How to Target

Food & Beverage Audiences

eyeota

A Dun & Bradstreet Company

Audience Guide Contents

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Whether your objective is precision targeting or building brand awareness at scale, Eyeota's Food & Beverage Audience Guide helps you reach high-intent consumers across the grocery, dining, and beverage landscape.

Built with audience data from trusted partners, these segments enable you to connect with consumers based on real purchase intent, dietary preferences, and consumption behaviors—from everyday grocery shoppers to premium, health-focused, and convenience-driven audiences.

Explore a curated selection of segments powered by purchase signals, brand affinities, lifestyle indicators, and eating habits. Activate seamlessly across all major demand-side and supply-side platforms to identify, reach, and engage food & beverage audiences across audio, connected TV, display, digital out-of-home, mobile, and social channels.

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Target Food & Beverage Audiences

AI Is Emerging as a Tool in Grocery Decision-Making

15% of U.S. shoppers already use AI to assist with grocery purchases, leveraging tools for shopping list creation, price comparison, and product research—signaling early but growing adoption in the path to purchase.

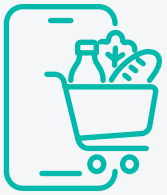
Source: eMarketer, AI gains traction in grocery purchases (2026)

Digital Grocery Penetration Is Crossing the Majority Threshold

The number of U.S. digital grocery buyers will continue to grow steadily, with penetration expected to surpass **60%** of the population by 2029, making online grocery a mainstream behavior.

Source: eMarketer, Grocery Forecast 2026

Food & Beverage Will Drive Online Grocery Growth



Food and beverage is the primary growth engine for ecommerce, projected to account for nearly **60%** of online grocery sales by 2029, driven by a **10.7% CAGR**.

Source: eMarketer, Grocery Forecast 2026

Target

Dining, QSR, & Delivery

Restaurant diners, fast-food and takeaway users, and food delivery app audiences with strong purchase intent and usage behaviors.

Global

- Eyeota - Food and Drink - Interest - Restaurants
- Eyeota - Food and Drink - Interest - Dine-In Restaurants - Italian
- Eyeota - Food and Drink - Interest - Dine-In Restaurants - Mexican
- Eyeota - Food and Drink - Interest - QSR and Fast-Food - Burgers
- Eyeota - Food and Drink - Interest - QSR and Fast-Food - Pizza
- Eyeota - Lifestyle - Mobile App User - Food Delivery
- Global Affinity Answers - Intent - Restaurants - Casual Style Dining
- Global Affinity Answers - Intent - Restaurants - Fine Dining
- Global Affinity Answers - Intent - Service Providers - Food Delivery
- Global Bombora - B2C - B2C Interest - Food and Drink - Dining
- Global Experian Worldview - Retail - Food - Often eat out at fast food
- Global Experian Worldview - Retail - Food - Often eat out at restaurants
- Global ShareThis - Food and Drink - Restaurants
- Global ShareThis - Food and Drink - Restaurants - Fast Food
- Global ShareThis - Food and Drink - Restaurants - Fine Dining
- Global ShareThis - Food and Drink - Food and Grocery Delivery
- Global ShareThis In Market - Food and Drink - Dining Guides
- Global ShareThis In Market - Food and Drink - Fine Dining

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Target

Dining, QSR, & Delivery

APAC

- AU Defind - CPG & FMCG - Intent - Fast Food
- AU Digifish - CPG & FMCG - Intent - Fast Food & Takeaway Not Frozen
- AU Digifish - Food & Drink - Purchased - Food Delivery Svcs - Uber Eats
- AU Digifish - Food & Drink - Purchased - Food Delivery Svcs - Menulog
- AU Digifish - Food & Drink - Purchased - Meal Plan Provider - HelloFresh
- AU Digifish - Food & Drink - Purchased - Meal Plan Provider - Youfoodz
- AU Digifish - Food & Drink - Purchased - Takeaway & Fast Food - McDonalds
- AU Digifish - Food & Drink - Purchased - Takeaway & Fast Food - KFC
- AU Dynata - Food & Bev - Frequency of Dining Out - 4-7 times a week
- AU Dynata - Food & Bev - Restaurant Types Frequented - Fast Casual
- AU Dynata - Food & Bev - Restaurant Types Frequented - Quick-serve
- AU smrtr - Consumer Spending - Categories - Fast Food
- AU smrtr - Consumer Spending - Food Delivery - Uber Eats
- AU YouGov - Consumer - Food - Order delivery at least once a month
- AU YouGov - Consumer - Food - Get take away at least once a month
- ID Dynata - Food and Bev - Restaurant Types Frequented - Family Style
- ID Dynata - Food and Bev - Restaurant Types Frequented - Fast Casual
- JP Dynata - Food and Bev - Restaurant Types Frequented - Quick-serve
- MY Dynata - Food and Bev - Restaurant Types Frequented - Delicatessen
- SG Nielsen - Food & Drink - In-market - Food Delivery (Online)

EMEA

- UK CACI - Ocean - Visited mass restaurants in the past month
- UK CACI - Ocean - Visited premium restaurants in the past month
- UK CACI - Ocean - Visited value restaurants in the past month
- UK EQ Data - Interests - Restaurants
- UK GDR - Activities - Eating at restaurant
- UK Goldfish Ads - Interest - Restaurants
- UK Kantar - Dining - Attitudes - Heavy Fast Food Eaters
- UK Kantar - Dining - Attitudes - Heavy Takeaway Eaters
- UK Kantar - Dining - Delivery - Deliveroo users
- UK Kantar - Dining - Delivery - UberEats users
- UK Starcount - Mindset - Fine Dining
- UK Starcount - Mindset - On Demand Dining
- DE GDR - Dining Out - Ate In A Restaurant In Last 12 Months
- DE TGI - Entertainment - Visits - Ate In A Fast Food Restaurant In Last 12 Mo.
- DE TGI - Food & Drink - Visits - Heavy restaurant visitors
- DE YouGov - Lifestyle - Choosing Restaurants Critera - Healthy Menu
- DE YouGov - Lifestyle - Choosing Restaurants Critera - Value for Money
- ES Dynata - Food & Bev - Frequency of Dining Out - 4-7 times a week
- IT Dynata - Food & Bev - Restaurant Types Frequented - Fast Casual
- IT Dynata - Food & Bev - Restaurant Types Frequented - Fine Dining

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Target
Dining, QSR, & Delivery

US

- US Acxiom - Retail - Restaurants - Likely Casual Dining - Italian Restaurant
- US Acxiom - Retail - Restaurants - Likely Fine Dining - Fine Dining Restaurant
- US Adstra - Consumer - In-Market Food & Bev - Fast Food
- US Adstra - Consumer - In-Market Food & Bev - Food Delivery
- US Affinity Solutions - Intent - In-Market - Casual Restaurants
- US Affinity Solutions - Intent - In-Market - Fast Food Restaurants
- US Alliant - Products and Services Propensities - Fast Food: Propensity
- US AnalyticsIQ - In Market - Dining Out - Casual Restaurant Enthusiasts
- US AnalyticsIQ - In Market - Dining Out - Delivery - Restaurant Delivery Users
- US Dynata - Food & Bev - Frequency of Dining Out - 4-7 times a week
- US Dynata - Food & Bev- Restaurant Types Frequented - Fast Casual
- US Epsilon - Food And Cooking - Casual Dining Enthusiasts - Highly Likely
- US Experian - Consumer Behaviors - Occupation: QSR / Restaurant Workers
- US Goldfish Ads - Interest - Restaurants - Fast Food
- US inMarket - Past Purchase - Restaurant
- US IXI (Equifax) - Restaurant - Fast Food Restaurant Diners
- US Kantar - Food Bev Dining - Influencer - Food and Dining Influencers
- US ShareThis - Affinity Solutions - Restaurant and Dining
- US Kantar - Food Bev Dining - Influencer - Food and Dining Influencers
- US YouGov - Food - Familiar Restaurant Influence - Food Quality / Taste

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Target

Grocery, Retail & Beverage Shoppers

High-intent grocery buyers, supermarket shoppers, and beverage consumers across categories including alcohol, coffee, soft drinks, and snacks.

Global

- Eyeota - CPG and FMCG - Intent - Grocery
- Eyeota - CPG and FMCG - Interest - Grocery
- Eyeota - CPG and FMCG - Interest - Bev
- Eyeota - CPG and FMCG - Interest - Bev - Alcohol
- Eyeota - CPG and FMCG - Interest - Bev - Coffee
- Eyeota - CPG and FMCG - Interest - Food
- Eyeota - CPG and FMCG - Interest - Food - Baking
- Eyeota - CPG and FMCG - Past Purchase - Bev
- Eyeota - CPG and FMCG - Past Purchase - Foods
- Eyeota - Lifestyle - Mobile App User - Grocery Delivery
- Global Affinity Answers - Intent - Retail - Grocery & Supermarket
- Global ComScore - Interest - Shopping - Online Grocery Shoppers
- Global Dun & Bradstreet - B2C - Affinity Verified - CPG / FMCG - Bev
- Global Dun & Bradstreet - B2C - Affinity Verified - CPG / FMCG - Food
- Global Dun & Bradstreet - B2C - AI Predictions - CPG / FMCG - Bev
- Global Dun & Bradstreet - B2C - AI Predictions - CPG / FMCG - Food
- Global ShareThis - Intent - Shopping - CPG - Grocery
- Global TL1MKT - Interest - Premium Categories - Online Grocery shopping

APAC

- AU Defind - CPG & FMCG - Intent - Organic Foods
- AU Defind - CPG & FMCG - Intent - Wholegrain Foods
- AU Digifish - CPG & FMCG - Intent - Food
- AU Digifish - Food & Drink - Purchased - Supermarket - ALDI
- AU Dynata - Food and Drinks - Alcoholic Bev - Beer
- AU Dynata - Food and Drinks - Non-Alcoholic Bev - Coffee
- AU Nielsen - CPG/FMCG - Likely to Purchase - The Organic Optimizers
- ID Dynata - Food and Drinks - Alcoholic Bev - Beer
- ID Dynata - Food and Drinks - Non-Alcoholic Bev - Tea
- ID YouGov - TV Program Genres - Food, Drinks and Cooking
- IN Dynata - Food and Drinks - Alcoholic Bev - Wine
- IN TL1MKT - Interest - Food & Drink
- JP Dynata - Food and Drinks - Alcoholic Bev - Whiskey / Scotch
- JP Dynata - Food and Drinks - Non-Alcoholic Bev - Tea
- MY YouGov - TV Program Genres - Food, Drinks and Cooking
- NZ Dynata - Food and Drinks - Alcoholic Bev - Wine
- SG Nielsen - Food & Drink - General Interest - Organic Food Consumers
- SG Nielsen - Food & Drink - General Interest - Coffee

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Target

Grocery, Retail & Beverage Shoppers

EMEA

- DE TGI - CPG/FMCG - Visits - Regular Main Shopping - EDEKA
- DE TGI - CPG/FMCG - Visits - Regular Main Shopping - Kaufland
- DE TGI - CPG/FMCG - Visits - Regular Main Shopping - Lidl
- DE TGI - CPG/FMCG - Visits - Regular Main Shopping - Rewe
- ES Dynata - Food and Drinks - Non-Alcoholic Bev - Bottled Water
- ES Dynata - Food and Drinks - Non-Alcoholic Bev - Carbonated Soft Drinks
- ES Dynata - Food and Drinks - Non-Alcoholic Bev - Coffee
- FR Experian - Type of online buying - Grocery
- FR Kantar - Shopping - Grocery Retailers - CARREFOUR
- FR Kantar - Shopping - Grocery Retailers - INTERMARCHE
- FR Kantar - Shopping - Grocery Retailers - LIDL
- FR Kantar - Shopping - Grocery Retailers - MONOPRIX
- IT GDR - Food - Buys meal boxes brought to the door
- IT GDR - Food - Eating ready meals
- UK Experian - Intent (Purchase) - Food and Drink - Delivery Services
- UK Experian - Intent (Purchase) - Food and Drink - Fast Food
- UK Kantar - Shopping - Grocery Retailers - Aldi shoppers
- UK Kantar - Shopping - Grocery Retailers - Asda shoppers
- UK Kantar - Shopping - Grocery Retailers - Tesco or Tesco Extra shoppers
- UK Starcount - Purchases - Groceries - Fast Grocery

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Target

Grocery, Retail & Beverage Shoppers

US

- US 9D - Shopper - CPG Retailers - Grocery Store
- US 9D - Shopper - CPG Retailers - Grocery Store - Albertson's
- US 9D - Shopper - CPG Retailers - Grocery Store - Kroger Grocery Chains
- US 9D - Shopper - CPG Retailers - Grocery Store - Publix
- US 9D - Shopper - CPG Retailers - Grocery Store - Safeway
- US 9D - Shopper - CPG Retailers - Grocery Store - Trader Joe's
- US Adstra - Consumer - In-Market Food & Bev - Fast Food
- US Affinity Solutions - Intent - In-Market - Grocery Stores
- US Affinity Solutions - Intent - In-Market - Walmart Grocery Customers
- US AnalyticsIQ - In Market - Sub Boxes - Food & Bev Sub Box Lovers
- US Claritas - Food and Bev - Shop Grocery - Behavior - Any online grocery store
- US Claritas - Food and Bev - Shop Grocery - Shops At - Walmart Supercenter
- US Epsilon - Food And Cooking - Coffee Enthusiasts - Likely
- US Experian - Consumer Behaviors - Grocery Pick-Up and Delivery
- US Facteus - Intent - In-market Purchase - Purchase Data - Grocery - Kroger
- US Ibotta - Grocery Category - Declared Purchase Intent - Aldi
- US Ibotta - Grocery Category - Declared Purchase Intent - Target
- US ShareThis - Affinity Solutions - Grocery Delivery Services
- US YouGov - Main grocery store - Walmart Supercenter
- US YouGov - Personas - Grocery Shopper

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Target

Food Lifestyles & Interests

Cooking enthusiasts, health-focused consumers, home chefs, and food lovers driven by recipes, meal planning, and dietary preferences.

Global

- Eyeota - CPG and FMCG - Interest - Cooking and Recipes
- Eyeota - CPG and FMCG - Interest - Diet - Healthy Eating
- Eyeota - Holidays and Events - Interest - Global - Christmas - Holiday Cooking
- Global Affinity Answers - Intent - Mobile Apps - Food Apps / Cooking Apps
- Global Affinity Answers - Interest - Digital - Websites - Food & Cooking
- Global Affinity Answers - Interest - Hobbies & Interests - Cooking & Baking
- Global Affinity Answers - Interest - Influencers - Food & Cooking
- Global Affinity Answers - Interest - TV - Cooking Shows
- Global Affinity Answers - Interest - TV - Reality Cooking Competitions
- Global ComScore - Interest - TV Genre > Cooking
- Global ComScore - Interest - TV Network > Cooking Channel
- Global Experian Worldview - Lifestyle - Hobbies - Cooking
- Global ShareThis - Food and Drink - Cooking and Recipes
- Global ShareThis - Food and Drink - Cooking and Recipes - BBQ and Grilling
- Global ShareThis - Food and Drink - Cooking and Recipes - Healthy Eating
- Global ShareThis - Food and Drink - Cooking and Recipes - Meal Planning
- Global TL1MKT - Interest - Food & Drink - Cookbooks
- Global TL1MKT - Interest - Hobbies & Interest - Cooking

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Target

Food Lifestyles & Interests

APAC

- AU Defind - CPG & FMCG - Lifestyle - Switch to Bargain Food Brands - High
- AU Experian - Opinions - Food & Drink - More convenient to eat on the go
- AU Experian - Owned - Retail - Luxury Goods - Food
- AU GfK - Purchasing Power - Food - High
- AU GfK - Purchasing Power - Non-food Products - Luxury
- AU Nielsen CMV - Lifestyle - Opinion - Consider myself a food lover
- AU Roy Morgan - Food & Drink - Intent - Food Attitude - Pet-Focused Buyers
- AU Roy Morgan - Lifestyle - Organic Food Buyer
- AU Roy Morgan - Lifestyle - Take-away Food Buyer
- AU YouGov - Concerns about food chosen / eaten - Freshness
- NZ GfK - Purchasing Power - Food - Discount
- NZ GfK - Purchasing Power - Food and related Items - High
- NZ Nielsen - Food & Drink - Lifestyle - The Creative Home Cook
- NZ Nielsen - Lifestyle - Lifestyle - The Foodies
- NZ Nielsen - Lifestyle - Lifestyle - The Organic Advocates
- NZ Nielsen - Retail - Lifestyle - Socially Conscious Food Buyer
- SG Nielsen - Food & Drink - Lifestyle - Grocery - Value Food Freshness
- SG Nielsen - Food & Drink - Lifestyle - Grocery - Value Price
- TH Nielsen - Food & Drink - Lifestyle - The Aspiring Home Chef
- TH Nielsen - Food & Drink - Lifestyle - The Conscious Eater

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Target

Food Lifestyles & Interests

EMEA

- UK Dynata - Interest - Hobbies - Cooking
- UK Experian - Intent (Purchase) - Food and Drink - Healthy Eating
- UK GDR - Food - Cooking from new recipes
- UK GDR - Food - Cooking gourmet food
- UK Goldfish Ads - Interest - Food - Cooking
- UK Kantar Media - Interests - Dining - I really enjoy cooking
- UK Starcount - Mindset - Inspired Home Cooking
- UK Starcount - Affinity - Food and Drink - Healthy Eating
- UK YouGov - Personas - Healthy Eater
- DE Dynata - Interest - Hobbies - Cooking
- DE GDR - Hobbies and Interests - Cooking & baking
- DE YouGov - Personas - Healthy Eater
- ES Dynata - Interest - Hobbies - Cooking
- ES GDR - Food - Cooking from new recipes
- ES YouGov - Lifestyle - Healthy Eater
- FR Dynata - Interest - Hobbies - Cooking
- FR GDR - Interests and activities - Food - Cooking gourmet food
- FR YouGov - Christmas - Attitudes - Enjoy cooking
- IT Dynata - Interest - Hobbies - Cooking
- IT GDR - Food - Trying out new cooking products

US

- US 33Across - 33Across AudienceID - Food - Home Cooks
- US 33Across - 33Across AudienceID - Home - Cooking - Gourmet
- US 9D - Seasonal - Holiday Preppers & Hosts - Grocery Store Visitors
- US Acxiom - Travel - Likely Activity - Culinary Experience
- US Adstra - Consumer - In-Market Food & Bev - Food - Healthy Snacks
- US Adstra - Consumer - Lifestyle & Interests - Interests - Natural Foods
- US Alliant - Home and Garden Interests - Cooking / Food Enthusiasts
- US AnalyticsIQ - Interest - Foodies and Food Enthusiasts
- US AnalyticsIQ - Interest - Cooking & Food - Wine Enthusiasts
- US Anteriad - B2C - Lifestyles - Foodies
- US Circana - Intent - Heavy Purchaser - Culinary
- US Claritas - Health and Wellness - Eating Habits - Diet - Eating Healthy
- US Data Axle (fka Infogroup) - Consumer - Interests - Cooking, Food and Bev
- US Goldfish Ads - Interest - Food - Cooking
- US inMarket - Seasonal - Holiday Preppers & Hosts - Grocery Shoppers
- US Lighthouse List - Social Behaviors - Consumer Trends - Home Cooking
- US Media Source Solutions - Lifestyle - Location Based - Foodies
- US Plunge Digital - Interest - Food and Cooking - Gourmet Cooking
- US ShareThis - Affinity Solutions - Food Lovers - Health Food Lovers
- US YouGov - Personas - Healthy Eater

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Target

Seasonal & Occasion-Based Audiences

Holiday hosts, BBQ and grilling audiences, and shoppers engaging around key food-driven moments and celebrations.

Global

- Eyeota - Holidays and Events - Interest - Global - Christmas - Holiday Cooking
- Global Dun & Bradstreet - B2C - AI Predictions - Food & Drink - Recipes - Grilling and BBQ
- Global ShareThis - Food and Drink - Cooking and Recipes - BBQ and Grilling
- Global ShareThis In Market Powered By Eyeota - Food and Drink - BBQ Grilling

APAC

- AU YouGov - Christmas - Food & Drink - Night owl
- AU YouGov - Christmas - Food & Drink - Sweet tooth
- AU YouGov - Christmas - Food & Drink - Try new drinks

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Target

Seasonal & Occasion-Based Audiences

EMEA

- UK YouGov - Christmas - Alcohol brands liked - Absolut
- UK YouGov - Christmas - Alcohol brands liked - Bacardi
- UK YouGov - Christmas - Alcohol brands liked - Jack Daniels
- UK YouGov - Christmas - Favourite alcoholic bev - Gin
- UK YouGov - Christmas - Favourite alcoholic bev - Red wine
- UK YouGov - Christmas - Favourite alcoholic bev - Vodka
- UK YouGov - Christmas - Food & Drink - Try new drinks
- UK YouGov - Christmas - Hobbies - Cooking
- DE YouGov - Christmas - Alcohol brands liked - Jagermeister
- DE YouGov - Christmas - Alcohol brands liked - Henkell
- DE YouGov - Christmas - Favourite alcoholic bev - Gin
- DE YouGov - Christmas - Favourite alcoholic bev - Lager
- DE YouGov - Christmas - Favourite alcoholic bev - Whiskey
- DE YouGov - Christmas - Food & Drink - Try new drinks
- DE YouGov - Christmas - Hobbies - Cooking
- FR YouGov - Christmas - Alcohol brands liked - Moet&Chandon
- FR YouGov - Christmas - Alcohol brands liked - Ricard
- FR YouGov - Christmas - Favourite alcoholic bev - Wine
- FR YouGov - Christmas - Favourite alcoholic bev - Beer
- FR YouGov - Christmas - Hobbies - Cooking

US

- US 33Across - 33Across AudienceID - Home - Cooking - Barbecue and Grilling
- US 33Across - 33Across AudienceID - Home - Cooking - Holidays
- US 9D - Seasonal - Holiday Preppers & Hosts - Big Box Visitors
- US 9D - Seasonal - Holiday Preppers & Hosts - Grocery Store Visitors
- US Acxiom - Retail - Seasonal - Summer Activity - Outdoor family fun
- US Acxiom - Retail - Seasonal - Summer Activity - Stay-cation
- US Acxiom - Retail - Seasonal - Winter Holiday Activity - Cook A Holiday Meal
- US Acxiom - Retail - Seasonal - Winter Holiday Activity - Go To A Restaurant
- US Adstra - Orbits - Established Family Life and Home Entertainer
- US Alliant - Products and Services Propensities - College Football Fans
- US AnalyticsIQ - Demographics - US Climate Zones - Hot Summers
- US AnalyticsIQ - Demographics - US Climate Zones - Warm Summers
- US Dynata - Leisure & Interests - Summer Olympics
- US Experian - Mobile Location Models - Visits - July 4th Shoppers
- US inMarket - Seasonal - Holiday Preppers & Hosts - Party Supply Shoppers
- US inMarket - Past Purchase - CPG - Household Essentials - Outdoor Grilling
- US IXI (Equifax) - Sports Propensity - College Football Fans
- US Stirista - Interest - Home Entertaining
- US YouGov - Christmas - Attitudes - Home Entertainer
- US YouGov - Christmas - Food & Drink - Frequent baker

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Target

B2B Food & Beverage Audiences

Professionals across food production, manufacturing, retail, and food service industries with strong commercial intent signals.

Global

- Eyeota - B2B - Decision Makers - Agriculture Ind - Food Production
- Eyeota - B2B - Decision Makers - Manufacturing Ind - Food and Bev
- Eyeota - B2B - Employment - Agriculture Ind - Food Production
- Eyeota - B2B - Employment - Consumer Services Ind- Food Services
- Eyeota - B2B - Employment - Manufacturing Ind - Food and Bev
- Eyeota - B2B - Employment - Retail Ind - Grocery and Food Specialty Stores
- Global Bombora - B2B - Ind - Manufacturing - Food and Bev
- Global Dun & Bradstreet (non-US) - B2B Ind. - Accom and Food Services
- Global Dun & Bradstreet (non-US) - B2B Ind - Manufacturing - CPG - Food
- Global Dun & Bradstreet (non-US) - B2B Ind - Manufacturing - Bev and Tobacco
- Global Dun & Bradstreet (non-US) - B2B Ind - Retail Trade - CPG - Food and Bev
- Global ShareThis - B2B - Ind - Food Services
- Global ShareThis - Business and Industrial - Hospitality Ind - Food Service
- Global ShareThis In Market Powered By Eyeota - Business Ind - Food Prod
- Global ShareThis In Market Powered By Eyeota - Business Ind - Food Service

APAC

- AU DBM Atlas - B2B - SMEs - Accommodation and Food Services
- AU Dynata - B2B - B2B Decision Maker Responsibilities - Food or Bev Services
- AU Dynata - B2B - Current Ind Segment or Sector - Food / Bev / Restaurant
- AU smrtr - B2B - Accommodation Food Services
- ID Dynata - B2B - Current Ind Segment or Sector - Food / Bev / Restaurant
- ID Dynata - B2B Decision Maker Responsibilities - Food or Bev Services
- IN Dynata - B2B - Current Ind Segment or Sector - Food / Bev / Restaurant
- IN Dynata - B2B Decision Maker Responsibilities - Food or Bev Services
- JP Dynata - B2B - Current Ind Segment or Sector - Food / Bev / Restaurant
- JP Dynata - B2B Decision Maker Responsibilities - Food or Bev Services
- MY Dynata - B2B - Current Ind Segment or Sector - Food / Bev / Restaurant
- MY Dynata - B2B Decision Maker Responsibilities - Food or Bev Services
- NZ DataIQ - B2B - Ind - ANZSIC H Accommod & Food Services
- NZ Dynata - B2B - Current Ind Segment or Sector - Food / Bev / Restaurant
- NZ Dynata - B2B Decision Maker Responsibilities - Food or Bev Services
- SG Dynata - B2B - B2B Decision Maker Responsibilities - Food or Bev Services
- SG Dynata - B2B - Current Ind Segment or Sector - Food / Bev / Restaurant

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B2B Food & Beverage Audiences

EMEA

- EMEA Foundry - Ind - Food & Bev
- EMEA Foundry - Ind - Food & Bev - Company Size - 0-49
- EMEA Foundry - Ind - Food & Bev - Company Size - 100-499
- EMEA Foundry - Ind - Food & Bev - Company Size - 5,000 and above
- EMEA Foundry - Ind - Food & Bev - Company Size - 50-99
- EMEA Foundry - Ind - Food & Bev - Company Size - 500-999
- UK Dynata - B2B - B2B Decision Maker Responsibilities - Food or Bev Services
- UK Dynata - B2B - Current Ind Segment or Sector - Food / Bev / Restaurant
- DE Dynata - B2B - Current Ind Segment or Sector - Food / Bev / Restaurant
- DE Schober - B2B - Decision Makers - Food / Luxury food / Drinks
- DE Schober - B2B - Ind - Food, Luxuries and Bev
- ES Dynata - B2B - B2B Decision Maker Responsibilities - Food or Bev Services
- ES Dynata - B2B - Current Ind Segment or Sector - Food / Bev / Restaurant
- FR Dynata - B2B - B2B Decision Maker Responsibilities - Food or Bev Services
- FR Dynata - B2B - Current Ind Segment or Sector - Food / Bev / Restaurant
- IT Dynata - B2B - B2B Decision Maker Responsibilities - Food or Bev Services

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Target

B2B Food & Beverage Audiences

US

- US 33Across - B2B - Ind - Food And Bev
- US 33Across - B2B - Operations Food And Bev
- US Adstra - Business - B2B Professionals by Ind - Manufacturing - Food and Bev
- US Adstra - Business - B2B Professionals by Ind - Retail - Restaurants
- US AnalyticsIQ - B2B - Hospitality and Food Service Business Decision Makers
- US Anteriad - B2B - Decision Makers - Hospitality Decision Makers
- US Anteriad - B2B - Functional Area - Food Services
- US Anteriad - B2B - Functional Area - Food Services - Chef / Cook
- US Anteriad - B2B - Functional Area - Food Services - Food Service Mgmt
- US Dun & Bradstreet - B2B Ind - Manufacturing - Bev and Tobacco
- US Dun & Bradstreet - B2B Ind - Manufacturing - CPG - Food
- US Dun & Bradstreet - B2B Ind - Retail Trade - CPG - Food and Bev
- US Dun & Bradstreet - B2B Job Function / Roles - Operations - Food and Bev
- US Dynata - B2B - Decision Maker Responsibilities - Food or Bev Services
- US Dynata - B2B - Ind Segment - Food / Bev / Restaurant
- US Dynata - B2B - Ind Segment - Travel / Tourism / Hospitality
- US IXI (Equifax) - Ind - Retail Trade : Food Stores
- US PowerB2B by MeritB2B - Business Ind - Restaurants
- US PowerB2B by MeritB2B - Job Function - Food Services

Get the Complete Food & Beverage Audience Guide

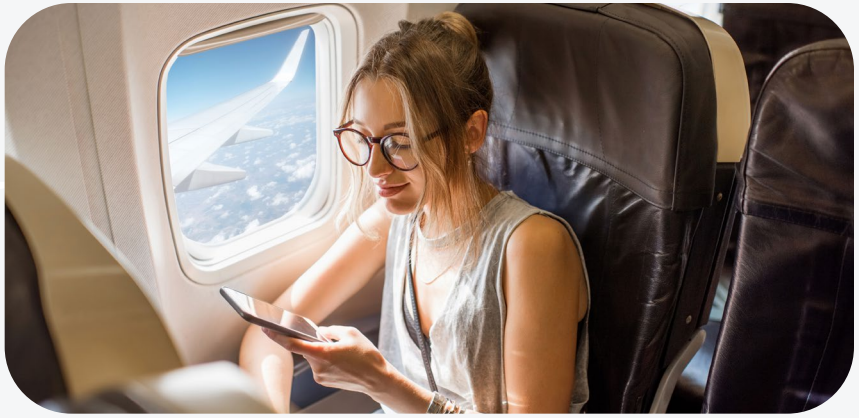
Download Full Guide

Engage future customers across all digital channels

Mobile | Display | Audio | CTV | Gaming | DOOH

Elevate your marketing with quality-certified audience data.

Eyeota empowers marketers with precise targeting, deeper insights, and enhanced omnichannel performance, fueling campaigns that convert.



Unlock the Power of Global Audience Data

B2B & B2C Audience Data

60,000+ addressable audiences to support omnichannel marketing strategies

Global Data Coverage

Data available in 180 countries, covering major markets including AMER, EMEA, Asia and ANZ

Omnichannel Activation Made Easy

Audience data available across display, native, social, CTV, DOOH, contextual channels, and more

Data Quality & Privacy Compliance

Data sourced, validated, and enriched from reliable providers to ensure accuracy and consistency

120+ premium online data providers | **180 countries worldwide** | **60+ DSPs, SSPs, and social channels**

Our Commitment to Data Quality

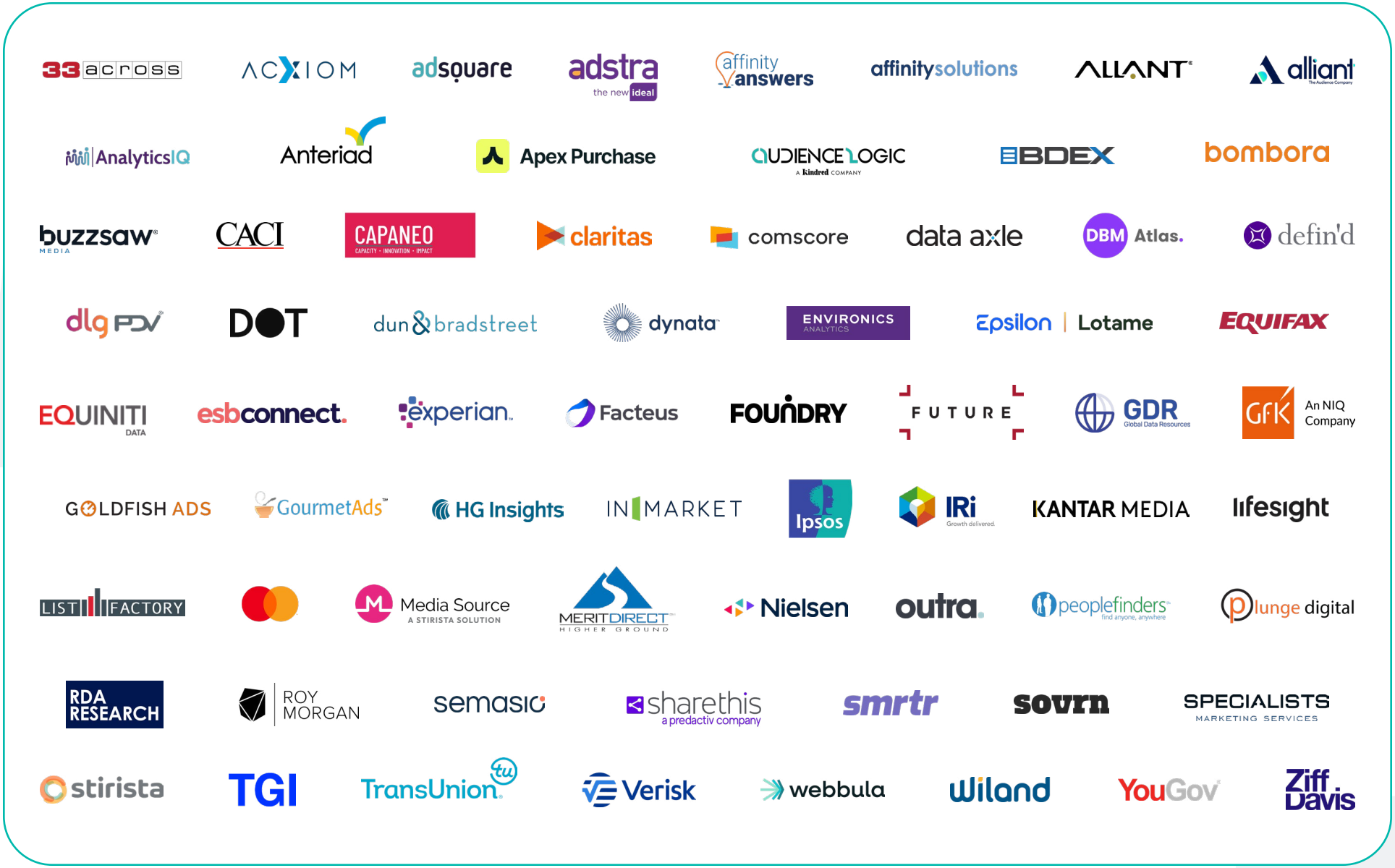
Eyeota audiences are independently audited to provide confidence and reassurance to marketers on the quality, transparency, and compliance of the data they are buying.

STANDARDS COMPLIANT iab.TECH LAB VERIFIED

CERTIFIED BY Neutronian

Eyeota Audience Marketplace

Eyeota collaborates with 70+ premium branded and unbranded data partners who supply rich, ethically sourced audience segments across B2B, B2C, and industry-specific categories.



Activate Food & Beverage Audiences for Your Campaign!

Food & Beverage Audiences are available through Eyeota's Partner Network of leading DSPs, SSPs, DMPs and social platforms for digital campaign activation.

Download the Full Audience Guide

datadesk

Connect with our Audience Specialists for support.

Contact Now

Demand Side Platforms

ACTIVE AGENT · adform · Adobe Advertising Cloud · Adte · amazon · aroscop · Basis · bid theatre · Epsilon | Lotame · FREEWHEEL · Google Marketing Platform · illumin · INMOBI · KNOREX · mgid · nexxen · sabio · SIMPLI.FI · smartyads · StackAdapt · TEABLAZE · theTradeDesk · vistar media · yahoo! · Zemanta · ZETA

Supply Side Platforms

anzu · audigent · EQUATIV · FREEWHEEL · KARGO · Magnite DV+ · nexxen · OpenX · outbrain · PubMatic · Taboola · xandr Curate · yieldmo · yoc

Data Management Platforms

Adobe Audience Manager · adsquare · ALLANT · Epsilon | Lotame · experian · /LiveRamp · Nielsen · Permutive · TransUnion

Social Networking Platforms