

SHOPPER&RETAIL

CLIENT

Global FMCG major

THE CHALLENGE

To study impact of migration from traditional to modern format channels on purchase behaviour of shoppers in the client's categories.

OUR APPROACH

Based on analysis of shopper segmentation research, Brandscapes categorized shoppers into distinct segments:

- Modern Format Acceptors
- Modern Format Experimenters
- Traditional Format Loyalists.

Analysis then focused on a comparison of these segments to identify patterns in terms of demographic and life-stage profiles, shopper attitudes and shopping behaviour vis-a-vis the client's categories. This analysis was conducted at a multi-country level to examine differences between markets.

THE WINNING INSIGHTS™

Brandscapes was able to identify the specific dimensions that triggered migration from traditional to modern format channels.

We were also able to discover pack size preference differences across the segments.

THE RESULTS

The Winning Insights lead to focused strategies for each retail channel format in terms of pack size mix and management of adjacent product categories.

BRANDSCAPESWORLDWIDE

Winning Insights™ for Profitable Growth