

INDUSTRY WEEKLY DIGEST

YOUR WEEKLY DIGEST OF CONTEMPORARY INDUSTRY TRENDS



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SOCIAL MEDIA

Snapping the Food Industry

Social media's influence on the food industry is undeniable, with Instagram and TikTok emerging as key platforms in dining decisions. For many years industry reports have identified the power of social media, and advancing technology continues to be a major food industry trend in 2024.

In this digest, final year SHTM International Hospitality Management student, Hannah Matthews, discovers more about the platforms shaping the industry, chains already snapping their way to success and discusses if getting the perfect shot is really worth it?

Have a great weekend!



PHOTO BEFORE FORK... CAMERA EAT'S FIRST!

Hannah Matthews

Millennials and Gen Z are two of the most digitally connected generations, having heavily adopted social media to share experiences including dining out. **69% of millennials** take a photo of their food before they eat and many will pay significantly more money to go to a restaurant they have seen "**looks good**" online. Cosmopolitan has spotlighted **28 of London's most Instagrammable restaurants** which have gained popularity for their authentic and picturesque interiors.

Yet, this "instagrammable" idea prompts questions: does the food deliver an experience to match the aesthetics? Are we preoccupied with capturing visually appealing moments, potentially neglecting quality and genuine dining experiences? With **48% of diners now selecting restaurants based on seeing influencers and friends posts**, the traditional criteria for choosing dining spots has evolved.

Buns from Home, a UK-based business, is a glowing example of an innovative use of social media. Operating in London, they dazzle their audience with exciting 'Weekend Specials' featured on TikTok and Instagram. Each week they unveil a limited-edition flavour, highlighting once it's gone, it's gone for good. Creating a buzz that keeps their followers coming back for more.

TikTok trends are growing, and FoodTok is no exception. It's a platform where businesses can unexpectedly skyrocket to fame. Serving jacket potatoes to locals, **Spudman** became an overnight sensation. After sharing videos, his van in Staffordshire became a hotspot, drawing customers from across the globe including customers all the way from Australia! Customers would queue for hours, just to share a photo. This phenomenon mirrors the success of **Binley Mega Chippy**, a similar concept, in 2022.

Platforms like Instagram and TikTok wield immense power in shaping the food industry, from enticing aesthetics, boosting new businesses and viral trends. Yet, it's vital to question whether the food matches the hype. Are we sacrificing taste for the perfect photo? And, how enduring is social media restaurant fame, do we hop from one place to another?

'Instagrammable' became an official word in the English Dictionary in 2018!