

The Superconsumer Opportunity in Cheese

Project Overview

In 2016 IDDBA set out to produce original research for retailers *and* manufacturers. With the help of industry experts, IDDBA began collaborating with The Cambridge Group to design a three-stage project. In Stage 1 using the Nielsen Homescan database, cheese superconsumers are identified then interviewed to find out how they use food to improve their lives, giving us insight into cheese innovation.



What's the impact of a cheese superconsumer?

Cheese superconsumers are 10% of households who drive 23% of the total cheese spend. They

- spend 2.3 times more (\$351/yr),
- purchase 10 subcategories, and
- shop at 4 different stores.



Is cheese hired for specific jobs?

Yes! Eric, a grad student on a budget whose go-to dinner choice is pizza, hires cheese to "trick out" frozen pizza. He is stuck choosing between carry out – a more expensive option – and frozen pizza, which doesn't have enough cheese. Instead of accepting the tradeoff, Eric buys specialty cheeses from the deli section to add to store-bought frozen pizza. To him, the right cheese can make even a frozen pizza interesting. Eric uses this simple "life hack" or strategy to elevate and customize his experience and save money while spending more on cheese.



How can this help grow the industry?

Stage 1 results indicate that 20% of households are *potential* superconsumers, people who often really like cheese, but spend less than a superconsumer (about \$177 per year vs. \$351). Potentials may need to be taught or given permission to use more of a product. For example, teaching potentials that a frozen pizza can be customized with specialty cheese or other deli items for less than the cost of delivery pizza. If teaching quick tricks to potentials can increase their spend index to 175, just half way to a superconsumer's spend index, the industry could experience **12% growth or \$2.3 billion in sales**.

To find out more

Become a [member](#) and attend [IDDBA 17](#) in Anaheim CA June 4-6.

Read [Superconsumers](#) by Eddie Yoon, Principal at The Cambridge Group.

Visit the superconsumer page at iddba.org.