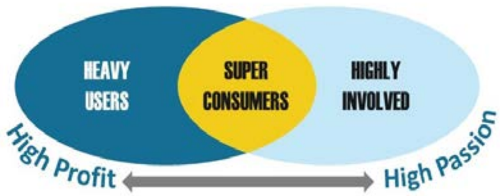
INTERNATIONAL DAIRY DELI BAKERY ASSOCIATION

Research Brief #8

Growing the Pie with Cheese

Project Overview

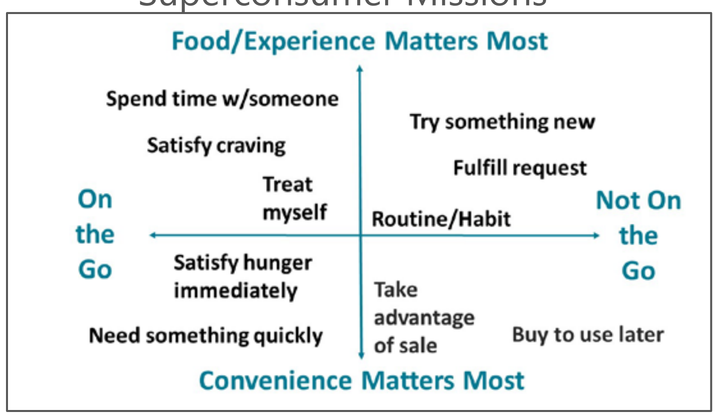


In Stage 1 of IDDBA's superconsumer research project, we learned how bakery superconsumers used food to improve their lives and how converting potential supers to spend more like a super could impact the industry. In this new phase of research, we've focused on how grocery can re-capture a fair share of the household food spend, as these days more is spent on food at restaurants than grocery. To do this, we dug deeper in to our categories; in this case by interviewing sliced cheese sandwich supers, who made purchases at food service and grocery, to understand their motivations. Using these insights, we devised ways to increase in-store spend and trips and tested these concepts via a Nielsen Homescan survey and focus groups to provide *new* consumer-focused strategies.

What did we learn from superconsumer purchase behavior?

Superconsumers have many types of sliced sandwich cheese 'missions', or objectives, which fall in to four categories: On the Go, Not on the Go, Convenience Matters Most, and Food/Experience Matters Most. Most cheese sandwich missions occur at lunch, but about 1/3 occur at dinner time. Supers are open to purchasing more at grocery, but key quality and convenience gaps must be addressed to be competitive. Superconsumers value ingredient transparency, the sandwich filling proportions, and would like a greater variety of side options to complement their sandwich.

Superconsumer Missions



What's the impact of a cheese superconsumer?

Cheese superconsumers are 10% of households who drive 34% of grocery sales and 7% of households who drive 28% of food service sales. About 75% of all US households consume cheese, 6.5 to 9.4 million of which are superconsumers. By implementing the first of our three recommendation waves, in-store sales could increase by $70-$300M and trips by 4%.

94M
cheese eating households

How can this help grow the industry?

Now that we understand the motivations behind a purchase, we know how to give cheese superconsumers more of what they want. By implementing the consumer-focused concepts that were developed, tested, and brought to life in our research, grocery can increase superconsumer spend and the spend of *potential* superconsumers— the 20% of households who really like cheese, but spend less. These retail concepts are designed to maximize the opportunity with consumers already in the store, but they can also increase the number of weekly trips and basket size to help grocery capture its fair share of the food dollar.

To find out more

Become a member and **attend** IDDBA 18.
Visit the superconsumer page at iddba.org
Read the full reports available in July 2018