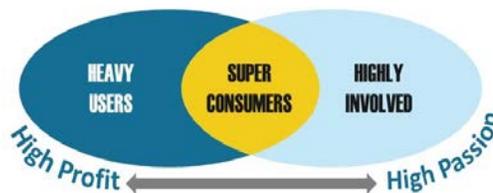


Growing the Pie with Donuts

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 donut 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 donut 'missions', or objectives, which fall in to four categories: Convenience Matters Most, Food/Experience Matters Most, On the Go, and Not on the Go. More than 1/3 of donut purchases occur in the afternoon rather than at breakfast and are more often consumed at home than in the car. Supers are open to purchasing more at grocery, but key quality and convenience gaps must be addressed to be competitive. Superconsumers would like small portions, a wider variety available later in the day, and would like an in-store bakery to have its own cash register.



What's the impact of a donut superconsumer?

Donut superconsumers are 10% of households who drive 23% of grocery donut sales and 21% of food service donut sales. About 60% of all US households consume donuts, 7.5 million of which are superconsumers. By implementing the first of our three recommendation waves, in-store sales could increase by \$75-\$200M and trips by 3%.

75M
donut eating
households

How can this help grow the industry?

Now that we understand the motivations behind a purchase, we know how to give donut 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 donuts, 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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Read the full reports available in July 2018