



# TECHNO graphics

The most valuable view of your food customers  
...that's hiding in plain sight.

THE  
*growth* DISTILLERY x VERVE

Technographics is an ongoing exploration into how Australians' relationship with technology shapes their everyday choices.

Next on the menu: Food.

This chapter shows how brands (FMCG, recipe websites, grocery, supermarkets, QSRs) can win and stay ahead in this category.



Why it matters:

Demographics won't cut it, you need  
the right tools to grasp what matters.



What we've learned so far...

Technographics dishes out the real drivers.

Demographics alone can't explain food decisions. Tech integration & trust reveal what truly influences planning, shopping, and dining.

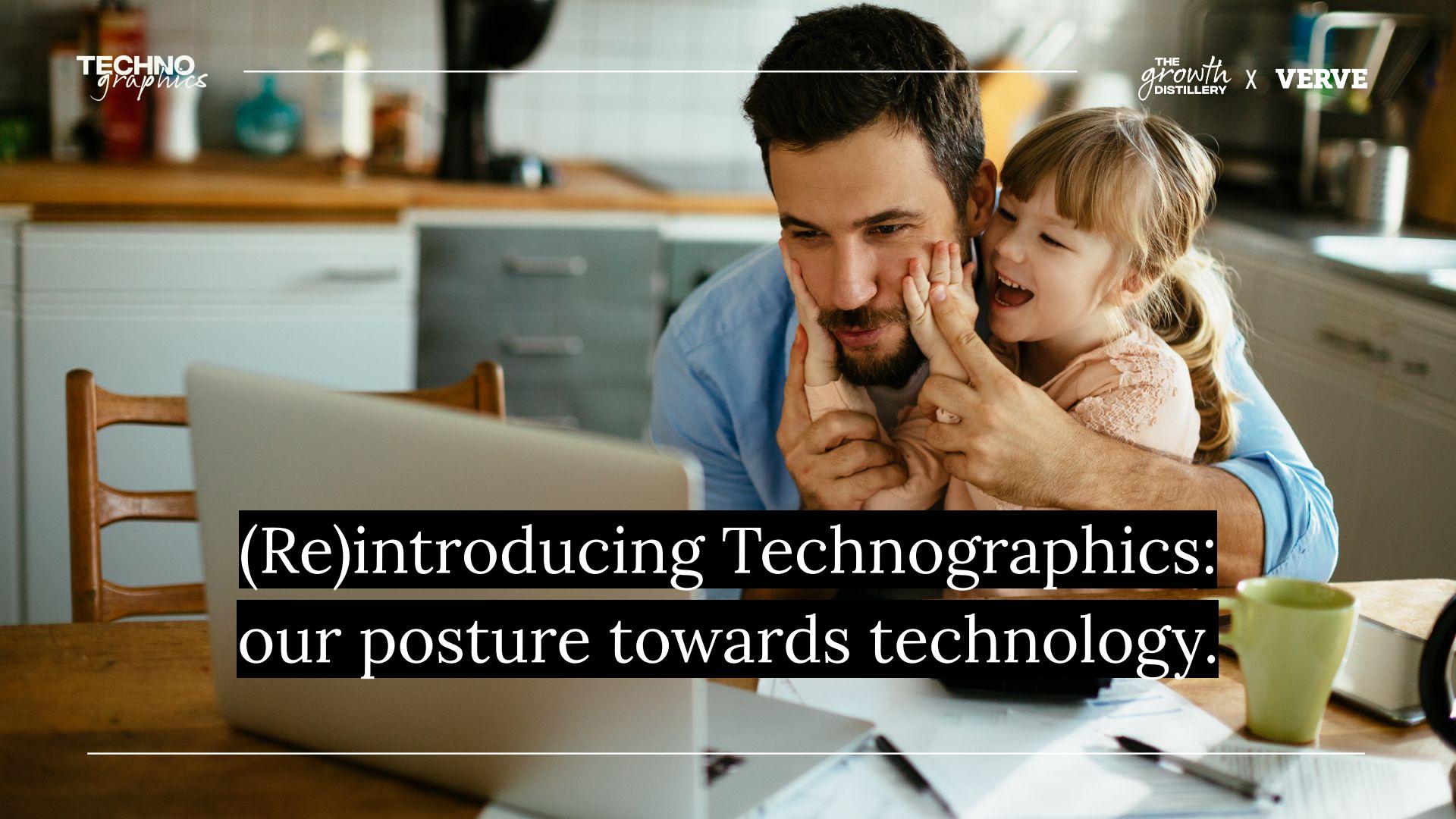


Friction ruins flavour.

Any tech stumble can erode trust and drive customers elsewhere.

Experience is the differentiator.

The food winners of tomorrow won't just be efficient, they'll be effortless.



(Re)introducing Technographics:  
our posture towards technology.

There are six distinct Technographic Postures,  
determined by two critical dimensions...

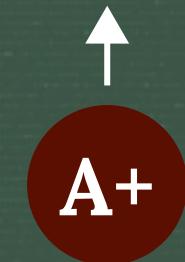
The level of tech integration  
in their lives (A, B, C):

how embedded technology is in everyday food habits, from using AI meal planners and voice assistants, to browsing recipes and ordering groceries online.

Their trust in tech (+/-):

whether they believe tech improves their food journey or worry about what gets lost such as data privacy or human touch i.e. either tech-trusting vs. tech-sceptic.

Live and love technology. It's deeply integrated, and at the forefront of their decisioning.



Highly engaged but equally sceptical. They're conscious of protecting themselves online.

Appreciate using technology to enhance their lives and are broadly trusting of it.

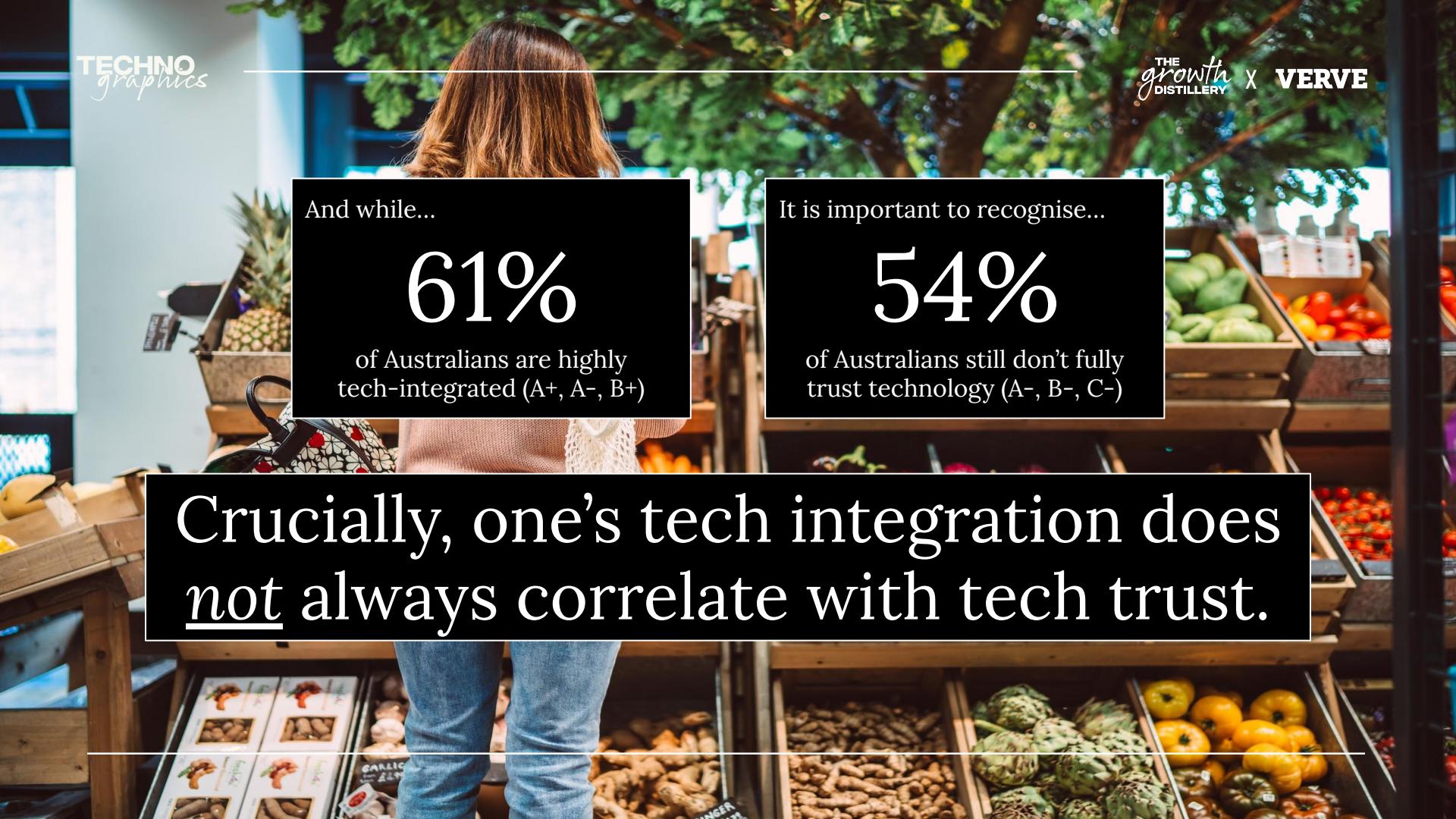


Moderately savvy, but are nervous users of technology who need reassurance.

Less enthusiastic (and confident) with technology, but trusting once they adopt.



Tech rejectors... As much as they can, they prefer human interaction.

A photograph of a woman with long brown hair, seen from behind, looking at a display of fresh produce in a grocery store. The store is well-lit with various fruits and vegetables on shelves in the background.

And while...

**61%**

of Australians are highly  
tech-integrated (A+, A-, B+)

It is important to recognise...

**54%**

of Australians still don't fully  
trust technology (A-, B-, C-)

Crucially, one's tech integration does  
not always correlate with tech trust.

Brands must cater to varying levels of both behaviour and attitude towards technology.





*Why it matters:*

Technology now touches every step of  
how Australians consume food.

## Beware: bad tech spoils the food flow.

**40%** online grocery shoppers abandon their carts due to a clunky experience

**3X** likely to choose alternative dining locations if tech feels too cumbersome.

**Poorly delivered tech journeys disappoint rather than convert.**

Get it wrong and you lose the customer.

Designing great food experiences  
means having the right mix of  
ingredients during key moments...



# Three key stages to build trust - or lose it.

## Inspiration & Planning.

where ideas are sparked (cookbooks, recipe websites, apps, social media)

## Purchase.

where execution happens (in-store/online grocery shopping, digital payments, delivery)

## Dine-In Experience.

where technology meets taste and expectations (digital ordering, ambience, service, sense of control)



A woman with long dark hair, wearing a black button-down shirt, is smiling and eating from a large white bowl of soup. She is using a spoon and has a lime wedge in her hand. The background shows a restaurant interior with tables and chairs. The text 'Let's dig in!' is overlaid in the center of the image.

Let's dig in!

# Conventional sources still resonate.

Even the most tech-integrated and trusting (A+) value traditional tools:  
72% use cookbooks and printed food magazines, but...



# Inspiration is increasingly digital.

Recipe websites and Google search are top sources.

## Tech-integrated (A+, A-, B+) lead the way:

- Twice as likely to use recipe apps and websites for meal planning
- Other digital sources include social media (particularly among A-)



## Taste.com.au wins online discovery...

- Of those who use recipe websites for inspiration, 52% use Taste
- Recipe sections of supermarkets Coles (31%), Woolworths (27%), RecipeTin Eats (22%) and Delicious (21%) round out the top five.

Yet, inspiration does not always lead to action.

# The challenge & opportunity:

73% of Australians are actively seeking guidance to boost their confidence in executing recipes.



# Winning the customer at Inspiration Stage



To shift from **recipe idea** to **execution**,  
content must do more than entice - it must *equip*.

Highlight prep time & skill level with  
**step-by-step** visuals.

Provide **quick swaps** for dietary  
needs and missing ingredients.

Link directly to **shopping lists**.

As much as inspiration sparks intent,  
planning is where momentum fades...

Consumers want to feel in control of their meals, but practical barriers get in the way.

### Budget constraints

40% of Australians struggle to stay on budget, affecting all technographic postures..

### Meal idea fatigue

1 in 3 feel stuck for ideas or unsure what to cook, even after seeking inspiration.

When meal planning works, it naturally flows into the shops.

- Highly tech-integrated (A+, A-, B+) look for **smart features:** ingredient tracking, pantry-aware recipes, AI-powered planning.
- Meanwhile, tech-sceptics (A-, B-, C-) want **approachable formats:** flexible options, clear visuals, budget-friendly meals.



AI is fast emerging as a powerful meal planning tool to turn ideas to action:

10x

growth in AI use with  
highly tech-integrated  
leading the adoption



# Winning the customer at Purchase Stage



Even at the purchase stage, trust can erode quickly and baskets can be abandoned.



# High reward, even higher risk.

Online grocery is growing yet under increasing scrutiny.  
It ranks as least enjoyable & has 40% cart abandonment.

Only 16% feel confident using it

Barely a third trust online delivery

Just 38% would recommend it to others

## Here's the real kicker: online falls short for everyone.

Tech-integrated (A+, A-, B+) tend jump in online fast but **churn even faster** when UX disappoints.

Tech-sceptics (A-, B-, C-) **hesitate to try at all** or abandon early due to lack of control or clarity



A man with dark hair and glasses is holding a baby in a grocery store aisle. The man is wearing a green shirt and a grey backpack. The baby is looking towards the camera. In the background, there are shelves filled with various grocery items, including boxes of organic produce. The lighting is bright, typical of a supermarket.

To win at Purchase Stage, brands  
must cater to very different needs.

Opportunity #1:  
**Streamline online shopping**  
especially for the tech-integrated.



## Tech-integrated (A+, A-, B+) High expectations, low patience.

- Fix clunky UX, load times and navigation
- Show real-time stock + smart substitutions
- Ensure seamless app-web-loyalty integration
- Be transparent: fees, timing, product details



## Tech-sceptics (A-, B-, C-) Low trust, high need for control.

- Reassure on quality: images, videos
- Offer simple interfaces and clear instructions
- Provide choice: opt in/out of substitutions
- Highlight privacy, security, and easy returns



Opportunity #2:  
Enhance in-store journeys  
especially for the tech-sceptics.



## Tech-sceptics (A-, B-, C-) Seek confidence, not complexity.

- Clear signage and easy-to-navigate stores
- Reassurance around checkout and pricing
- Minimal reliance on unfamiliar technology
- Help from staff when digital tools fall short



## Tech-integrated (A+, A-, B+) Want seamlessness, or else switch.

- Fast and frictionless that respect their time
- Real-time visibility of stock, pricing & rewards





The pressure is on in-store  
to get it right - every time.

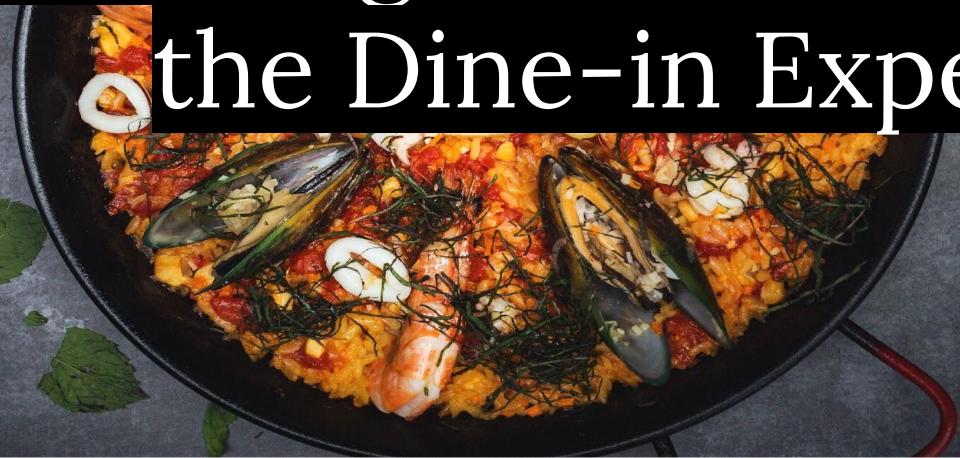


Because when online fails,  
in-store pays the price:

96%

shop in-store but many come with  
digital standards.

# Winning the customer during the Dine-in Experience





Dining is an experience-first category where human connection and atmosphere are vital.

While technology can enhance efficiency, poor implementation may disrupt the experience and erode loyalty.



## Tech-sceptics (A-, B-, C-):

- Nearly twice as likely to avoid venues with excessive tech
- 3x likely to choose alternative locations if tech feels cumbersome.



Clunky tech doesn't just frustrate,  
it actively drives diners way...

### Tech-sceptics (A-, B-, C-)

- 31% **won't return** after a bad technology experience.
- 25% more likely to **share negative encounters** with others.



And even if they stay, diners may push back economically:

- 21% of highly tech integrated spend less due to tech friction





To win the Dine-In Experience, tech must flex with the setting and the diner's expectations.

## Quick Service Restaurants: Speed matters most.

- Self-service is expected, but must be fast and intuitive.
- Tech-sceptics tolerate digital only when optional and easy.

## Cafes and Casual Dining: Balance is key.

- Some tech welcomed (e.g. bookings, loyalty), however diners value human service.

## Fine Dining: Human touch is non-negotiable.

- Even tech-integrated guests expect minimal visible tech.
- Poorly placed technology can undermine brand prestige.

How to win at...

# Inspiration Stage

(FMCG, Recipe Websites)

## Convert inspiration into sales

Turn ideas into action with content that's shoppable, personalised & confidence-boosting.



How to win at....

# Purchase Stage

(Grocery & Supermarkets)

**Win both online and in-store**

Remove digital pain points with smarter UX.  
Offer hybrid tools and human fallback in-store.



How to win during...

# Dine-In Experience

(QSRs, Cafes and Restaurants)

## Humanise tech-driven dining

Let diners opt into automation, not be forced into.

Match tech with diner expectations and setting.



A close-up photograph of a young girl with light brown hair, wearing a yellow t-shirt. She is holding a sandwich in her right hand and has her left hand extended towards the camera, palm facing forward. Her face is slightly dirty with food. The background is blurred, showing what appears to be a park or outdoor setting.

The future of food will be won by  
experience, not efficiency.



# TECHNO graphics



## Want to know more?

Ready to unlock the growth potential of your brand? Good, so are we. The Growth Distillery pulls marketers out of chaos and cuts through the clutter, providing the 'need to know' of consumer behaviour.

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To lead in food, lean on technographics.