Key Findings

- In the U.S., 72% of Index brands have recipe content on site and attract 33% of page views on average. Although Index brands in Germany and the U.K. have similar adoption rates of recipe site content, they only earn an average of 8% of page views, 4 times lower than the U.S. average.
- Kitchn dominates the share of interactions on Instagram at 53% in the U.S., while on Facebook, Betty Crocker and Pillsbury outperform third party recipe brands, including AllRecipes and Kitchn to achieve high average interactions per post.
- Barilla in Germany and Philadelphia in the U.K. invest in merchandising with retailers and recipe editorial sites to boost brand visibility on Google search, which would otherwise be invisible. In the U.S., medium and large-scale influencers on Instagram respectively garner 89% and 588% more average interactions per recipe post than the Index average.

Key Recommendations

- **Promote Discoverability, Engagement and Conversion:** Brands that host recipes on site should ensure relevance to consumer search behavior and optimize to include trending dietary and nutritional topics. Sophisticated features, such as multiple filtering options and shoppable ingredients, should appear on recipe pages to facilitate navigation and move users downstream.
- **Adopt Social Media Best Practices:** Lean on recipe best practices, like leveraging user-generated content, tagging and linking to brand sites, and curating recipes that play into the search trend for “quick” and “easy” dishes, which generate high engagement rates.
- **Embrace Partnerships:** Brands in the U.K. and Germany should partner with recipe editorial sites and retailers to leverage site visits and search engine dominance. In the U.S., brands should explore partnerships with medium and large-scale influencers to scale reach and engagement.

Relevance is Key

Recipe content wields varying degrees of power depending on the country it’s presented in. Recipe content adoption among Index brands in the U.S., U.K. and Germany rest around 66%, but engagement level differs by country. While consumer searches for nonbranded recipe keywords on Google in the U.S. increased year over year, a slow decline was recorded in the U.K. and Germany. Nevertheless, opportunities for brands still exist across all three countries to gain maximum value from their recipe content.

Best-in-class brands repurpose existing site content on other platforms and ensure clear links to commerce to guide consumers along the purchase funnel. Regardless of the country, forging the right partnerships is paramount. Whether using influencers on social media or leveraging retailers and recipe editorials, brands can benefit from their greater scale and reach.

Food Global: Share of Total Search Volume & YoY Change in Average Search Volume for Nonbranded Recipe Keywords

US: April 2018-March 2019, UK & Germany: June-July 2019

<table>
<thead>
<tr>
<th>Country</th>
<th>Recipes</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>US</td>
<td>41%</td>
<td>59%</td>
</tr>
<tr>
<td>Germany</td>
<td>17%</td>
<td>83%</td>
</tr>
<tr>
<td>UK</td>
<td>9%</td>
<td>91%</td>
</tr>
</tbody>
</table>

YoY* Change in Avg. Search Volume for Nonbranded Recipe Keywords

- **US:** +3%
- **Germany:** -3%
- **UK:** -9%

n = 3,710 Nonbranded Keywords for Food US Index Brands; n = 1,143 Nonbranded Keywords for Food UK Index Brands; n = 1,473 Nonbranded Keywords for Food Germany Index Brands


Source: Gartner L2 analysis of Google Keyword Planner data
Inform decisions with data-driven benchmarking, expert advice and peer-sourced insights.

Data-Driven Benchmarking
- In the U.S., 77% of Index brands have recipe content on site and attract 33% of page views on average. Compared to their lower adoption rates of recipe site content, they only earn an average of 8% of page views, 4 times lower than the U.S. average.
- Kitchn dominates the share of interactions on Instagram at 53% in the U.S., while Barilla in Germany and Philadelphia in the U.K. invest in merchandising with retailers to facilitate navigation and move users downstream.
- Brands that host recipes on site should ensure relevance to consumer search behavior and optimize to include trending dietary and nutritional topics. Sophisticated features, such as multiple filtering options and shoppable ingredients, should appear on recipe pages if otherwise invisible.

Expert Advice
- Recipe content wields varying degrees of power depending on the country it’s presented in. Recipe content adoption among Index brands in the U.S., U.K. and Germany rest around 66%, but engagement level differs by country. While consumer searches for nonbranded recipe keywords on Google in the U.S. increased year over year, a slow decline was recorded in the U.K. and Germany. Nevertheless, opportunities for brands still exist across all three countries to gain maximum value from their recipe content.
- Best-in-class brands repurpose existing site content on other platforms and ensure social media or leveraging retailers and recipe editorial sites to boost brand visibility on Google search, which would otherwise be invisible. In the U.S., medium and large-scale influencers on Instagram respectively garner 89% and 588% more average interactions per recipe post than the Index average.

Peer-Sourced Insights
- Brands in the U.S., U.K. and Germany should partner with recipe editorial sites and retailers to leverage site visits and search engine dominance. In the U.S., 72% of Index brands have recipe content on site and attract 33% of page views on average. Compared to their lower adoption rates of recipe site content, they only earn an average of 8% of page views, 4 times lower than the U.S. average.
- Knowledgeable influencers, such as Kitchn in the U.S., Barilla in Germany and Philadelphia in the U.K., invest in merchandising with retailers to facilitate navigation and move users downstream.
- Brands that host recipes on site should ensure relevance to consumer search behavior and optimize to include trending dietary and nutritional topics. Sophisticated features, such as multiple filtering options and shoppable ingredients, should appear on recipe pages if otherwise invisible.

Gartner for Marketers provides the objective, expert advice and proven tools you need to seize the right opportunities with clarity and confidence.