



FRESH POTATOES PATH TO PURCHASE STUDY



Kantar Insights Consulting Fresh Potatoes Connected Shopper Journey 2019

FRESH POTATOES PATH TO PURCHASE STUDY

BACKGROUND

Kantar Insights Consulting is a team of brand and marketing specialists who focus on growth for the retail sector. Kantar Insights Consulting gathered information from potato shoppers at food retailers, mass merchandise retailers, club stores and grocery online shoppers. The Path to Purchase study helped determine where and how consumers are interacting with fresh potato marketing to drive sales at retail. This guide will highlight the ways consumers are using these tools at the different types of retailers and for all seven types of fresh potatoes.

Potato consumers are thinking potatoes prior to shopping.



INTERACTIONS DRIVING PURCHASE

Consumers are using online resources, previous experience and in-store engagement to drive their decisions to buy potatoes. All of the following interactions are driving consumers to purchase more potatoes.



Secondary
Displays



Recipes



Circulars
In-Store & Online



Smartphone



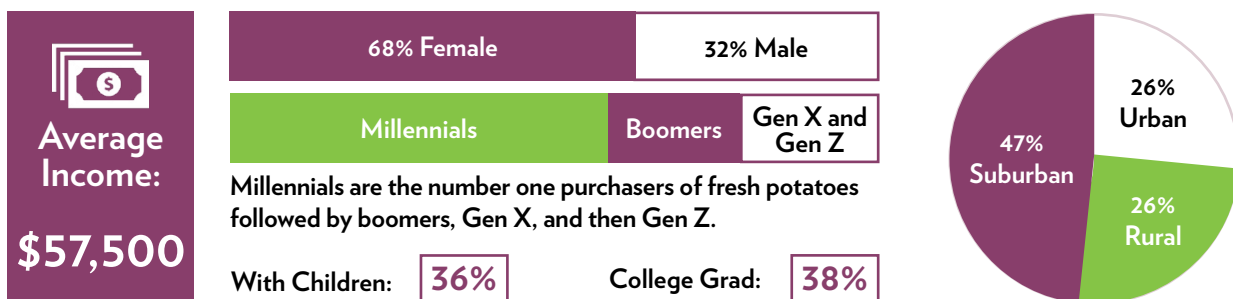
Social Media



Signage

TOTAL STORE

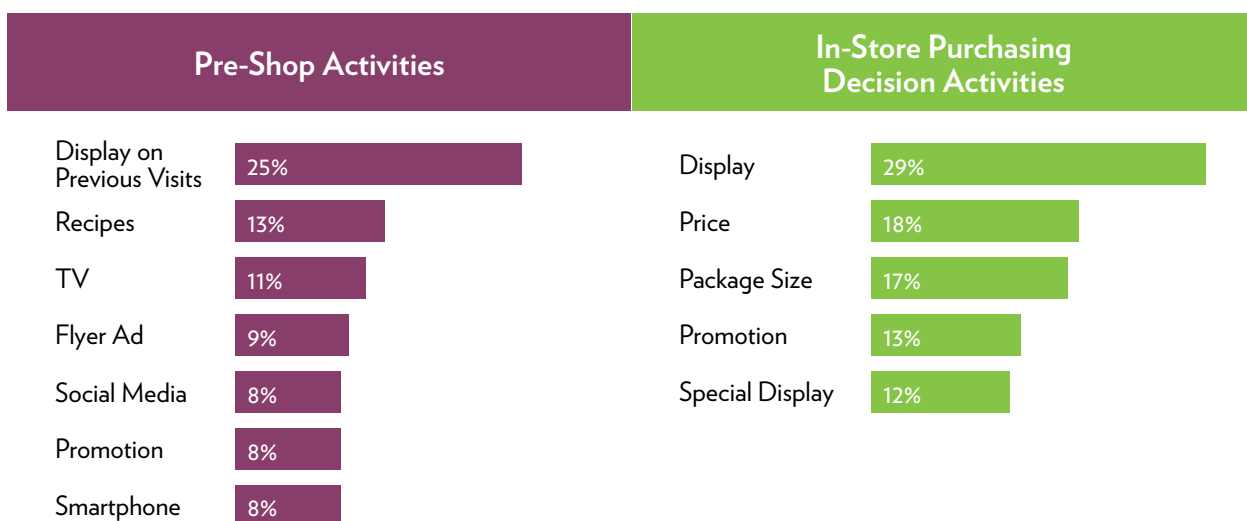
DEMOGRAPHICS OF THE FRESH POTATO CONSUMER FOR ALL RETAIL STORES



SHOPPING ACTIVITIES

56%

Total percentage of consumers that engaged in pre-shop activities before shopping. The activities below are the most impactful ways to drive fresh potato volume and dollar sales with retail consumers.



Consumers are choosing the following types of potatoes based on pre-shop and in-store marketing tactics.



PRICE OF POTATOES PURCHASED



PREFERRED PACK SIZE



PREFERRED PACKAGING TYPE



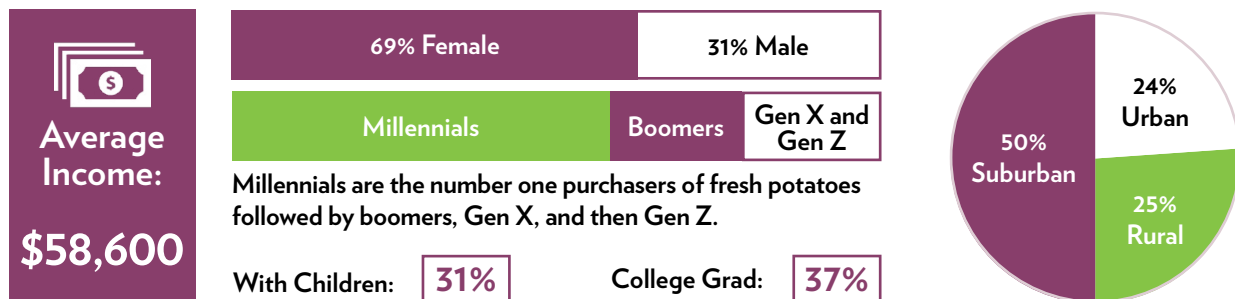
MAIN REASON FOR REPURCHASE



*Impact of in-store and at-home experience on consumer decision of which type of potatoes to buy.

FOOD

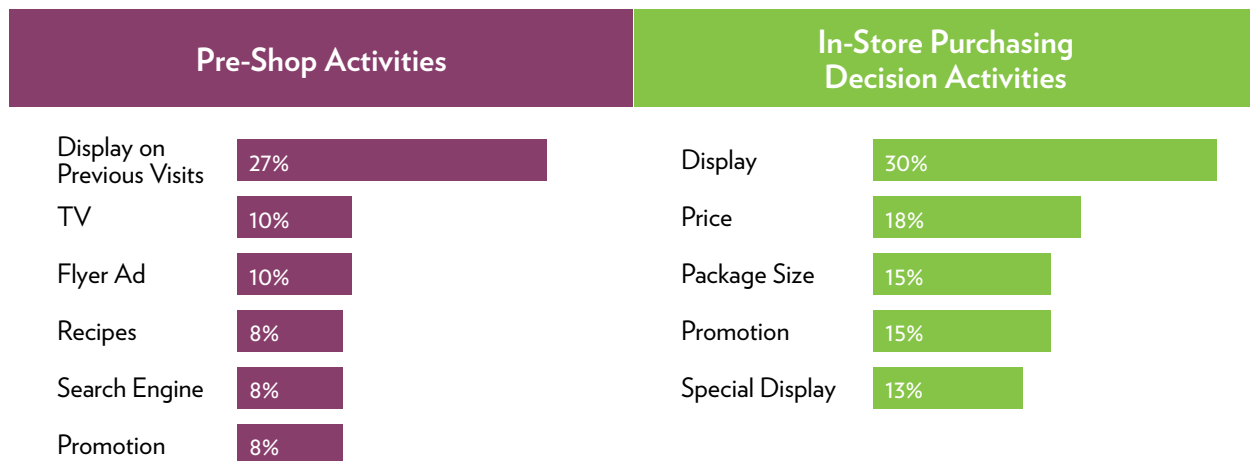
DEMOGRAPHICS OF THE FRESH POTATO CONSUMER FOR ALL RETAIL STORES



SHOPPING ACTIVITIES

30%

30% of consumers decided to go to the store specifically to buy fresh potatoes. The activities below are the most impactful ways to drive fresh potato volume and dollar sales with retail consumers.



Consumers are choosing the following types of potatoes based on pre-shop and in-store marketing tactics.



PRICE OF POTATOES PURCHASED



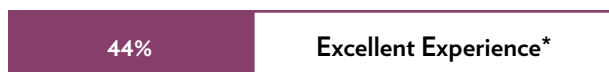
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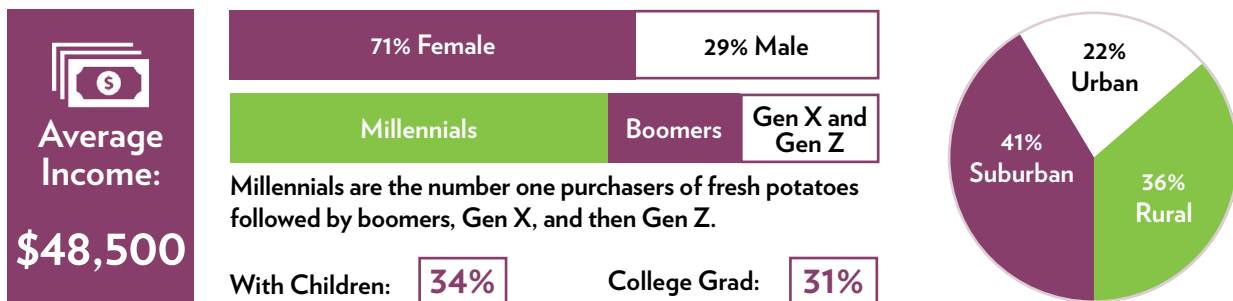
MAIN REASON FOR REPURCHASE



*Impact of in-store and at-home experience on consumer decision of which type of potatoes to buy.

MASS

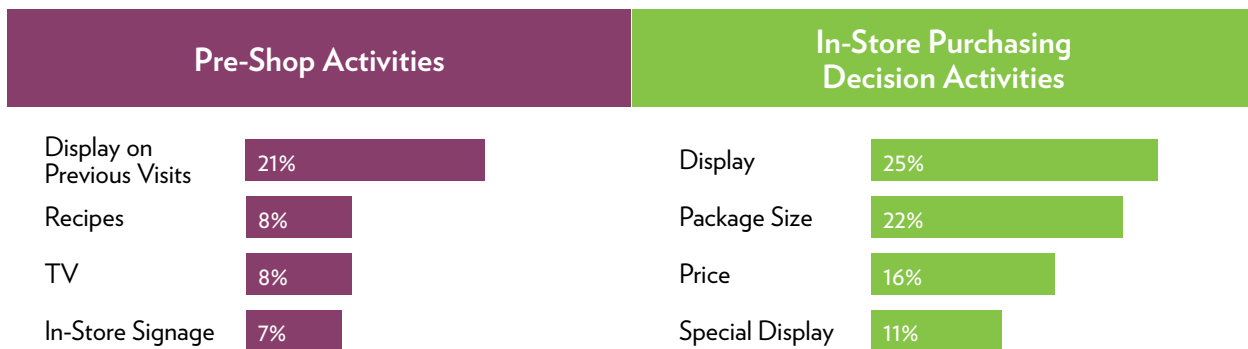
DEMOGRAPHICS OF THE FRESH POTATO CONSUMER FOR ALL RETAIL STORES



SHOPPING ACTIVITIES

25%

25% of consumers decided to go to the store specifically to buy fresh potatoes. The activities below are the most impactful ways to drive fresh potato volume and dollar sales with retail consumers.



Consumers are choosing the following types of potatoes based on pre-shop and in-store marketing tactics.



PRICE OF POTATOES PURCHASED



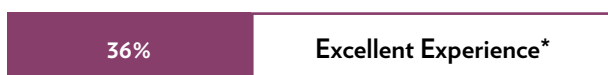
PREFERRED PACK SIZE



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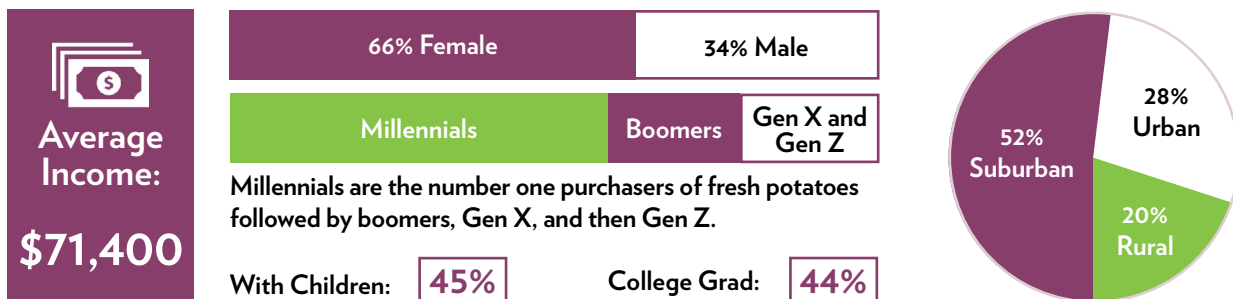
MAIN REASON FOR REPURCHASE



*Impact of in-store and at-home experience on consumer decision of which type of potatoes to buy.

CLUB

DEMOGRAPHICS OF THE FRESH POTATO CONSUMER FOR ALL RETAIL STORES



SHOPPING ACTIVITIES

22%

22% of consumers decided to go to the store specifically to buy fresh potatoes. The activities below are the most impactful ways to drive fresh potato volume and dollar sales with retail consumers.

Pre-Shop Activities		In-Store Purchasing Decision Activities	
Display on Previous Visits	18%	Display	35%
Social Media	11%	Price	15%
TV	9%	Package Size	14%
Recipes	8%	Nutritional Benefits	13%
Newspaper/Magazine	8%	Promotion	12%

Consumers are choosing the following types of potatoes based on pre-shop and in-store marketing tactics.



PRICE OF POTATOES PURCHASED



PREFERRED PACK SIZE



PREFERRED PACKAGING TYPE



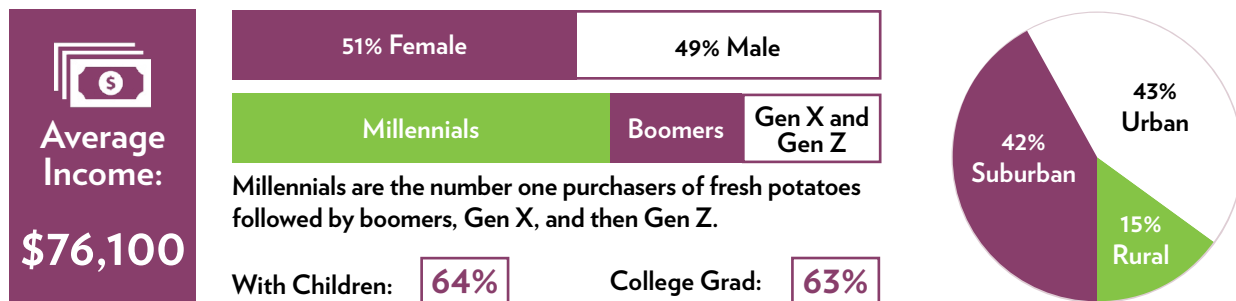
MAIN REASON FOR REPURCHASE



*Impact of in-store and at-home experience on consumer decision of which type of potatoes to buy.

ONLINE

DEMOGRAPHICS OF THE FRESH POTATO CONSUMER FOR ALL RETAIL STORES



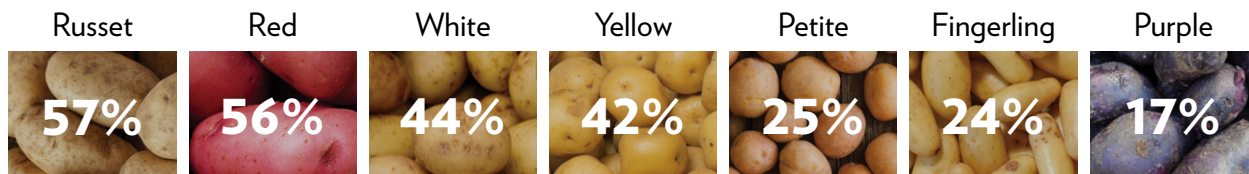
SHOPPING ACTIVITIES

66%

66% of consumers decided to go to shopping specifically to buy fresh potatoes. The activities below are the most impactful ways to drive fresh potato volume and dollar sales with retail consumers.

Pre-Shop Activities		In-Store Purchasing Decision Activities	
TV	27%	Search Bar	23%
Display on Previous Visits	20%	Product Page	22%
Friends/Family	20%	Price/Pack Size	22%
Social Media	20%	Search by Type	22%
Smartphone	19%	Shipping Cost	19%
Digital Coupon	18%	Product Prices	18%
Reviews	18%	Pictures/Videos	18%
		Reviews	18%

Consumers are choosing the following types of potatoes based on pre-shop and in-store marketing tactics.



PRICE OF POTATOES PURCHASED



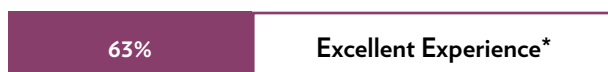
PREFERRED PACK SIZE



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MAIN REASON FOR REPURCHASE



*Impact of in-store and at-home experience on consumer decision of which type of potatoes to buy.



For more information, visit PotatoRetailer.com

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Source:
Kantar Insights Consulting.