

## The Superconsumer Opportunity in Deli

### Project Overview

In 2016 IDDBA set out to produce original research for retailers *and* manufacturers. With advice from industry experts, IDDBA began collaborating with The Cambridge Group to design a three-stage project to be rolled out in 2017 and 2018. Using the Nielsen Homescan database, the team is identifying deli superconsumers and interviewing them to find out the ways they use food to improve their lives, giving us insight into deli product innovation.



### What's the impact of a deli superconsumer?

Deli superconsumers are 10% of households who drive 24% of the total deli spend. They

- spend 2.4 times more (\$481/yr),
- purchase 7 subcategories, and
- shop at 6 different stores.



### Is the deli hired for specific jobs?

Yes! Thomas, a recent graduate now in a demanding full-time job, is not much of a cook. In college, he used to be able to rely on meals from the school cafeteria. As an adult, he prefers the convenience of eating out, but he often has trouble deciding where to eat. Thomas loves the prepared foods section department because it is convenient and lets him explore his options. He also saves money—a recent NPD Group study determined that grocerants offer fast food that is 53% cheaper than fast casual restaurants.

*Sometimes I don't know what I am going to get, just that I'm vaguely hungry.... [deli prepared foods is] like going to a lot of restaurants at the same time.*  
—Thomas, Deli Superconsumer

### How can this help grow the industry?

Stage 1 results indicate that 19% of households are *potential* superconsumers, people who often really like deli foods, but spend less than a superconsumer (\$187 per year vs. \$481). Potentials may need to be taught or given permission to use more of a product. For example, making sure potentials are aware that grocery stores offer a better variety of food and lower prices than traditional fast casual restaurants. As prepared food store trips increase, shoppers will also shop other parts of the store. If teaching quick tricks to potentials can raise their spend index to 170, just halfway to a superconsumer's spend index, the deli industry could experience **15% growth or \$2.6 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.d

Visit [the superconsumer page at iddba.org](http://the superconsumer page at iddba.org).