

FRESH POTATOES PATH TO PURCHASE STUDY



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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.



TOTAL STORE

DEMOGRAPHICS OF THE FRESH POTATO CONSUMER FOR ALL RETAIL STORES

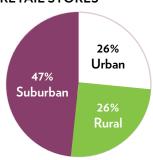


68% Female 32% Male

Millennials Boomers Gen X and Gen Z

Millennials are the number one purchasers of fresh potatoes followed by boomers, Gen X, and then Gen Z.

With Children: 36% College Grad: 38%



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.

In-Store Purchasing **Pre-Shop Activities Decision Activities** Display on Display 25% Previous Visits Recipes Price TV Package Size Flyer Ad Promotion 9% Social Media 8% Special Display Promotion Smartphone 8%

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

Russet	Red	White	Yellow	Petite	Fingerling	Purple
59%	34%	25%	24%	14%	7%	4%

PRICE OF POTATOES PURCHASED

76% Regular Price 24% On Sale 79% 5 lbs. or Less	76% Regular Price	24% On Sale	79%	5 lbs. or Less
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PREFERRED PACKAGING TYPE

75% Bagged 34% Loose

MAIN REASON FOR REPURCHASE

PREFERRED PACK SIZE

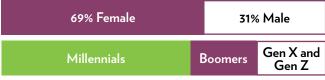
45%	Excellent Experience*

^{*}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



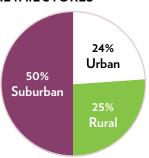


Millennials are the number one purchasers of fresh potatoes followed by boomers, Gen X, and then Gen Z.

With Children:

31% College Grad:

37%



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.

In-Store Purchasing **Pre-Shop Activities Decision Activities** Display on Display 27% Previous Visits TV Price 10% Flyer Ad Package Size 10% Recipes Promotion 8% Search Engine Special Display 8% Promotion 8%

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

Russet	Red	White	Yellow	Petite	Fingerling	Purple
57%	33%	22%	22%	14%	5%	2%

PRICE OF POTATOES PURCHASED

72% Regular Price	28% On Sale

PREFERRED PACKAGING TYPE

72% Bagged 36% Loose

PREFERRED PACK SIZE

83% 5 lbs. or Less

MAIN REASON FOR REPURCHASE

44% Excellent Experience*

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

DEMOGRAPHICS OF THE FRESH POTATO CONSUMER FOR ALL RETAIL STORES



71% Female 29% Male

Millennials Boomers Gen X and Gen Z

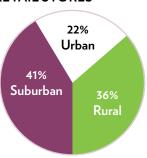
Millennials are the number one purchasers of fresh potatoes followed by boomers, Gen X, and then Gen Z.

With Children:

34%

College Grad:

31%



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.

Pre-Shop Activities | Display on Previous Visits | Recipes | 8% | Package Size | 22% | | TV | 8% | Price | 16% | | In-Store Signage | 7% | Special Display | 11% |

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



PRICE OF POTATOES PURCHASED

83% Regular Price	17% On Sale	79%
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PREFERRED PACKAGING TYPE

80% Bagged 25% Loose

PREFERRED PACK SIZE

79% 5 lbs. or Less

MAIN REASON FOR REPURCHASE

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

DEMOGRAPHICS OF THE FRESH POTATO CONSUMER FOR ALL RETAIL STORES



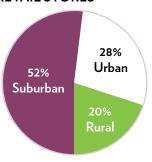


Millennials are the number one purchasers of fresh potatoes followed by boomers, Gen X, and then Gen Z.

With Children: 45%

College Grad:

44%



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.

Russet Red White Yellow Petite Fingerling Purple

54% 33% 33% 16% 7% 1%

PRICE OF POTATOES PURCHASED

85% Regular Price 15% On Sale

PREFERRED PACKAGING TYPE

88% Bagged 22% Loose

PREFERRED PACK SIZE

65% 5 lbs. or Less

MAIN REASON FOR REPURCHASE

54% Excellent Experience*

^{*}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



51% Female 49% Male

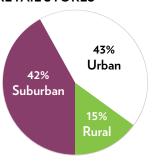
Millennials Boomers Gen X and Gen Z

Millennials are the number one purchasers of fresh potatoes followed by boomers, Gen X, and then Gen Z.

With Children: 64%

College Grad:

63%



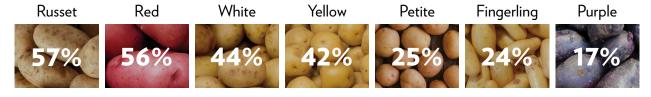
SHOPPING ACTIVITIES

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.

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

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



PRICE OF POTATOES PURCHASED

72% Regular Price	28% On Sale	62%	5 lbs. or Less
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PREFERRED PACKAGING TYPE

71% Bagged 49% Loose

MAIN REASON FOR REPURCHASE

PREFERRED PACK SIZE

^{*}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