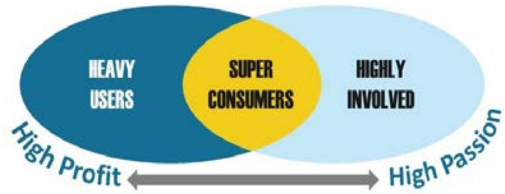
Research Brief #10

Growing the Pie with Creamers

Project Overview

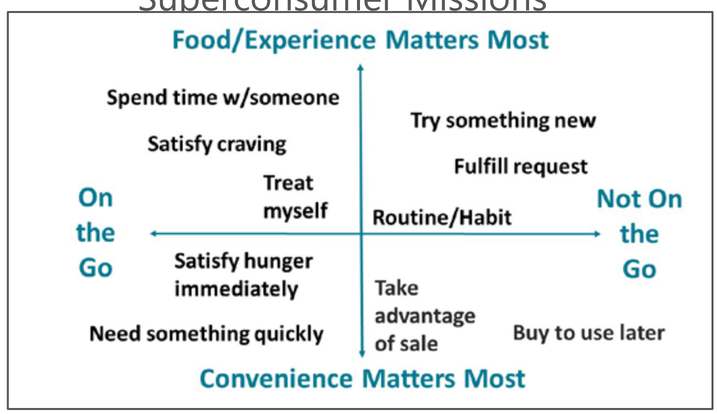


In Stage 1 of IDDBA's superconsumer research project, we learned how dairy superconsumers used food to improve their lives and how converting potential supers to spend more like a super could impact the industry. In this new phase of research, we've focused on how grocery can re-capture a fair share 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 coffee creamer 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 coffee creamer 'missions', or objectives, which fall in to four categories: Convenience Matters Most, Food/Experience Matters Most, On the Go, and Not on the Go. Coffee creamer missions occur equally in the morning and afternoon, with more than 1/3 occurring On the Go. For coffee creamer Supers, creamer is critical to coffee enjoyment. *"I love coffee, but…the creamer makes the experience,"* explained an interviewee. Supers prefer to add their own creamer to get the proportions just right and seek opportunities to try new flavors.

Superconsumer Missions



What's the impact of a coffee creamer superconsumer?

Creamer superconsumers are 8% of households who drive 28% of grocery sales and 14% of households who drive 40% food service sales. About 67% of all US households drink coffee with creamer, 5-9 million of which are superconsumers. By implementing the first of our three recommendation waves, in-store sales could increase by $1.2-$3B and trips by 8%.

64M
coffee with creamer households

How can this help grow the industry?

Now that we understand the motivations behind a purchase, we know how to give creamer 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 creamer, 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

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Visit the superconsumer page at iddba.org
Read the full reports available in July 2018