

The Superconsumer Opportunity in Dairy

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, dairy superconsumers are identified then interviewed to find out how they use food to improve their lives, giving us insight into dairy product innovation.



What is the impact of a dairy superconsumer?

Dairy superconsumers are 10% of households who drive 22% of the total dairy spend. They

- spend 2.2 times more (\$634/yr),
- purchase 7 subcategories, and
- shop at 5 different stores.



Are dairy products hired for specific jobs?

Yes! Jackie hires yogurt for a “sneaky smart snack” and says, “Yogurt is tricking my body to think it’s something sweet.” Colleen, a mother, describes how her dairy superhero satisfies her child’s craving for a sugary sweet snack with chocolate milk or fruit yogurt. Others use dairy as extra protein to fuel their athletic endeavors. Robert drew Yogurtman saving a boring breakfast with the power of flavor and nutrition. While not a new idea, dairy superconsumers understand that dairy is healthy.



Yogurtman saves a boring breakfast.

How can this help grow the industry?

Stage 1 results indicate that 20% of households are *potential* superconsumers, people who often really like dairy, but spend less than a superconsumer (about \$311 per year vs. \$634). Potentials may need to be taught or given permission to use more of a product. In the case of dairy, it may be as simple as getting back to the basics— pushing the positive nutritional qualities of dairy by amplifying the marketing message that dairy is full of calcium, protein, and other healthy vitamins. Dairy experts interviewed by IDDBA for *What’s in Store 2018* thought that the industry has moved away from touting the natural benefits of products made from milk and that consumers are hearing inconsistency in the messaging. Dairy superconsumers have clearly retained the messaging that other consumers have lost. If emphasizing the marketing message can get potentials to increase their spend index to 165, just halfway to a superconsumer’s spend index, the dairy industry could experience **11% growth or \$5.2 billion of growth**.

To find out more

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

Visit the superconsumer page at iddba.org to watch videos and stay informed about future results.