

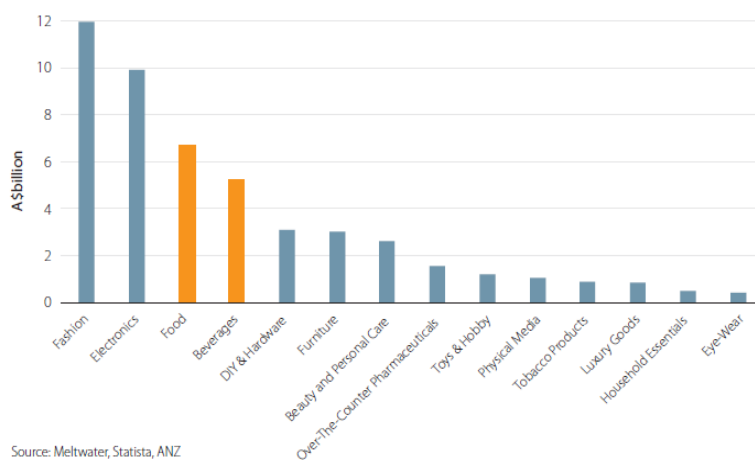
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Viral Veggies: Social Media Shaping Food Supply

A TikTok video turning the humble cucumber into a global superfood, whipped coffee becoming the go-to drink of the pandemic lockdowns, or the baked feta pasta craze that cleared rigatoni from supermarket shelves – these are just three examples of how social media is reshaping food and beverage supply chains.

According to ANZ’s latest *Food for Thought* report, social media platforms like TikTok, Instagram, and Snapchat are not just shaping what consumers eat but transforming how businesses across the supply chain respond to rapidly shifting demand – particularly as e-commerce integration allows users to purchase products directly from posts, shortening the path from interest to purchase.

ESTIMATED AUSTRALIAN ONLINE CONSUMER SPENDING 2023



ANZ Head of Diversified Industries, Sara McCluskey said: “Social media has evolved into a critical driver of consumer behaviour, fundamentally changing the way food, beverage and agribusinesses (FBA) operate.

“With TikTok’s influence, we’ve seen viral trends like the cucumber salad surge in popularity, driving more Australians to increase their fruit and vegetable consumption.

“Companies are now designing products and marketing strategies with the potential for viral appeal in mind. The rise and fall of Prime, a drink heavily promoted by well-known YouTubers Logan Paul and KSI is the perfect example of this but also illustrates the risks of short-lived trends. While initially reselling for exorbitant prices, some retailers were left with unsold stock once the hype faded,” she said.

“Locally, companies are leveraging social media to their advantage. Australian farmers are using platforms like Instagram to promote sustainability and connect with eco-conscious consumers – examples like Dairy Farmers of Australia, which shares videos of cows grazing to build trust and encourage purchases,” McCluskey said.

As platforms like TikTok, Instagram and Snapchat continue to evolve, their influence on the FBA supply chain is expected to grow further, and businesses across the food and beverage supply chain will need to continue to adapt rapidly to thrive in this dynamic landscape.

Further insights can be found in the summer edition of [ANZ’s Food for Thought report](#).

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