

ShopperWatch April 2026

CHECKOUT



Social Media Consumer Culture



The Gen Z Influencer Tsunami

The power of social media influencers has skyrocketed with younger shoppers, with a staggering 78% of Gen Z now being influenced by them. This represents a significant jump from 69% in the previous year, showing this is a rapidly accelerating and dominant trend.



The Platform Divide

While Instagram remains the top platform for recipe discovery overall, a sharp generational split has emerged for finding inspiration. Younger shoppers under 35 have flocked to TikTok (48%), while those over 35 remain loyal to Facebook (48%) for their culinary ideas



Social Media is the New Main Ingredient

Social media is no longer a niche influence; it now affects the food and drink habits of a 61% majority of all consumers. This influence is nearly total among younger demographics, rising to an overwhelming 89% for shoppers under the age of 35.



From Clicks to Changed Minds

Online reviews are a powerful tool for shaping perception, with nearly two in five shoppers having their opinions on food or drinks changed by them. Positive reviews are especially persuasive for younger consumers, successfully swaying 54% of Gen Z and 41% of Millennials.

ShopperWatch is a partnership between Checkout and Ipsos B&A. Each month, ShopperWatch tracks shopper opinions on retailer advertising, new product launches, and retailer and brand promotions. We surveyed over 500 Irish grocery shoppers (April) to better understand the influence of social media on their purchasing behaviour and attitudes.

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