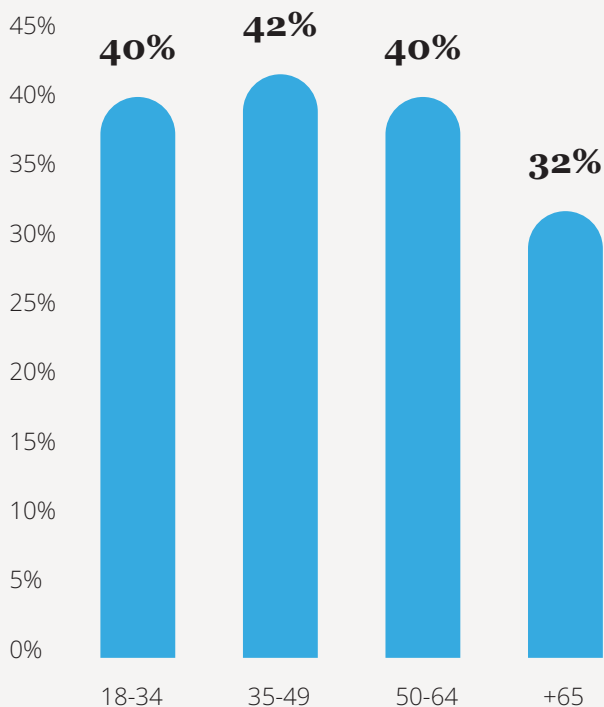
● Vacation inspires my consumer behavior

We find minor differences across the countries with Denmark (36%) and Sweden (38%) both slightly below the average of 39% being inspired to try new food as a result of travel activities. Opposite we find the Finns who lead with 44% being inspired to eat food from the destinations they have visited when home again.



5.1 Bringing home inspiration to the dining tables

Age and level of education affect to what degree people are inspired by their vacations. People in the age bracket 18-49 are the most inclined to be inspired for food purchases upon return, while the numbers generally are lower for people +65. We also see significant variations across the countries.



● Vacation inspires my consumer behavior

For instance, Finns become gastronomically inspired by their travels regardless of age, and 43% of Finnish people find food inspiration while traveling that they make use of post-journey. Danes are most inspired when they are between 35-49 years old, and 43% of Danes in this age bracket find inspiration while traveling. For older Danes in the 50-64 and +65 age brackets, the number is 32%.

Norwegians and Swedes tend to bring less inspiration home to their dining tables when they are above the age of 65. However, 41% of those between the age of 18-64 become inspired during their visits to destinations. This age bracket is however rather wide and includes people at varying stages of their lives – and so the reasons for why and how they become inspired is bound to vary within the group.

We also see a clear tendency when looking at the variations in education and to what degree visiting destinations inspires one to purchase foreign food upon returning home. Across Denmark, Sweden, and Norway, people with a degree tend to be more likely to be inspired than those without. In Sweden, having a degree makes it 30% more likely. In Denmark, people with a degree are 10% more likely to be inspired than those without, and in Norway the number is 22%.

Just over 40% of people cohabiting or married find food inspiration while on vacation. This is 10% more than single people or people in a relationship. However, once again we see differences on the country level. Unsurprisingly, Finns are somewhat stable across relationship status, while the number of Norwegians drops significantly with 14% when cohabiting or married. In Denmark and Sweden, cohabiting or married people are more inclined to find inspiration during their travels than single people.



5.2 But do people prefer food from places they have visited?

While it is not always the case that people prefer food from places they have visited, their travel experiences do tend to influence their future food habits to some extent. Across Denmark, Sweden, Norway, and Finland, 29% prefer food from places they have visited during their vacation.

Obviously, we see differences when comparing each country to one another. In Denmark, almost one in four of all respondents (23%) prefer food from a destination they have visited. In Sweden, Norway, and Finland, the number of people is higher, as 30%, 30%, and 32% respectively prefer food from visited destinations.

When looking across different parameters, i.e., age, education, and relationship, we do not see significant variations. However, that is not the case at the country level. If we dive into data on the Danish, it becomes evident that the young generation in the 18-34 age bracket prefers food from destinations they have visited to a greater extent than older generations. In fact, the difference between generations is as much as 23%. Furthermore, Danes with a master's degree also prefer food from places they have visited to a greater extent than the average Dane, which is also the case with those who are cohabiting, married, or in a relationship. Thus, we might be able to create a clear profile of Danes who are more inclined to eat food or dishes from places they have visited.

If we examine Sweden, it becomes apparent that it is the generations between 18-49 that favor food from destinations they have visited. The +65 age bracket is 23% less inspired. As seen in Denmark, Swedes who hold a bachelor's or master's degree express a greater preference for food from destinations they have visited. In fact, 34% of those who have attended higher education confirm this, while it is the case with just 24% of individuals with vocational education. Swedes who are cohabiting or married are leaning towards preferring food from known destinations.

For Norwegians, it becomes clear that they differ from Danes and Swedes. Here, it is people in the 50-64 age bracket that tend to prefer such foods (41%). Just below 25% in the 18-34 age bracket state the same. Norwegians holding a master's degree are more inclined to prefer food from a destination they have visited, as 38% do so. To our surprise, single people in Norway prefer such foods to a greater extent than those in a relationship or who are cohabiting or married. That said, it is still 29% of individuals in a relationship or cohabiting that prefer food from a familiar destination.

If we take a closer look at Finnish people, we see that their interest in food, as we have covered previously, also influences their preference towards food and dishes from destinations they have visited. 36% in the 18-34 age bracket prefer food from a destination they have explored. In the 35-49 and 50-64 age brackets, people are less inclined to prefer such foods, with 27% and 30% respectively. Contrary to other countries, Finns with vocational education and elementary school prefer food from destinations they have visited to a larger degree than those that have attended higher education. However, Finnish people show a similar pattern to that of Swedes and Danes, as it is people in a relationship, cohabiting, or married, that express the greatest preference towards such foods.



6. Concluding remarks

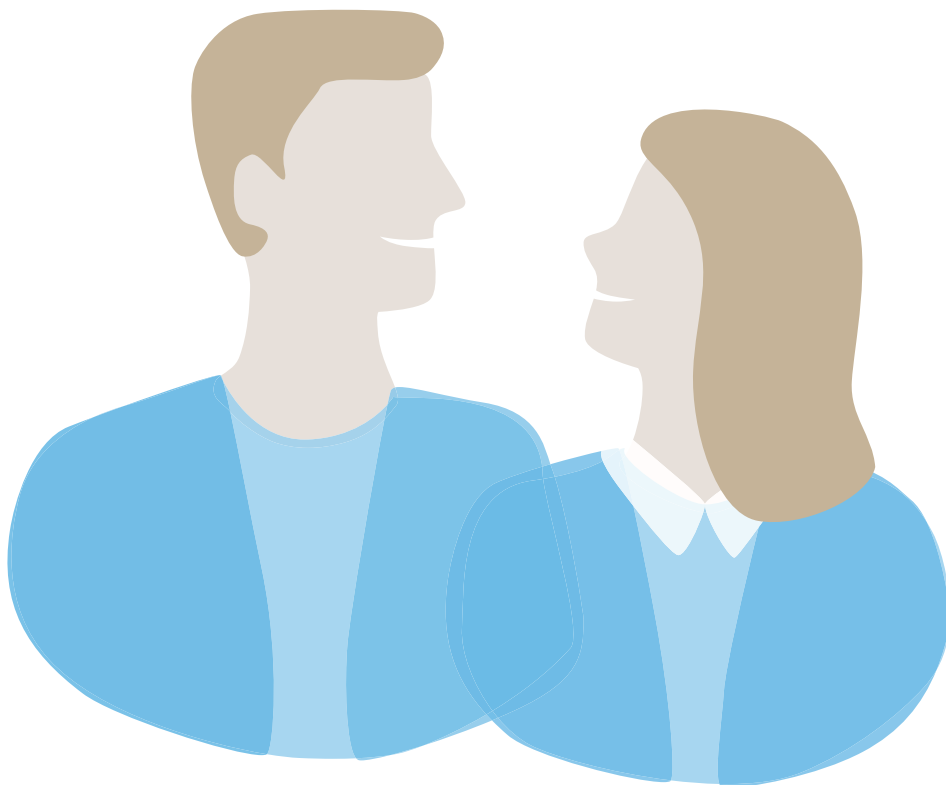
This study sheds light on Nordic people's attitudes toward food at home, while traveling, and to what degree food experiences shape their future consumer behavior.

It is evident that Nordic people have a significant interest in cooking, trying new recipes, and just food in general. This may be linked to the deep-rooted significance of food in the Nordic culture, and by the revival of Nordic cuisine, beginning in the mid-2000s. Consequently, the importance of food in the Nordics cannot be understated.

As pointed out in this paper, the vast majority of Nordic people perceive food to be a vital element of their vacation, with 64% claiming it to be important – particularly those above the age of 35. There is also a tendency that the interest in local food while traveling increases with age, and this is driven by several reasons such as curiosity, a desire to expand their culinary horizon, and to learn more about local culture through food. Thus, learning is also an integral part of the adventurous Nordic people's interest in food while traveling.

Finally, it becomes clear that food experiences while traveling in fact inspire and influence future consumer behavior. This is particularly evident among Nordic people in the 18-49 age bracket and among those who are cohabiting or married and have attended higher education. Thus, we can begin to draw a profile of those whose consumer behavior is shaped by what they experience during their travels. Furthermore, our research suggests that almost 30% of Nordic people prefer food from a destination they have visited, indicating that for a significant number of people, learning about new foods through travel shapes and transforms their consumer habits when back home.

This is noteworthy as it indicates that companies may utilize this knowledge to enhance their marketing activities to better target new and existing consumers in the Nordics.



How and what we did

The analysis you have been reading is based on a cross-sectional study. As such, we have collected data once, in late January 2023. We did that amongst an international panel of consumers from Denmark, Sweden, Norway, and Finland. The panel consists of more than 200,000 randomly selected individuals. Data collection was conducted via a self-administered online questionnaire. All individuals aged 18 or above were eligible to participate, and we collected responses from more than 2,000 individuals. Data has been weighted by gender, age,

and geography to ensure that the sample's composition mathematically matches the distribution found in the respective populations.

N=2,013, DK=505, SE=501, NO=504, FI=503

In our analysis, we differentiate between age, education, and relationship status. The different countries, age brackets, educational levels, and relationships are as follows:

Country	Age	Education	Relationship status
Denmark	18-34	Elementary school	Single
Sweden	35-49	Vocational education	In a relationship
Norway	50-64	Bachelor's degree	Cohabiting and/or married
Finland	+65	Master's degree	

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