



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 marketing to drive retail sales. This guide will highlight the ways consumers are using these marketing tools at the different types of retailers and for all seven types of fresh potatoes.

Potato consumers are thinking about buying 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



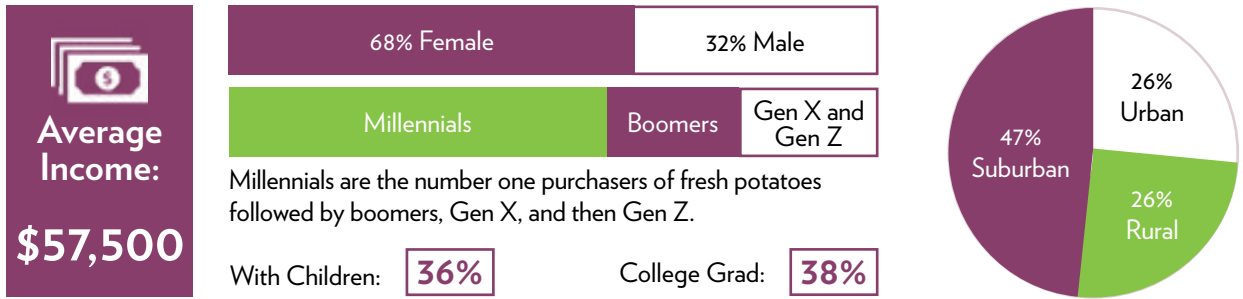
Social Media



Signage

TOTAL STORE

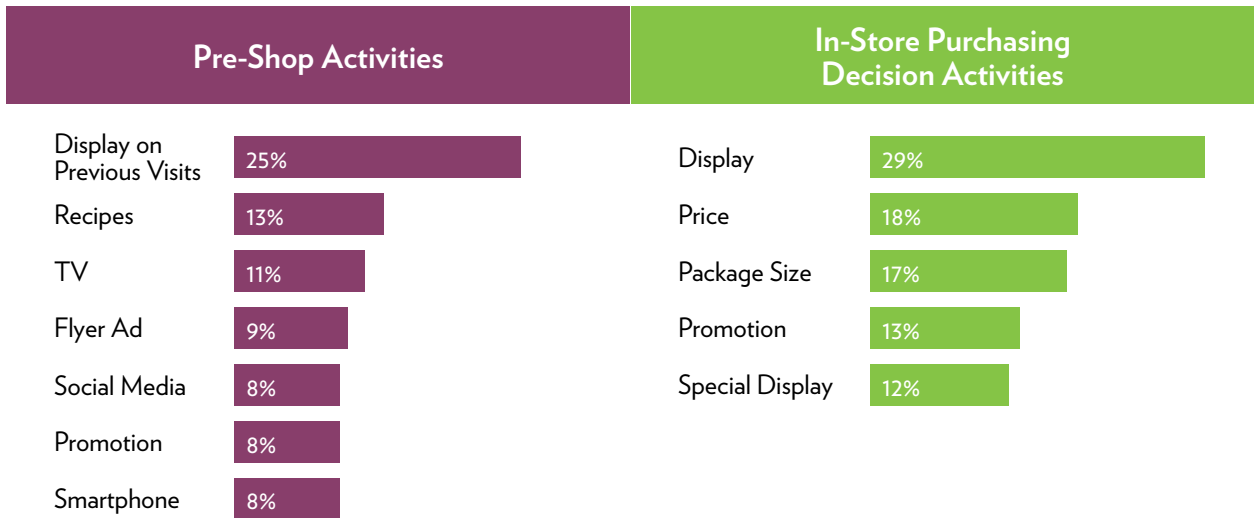
DEMOGRAPHICS OF THE FRESH POTATO CONSUMER FOR ALL RETAIL STORES



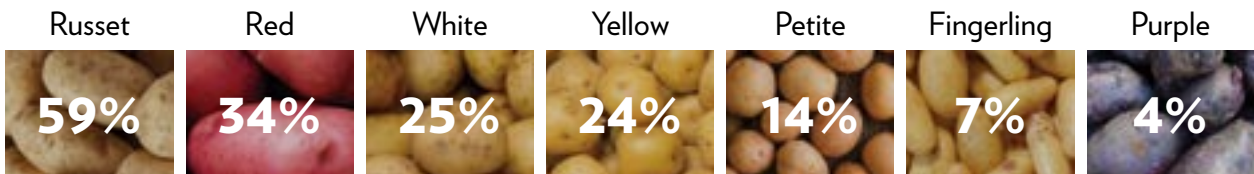
SHOPPING ACTIVITIES

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



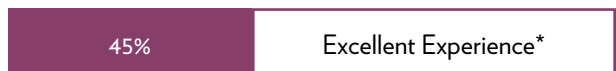
PREFERRED PACK SIZE



PREFERRED PACKAGING TYPE



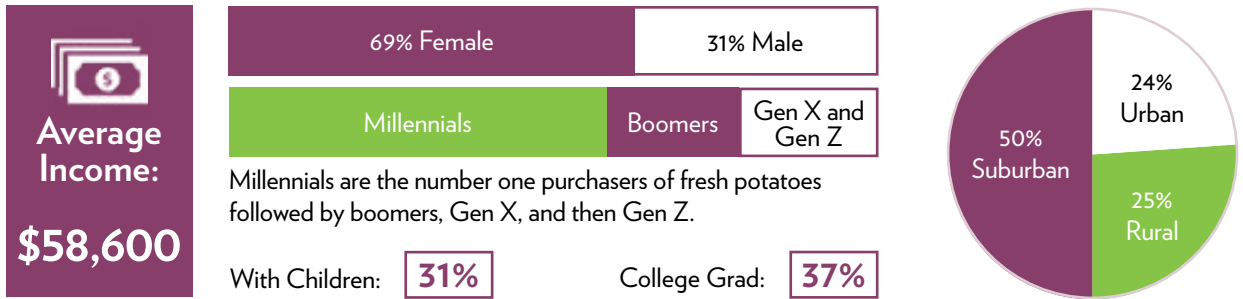
MAIN REASON FOR REPURCHASE



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

FOOD**

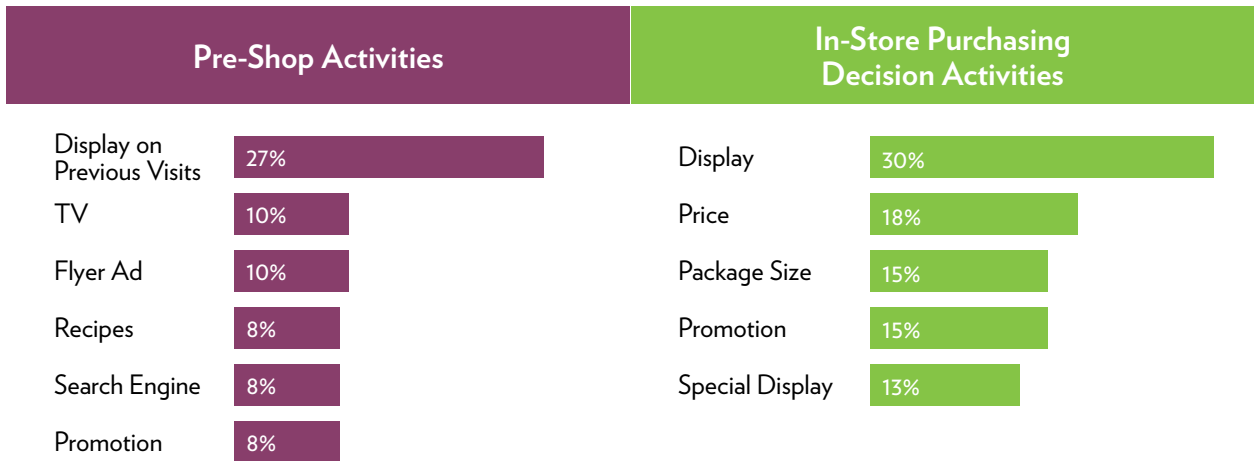
DEMOGRAPHICS OF THE FRESH POTATO CONSUMER FOR ALL FOOD RETAIL STORES



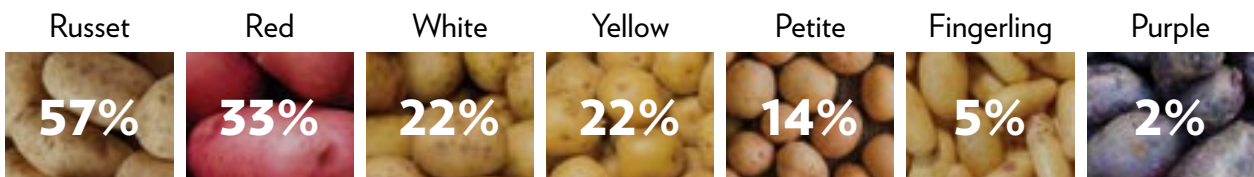
SHOPPING ACTIVITIES

30%

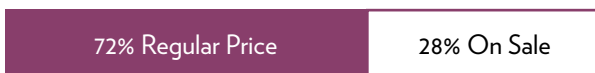
30% of consumers decided to go to food retailers specifically to buy fresh potatoes. The activities below are the most impactful ways to drive fresh potato volume and dollar sales with retail consumers.



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



PRICE OF POTATOES PURCHASED



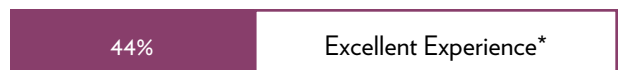
PREFERRED PACK SIZE



PREFERRED PACKAGING TYPE



MAIN REASON FOR REPURCHASE

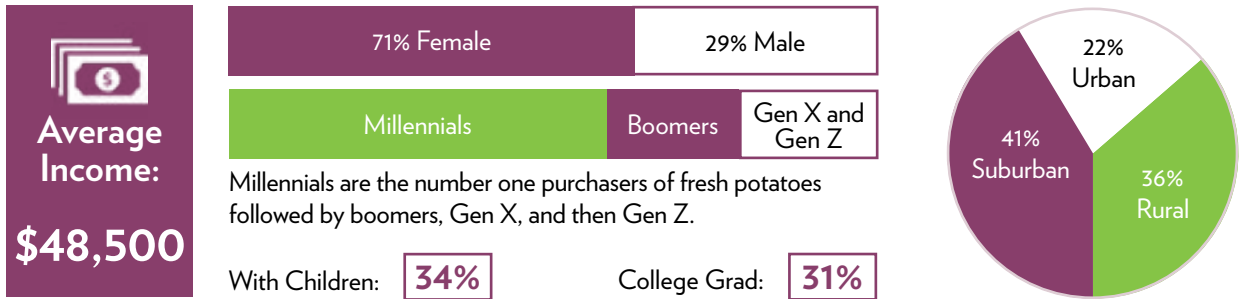


*Impact of in-store and at-home experience on consumer decision of which type of potatoes to buy.

**A food retailer is a grocery store primarily focused on selling food, both perishable and non-perishable.

MASS**

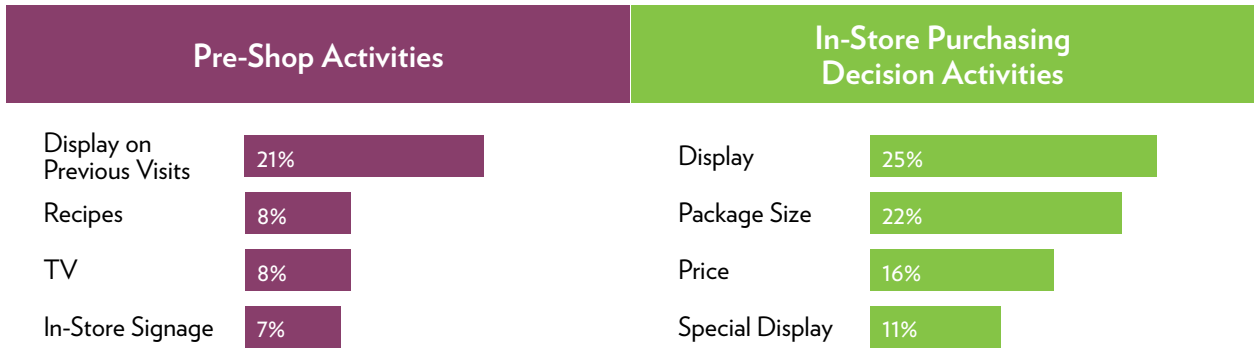
DEMOGRAPHICS OF THE FRESH POTATO CONSUMER FOR ALL MASS RETAIL STORES



SHOPPING ACTIVITIES

25%

25% of consumers decided to go to mass retailers 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



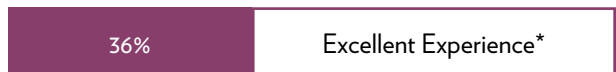
PREFERRED PACK SIZE



PREFERRED PACKAGING TYPE



MAIN REASON FOR REPURCHASE

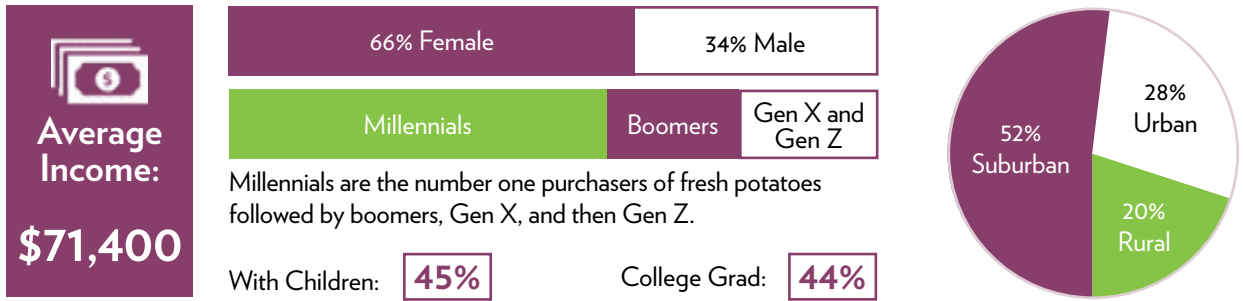


*Impact of in-store and at-home experience on consumer decision of which type of potatoes to buy.

**Mass merchandise retailers focus on a larger demographic selling food and non-food items such as clothing and other household items.

CLUB**

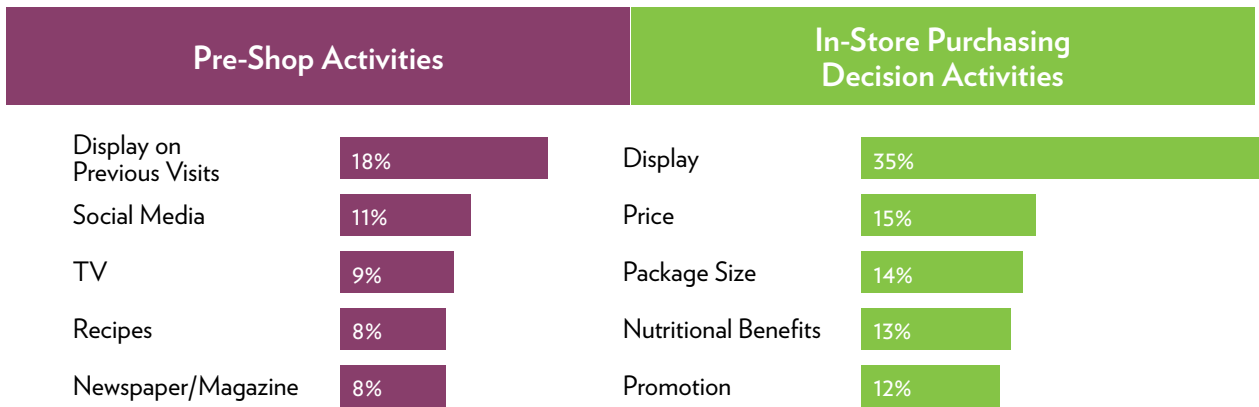
DEMOGRAPHICS OF THE FRESH POTATO CONSUMER FOR ALL CLUB RETAIL STORES



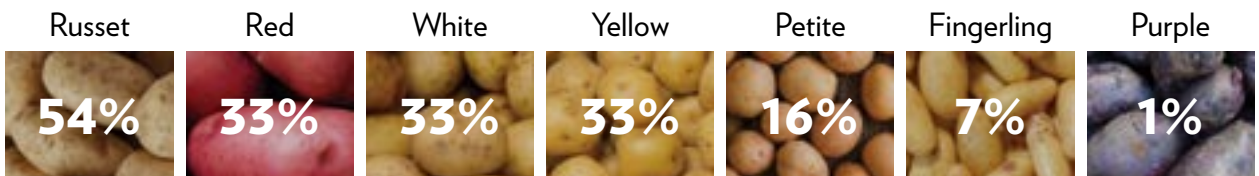
SHOPPING ACTIVITIES

22%

22% of consumers decided to go to club retailers 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



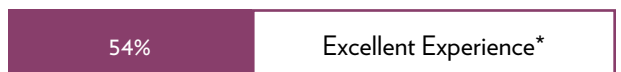
PREFERRED PACK SIZE



PREFERRED PACKAGING TYPE



MAIN REASON FOR REPURCHASE

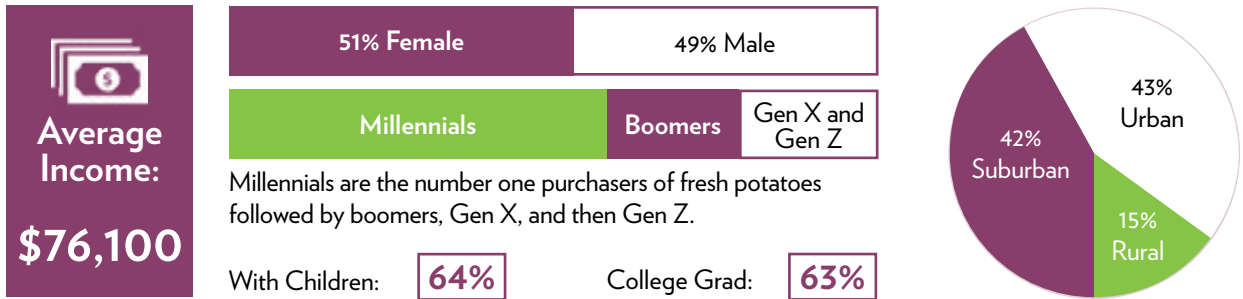


*Impact of in-store and at-home experience on consumer decision of which type of potatoes to buy.

**Club stores require membership for consumers to shop and purchase items and carry both food and non-food items in bulk quantities.

ONLINE**

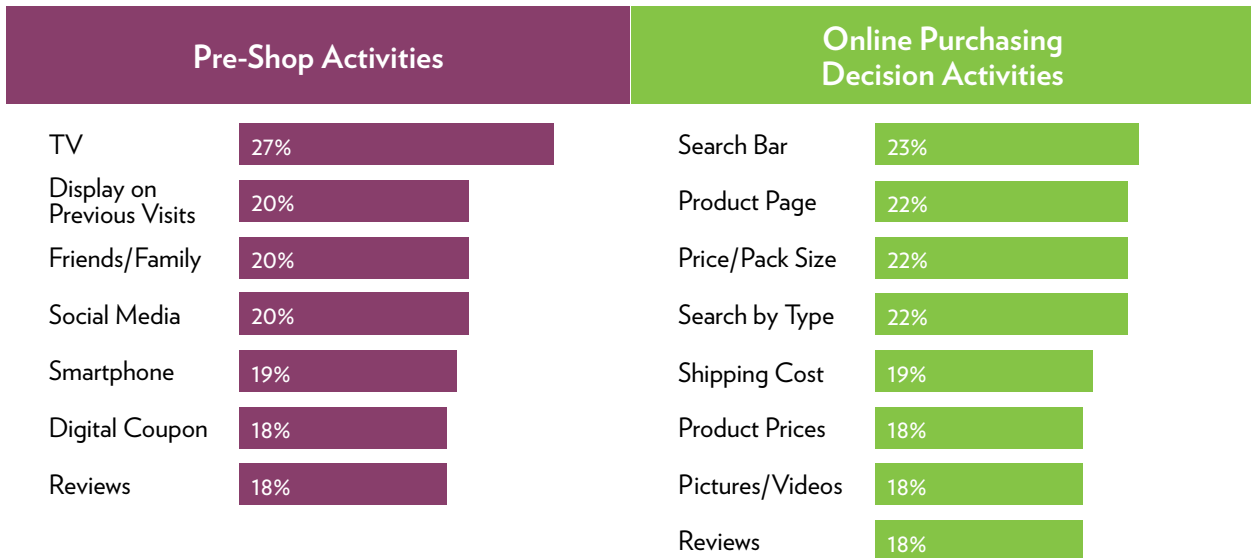
DEMOGRAPHICS OF THE FRESH POTATO CONSUMER FOR ALL ONLINE RETAIL STORES



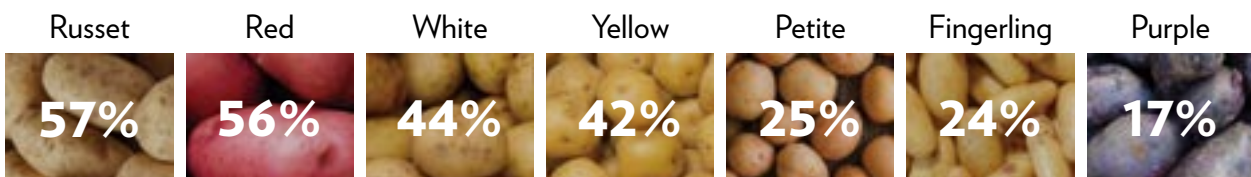
SHOPPING ACTIVITIES

66%

66% of consumers decided to go shopping online 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 online marketing tactics.



PRICE OF POTATOES PURCHASED



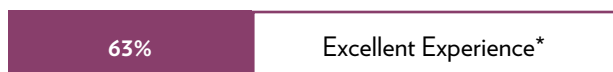
PREFERRED PACK SIZE



PREFERRED PACKAGING TYPE



MAIN REASON FOR REPURCHASE



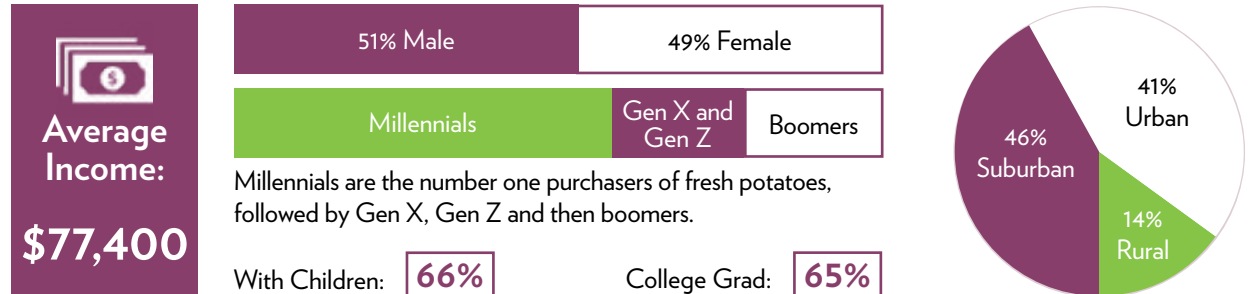
*Impact of in-store and at-home experience on consumer decision of which type of potatoes to buy.

**The online segment includes food and non-food purchases made online and received via home delivery or by store pickup.

ONLINE (STORE PICKUP)

DEMOGRAPHICS OF THE FRESH POTATO CONSUMER FOR ONLINE SHOPPERS WHO PICK UP AT THE STORE

The online potato shopper is divided into two major segments. The online shopper choosing to pick up their groceries at the store fits into the following.



SHOPPING ACTIVITIES

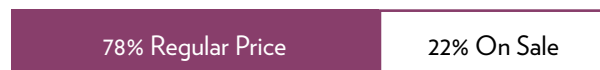
63%

63% of consumers decide to go shopping online specifically to buy fresh potatoes. The activities below are the most impactful ways to drive fresh potato volume and dollar sales with retail consumers.



The following describes consumers' preferences during their final buying moments

PRICE OF POTATOES PURCHASED



PREFERRED PACKAGING TYPE



PREFERRED PACK SIZE



MAIN REASON FOR REPURCHASE

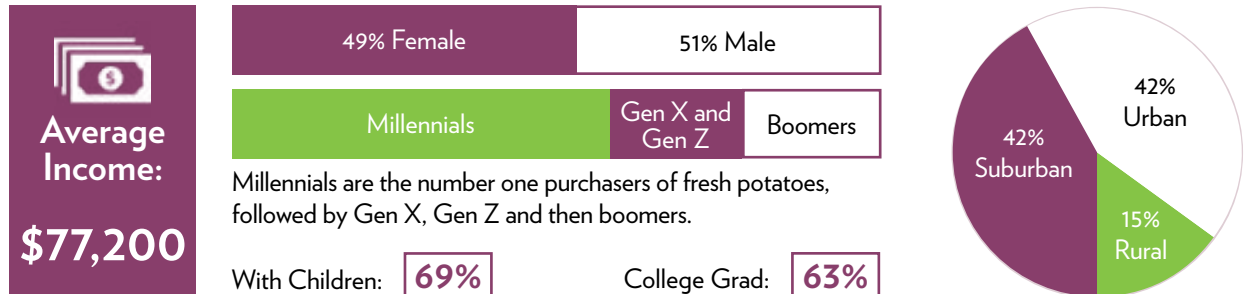


*Impact of in-store and at-home experience on consumer decision of which type of potatoes to buy.

ONLINE (HOME DELIVERY)

DEMOGRAPHICS OF THE FRESH POTATO CONSUMER FOR ONLINE SHOPPERS WHO HAVE THEIR FOOD DELIVERED AT HOME

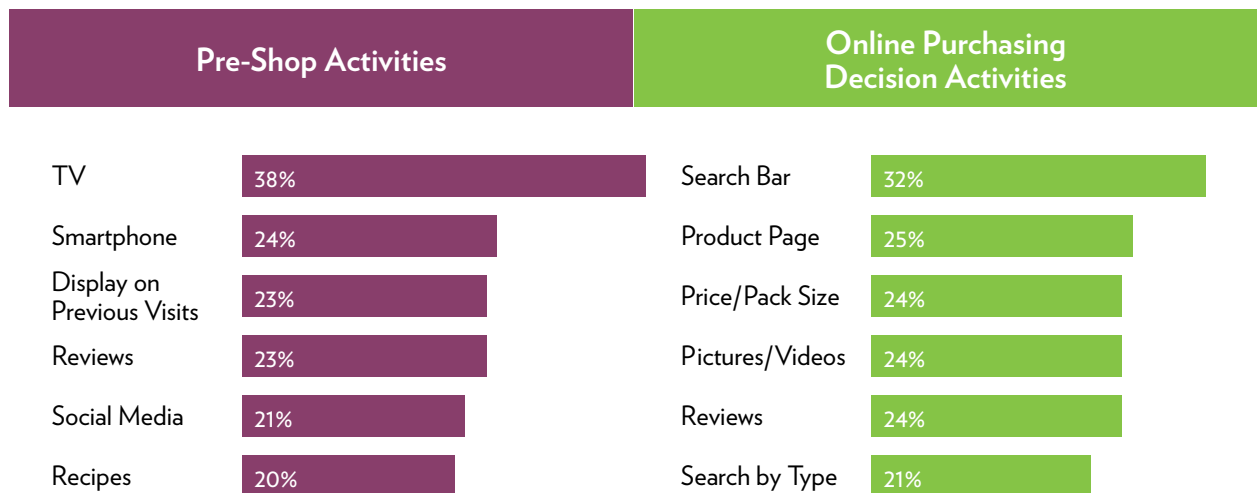
The online potato shopper is divided into two major segments. The online shopper choosing to get their groceries delivered at home fits into the following.



SHOPPING ACTIVITIES

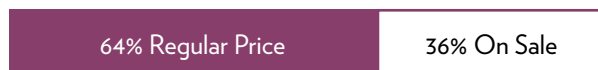
75%

75% of consumers decide to go shopping online specifically to buy fresh potatoes. The activities below are the most impactful ways to drive fresh potato volume and dollar sales with retail consumers.



The following describes consumers' preferences during their final buying moments

PRICE OF POTATOES PURCHASED



PREFERRED PACKAGING TYPE



PREFERRED PACK SIZE



MAIN REASON FOR REPURCHASE



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

TYPES OF POTATO CONSUMERS

OVERVIEW

There are three types of fresh potato consumers. All are impacted in different ways. Some of these consumers are more engaged than others. They all contribute to sales in-store and provide opportunities for engagement on all types of potatoes.

ENGAGED ONLINE AND OFFLINE

17%

This consumer is highly engaged both pre-shopping trip and in-store.



Average Income:
\$75,000

56% Female

44% Male

Millennials

Gen X

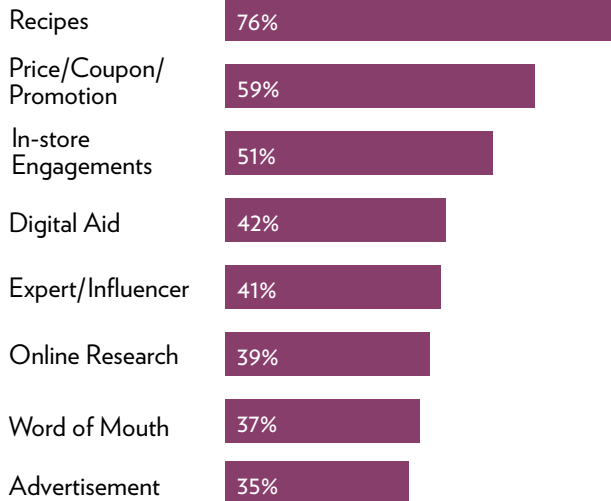
Boomers

Gen Z

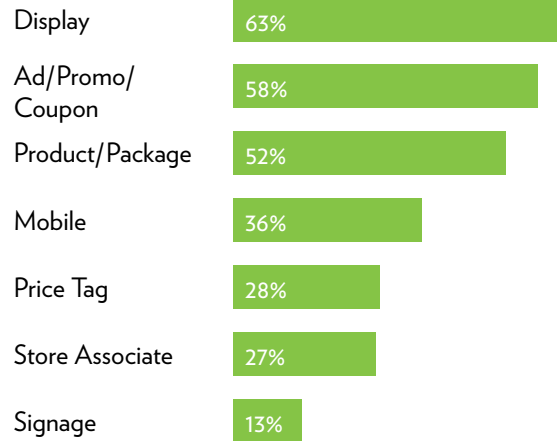
Millennials are the number one purchasers of fresh potatoes for the engaged online and offline consumer, followed by Gen X, and then boomers.

SHOPPING ACTIVITIES

Pre-Shop Activities



In-Store Final Buy Activities



The engaged online and offline shopper is dividing their time between all four types of retailers:

48%

FOOD

13%

MASS

4%

CLUB

34%

ONLINE

Preferred Pack Type

- Individually wrapped
- Multi wrapped
- Flavored Potatoes in a Tray

Preferred Pack Size

- 8 lbs.
- 1-4 lbs.

Average Spend on Potatoes (per visit)

- \$14.90

TYPES OF POTATO CONSUMERS

RESPONSIVE IN-STORE

20%

This consumer is converted in-store. They do not engage with many pre-shopping experience activities.



Average Income:
\$75,000

72% Female

28% Male

Millennials

Boomers

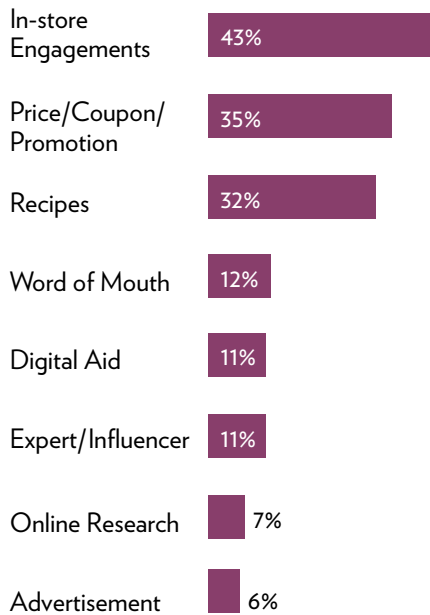
Gen X

Gen Z

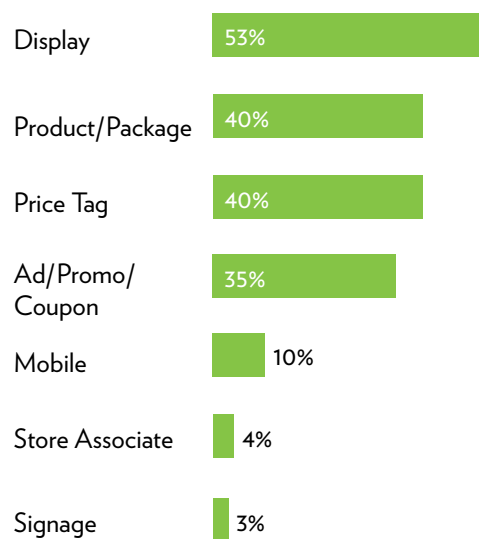
Millennials are the number one purchasers of fresh potatoes for the responsive in-store consumer, followed by boomers, and then Gen X.

SHOPPING ACTIVITIES

Pre-Shop Activities



In-Store Final Buy Activities



The responsive in-store shopper is dividing their time between all four types of retailers:

72%

FOOD

20%

MASS

5%

CLUB

3%

ONLINE

Preferred Pack Type

• Loose

Preferred Pack Size

• 1-4 lbs.

Average Spend on Potatoes (per visit)

• \$8.60

TYPES OF POTATO CONSUMERS

AUTO PILOT

63%

This consumer is the grab-and-go consumer. They engage very minimally throughout the decision-making process.



Average Income:
\$75,000

69% Female

31% Male

Boomers

Millennials

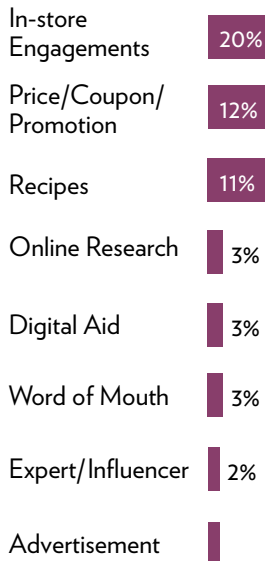
Gen X

Gen Z

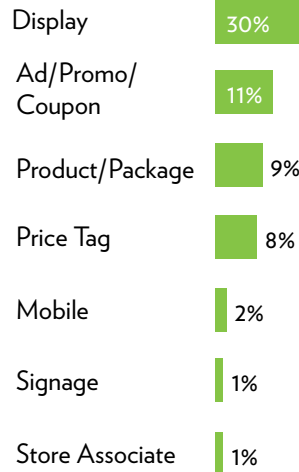
Boomers are the number one purchasers of fresh potatoes for the auto pilot consumer, followed by millennials, and then Gen X.

SHOPPING ACTIVITIES

Pre-Shop Activities



In-Store Final Buy Activities



The auto pilot shopper is dividing their time between all four types of retailers:

62%

FOOD

25%

MASS

7%

CLUB

7%

ONLINE

Preferred Pack Type

- Bagged

Preferred Pack Size

- 5 lbs.
- < 1 lb.

Average Spend on Potatoes (per visit)

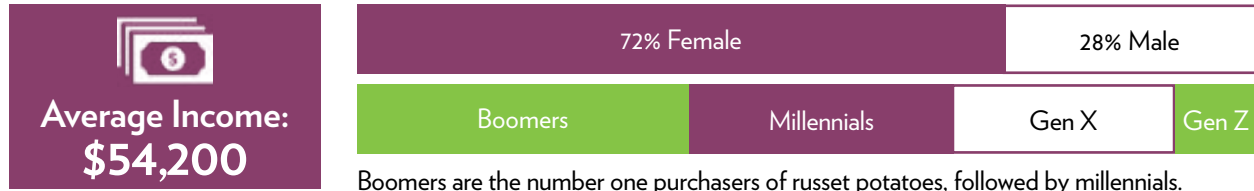
- \$7.50

BUYER TYPES

There are seven different types of potatoes. Consumers have different experiences depending on what type of potato they buy. Below are the shopper journeys by potato type.

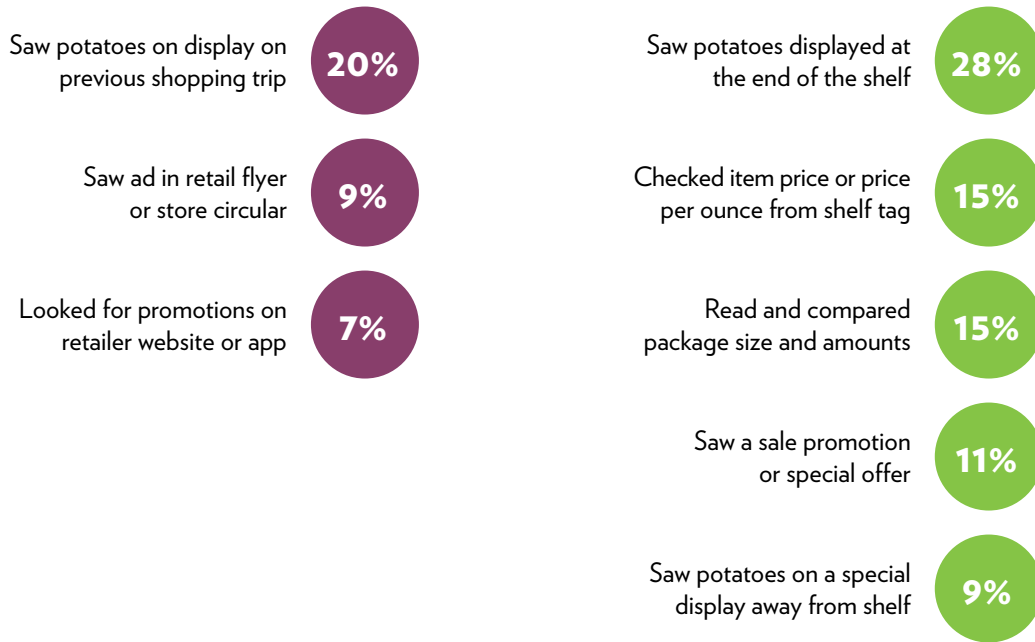


RUSSET POTATO BUYERS



72% of consumers know what type of potato they are buying before going to the store

Pre-Shop Activities	Final Buy Activities
---------------------	----------------------



Purchase Decision



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

BUYER TYPES



RED POTATO BUYERS

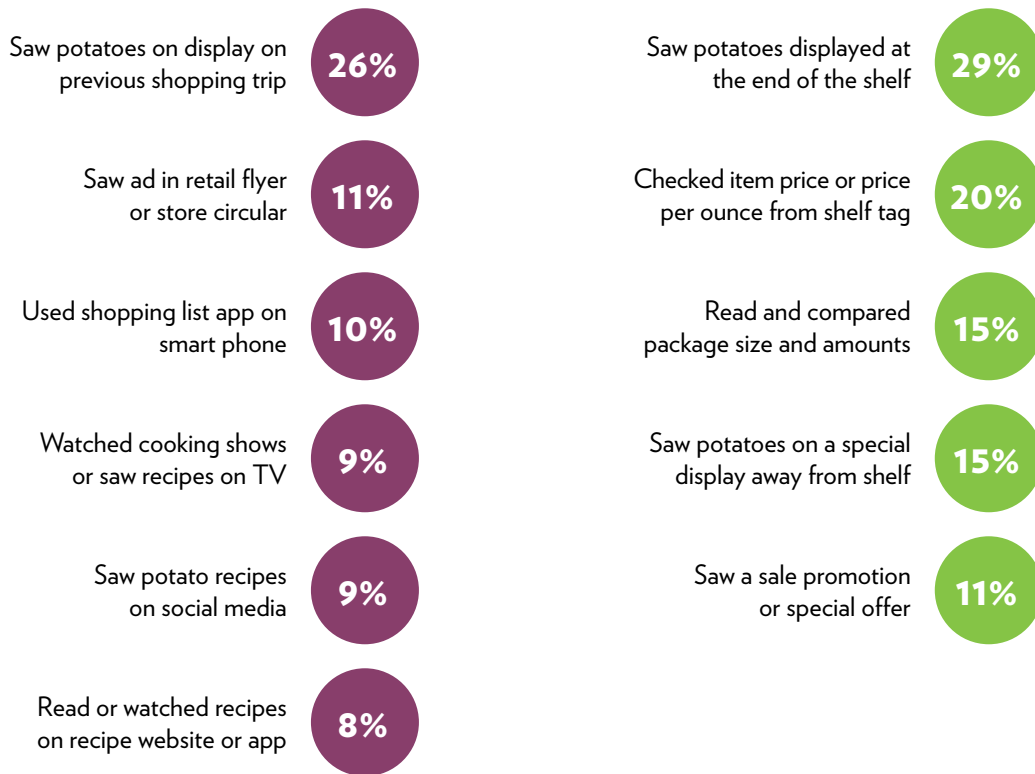

Average Income:
\$57,200



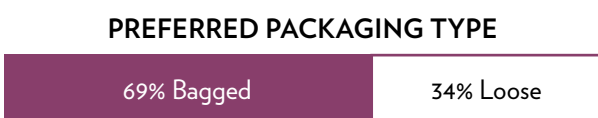
Boomers are the number one purchasers of red potatoes, followed by millennials.

66% of consumers know what type of potato they are buying before going to the store

Pre-Shop Activities	Final Buy Activities
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Purchase Decision




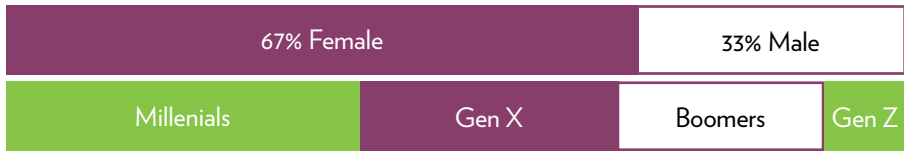
*Impact of in-store and at-home experience on consumer decision of which type of potatoes to buy.

BUYER TYPES



YELLOW POTATO BUYERS

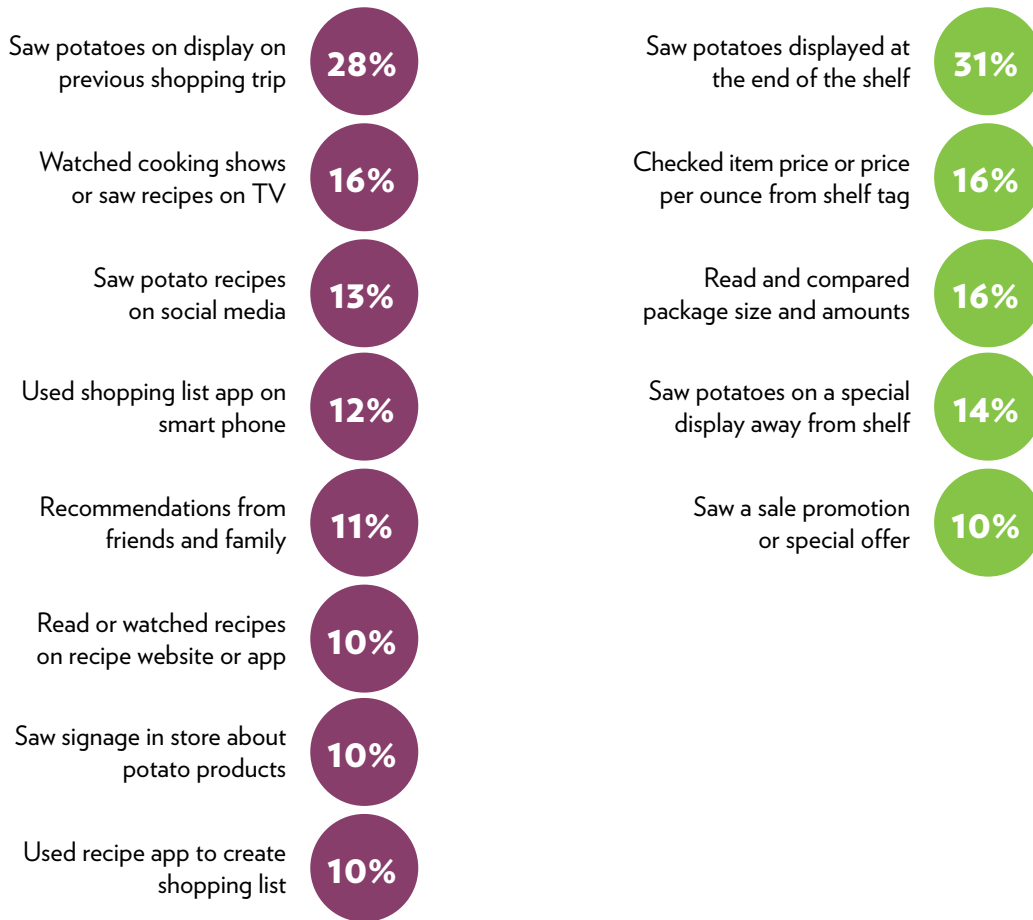

Average Income:
\$62,800



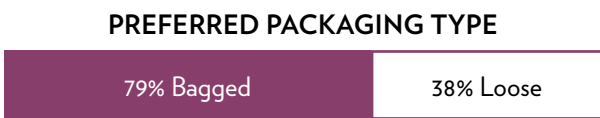
Millennials are the number one purchasers of yellow potatoes, followed by Gen X.

64% of consumers know what type of potato they are buying before going to the store

Pre-Shop Activities	Final Buy Activities
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Purchase Decision



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

BUYER TYPES



WHITE POTATO BUYERS


Average Income:
\$54,800



Boomers are the number one purchasers of white potatoes, followed by millennials.

62% of consumers know what type of potato they are buying before going to the store

Pre-Shop Activities	Final Buy Activities
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Purchase Decision




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

BUYER TYPES



PURPLE POTATO BUYERS

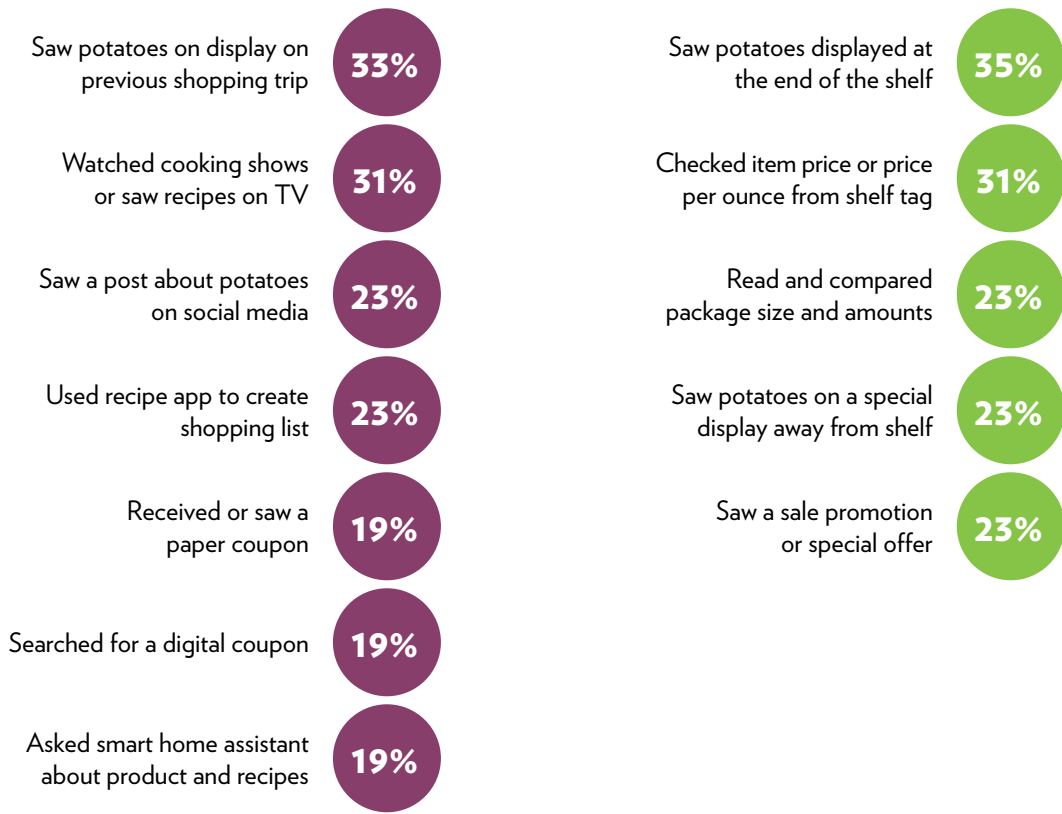

Average Income:
\$80,900



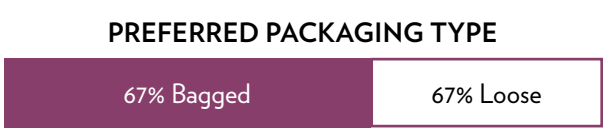
Millennials are the number one purchasers of purple potatoes, followed by Gen X.

56% of consumers know what type of potato they are buying before going to the store

Pre-Shop Activities	Final Buy Activities
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Purchase Decision



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

BUYER TYPES



FINGERLING POTATO BUYERS

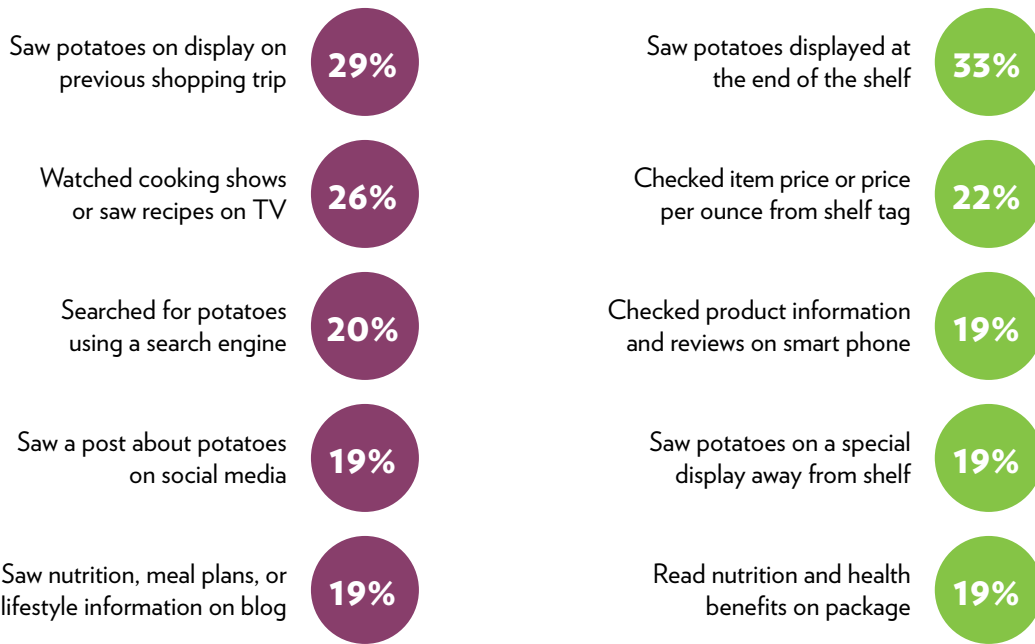

Average Income:
\$80,900



Millennials are the number one purchasers of fingerling potatoes, followed by Gen X.

60% of consumers know what type of potato they are buying before going to the store

Pre-Shop Activities	Final Buy Activities
---------------------	----------------------



Purchase Decision



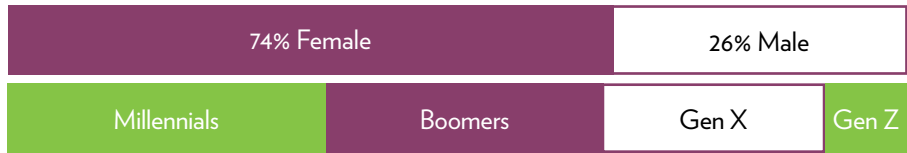
*Impact of in-store and at-home experience on consumer decision of which type of potatoes to buy.

BUYER TYPES



PETITE POTATO BUYERS

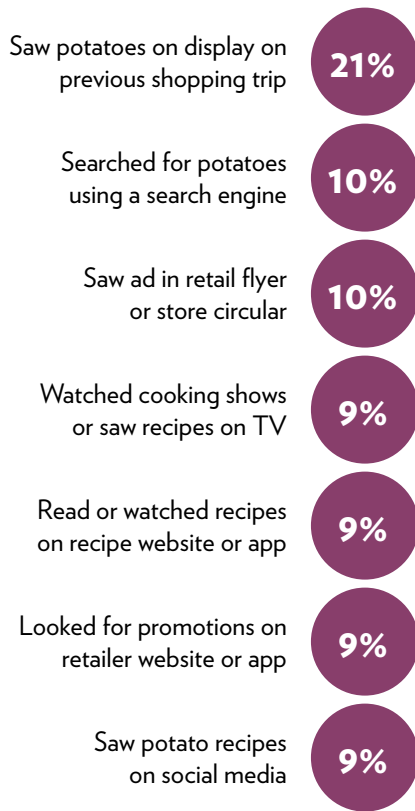

Average Income:
\$66,200



Millennials are the number one purchasers of petite potatoes, followed by boomers.

64% of consumers know what type of potato they are buying before going to the store

Pre-Shop Activities	Final Buy Activities
---------------------	----------------------



Purchase Decision



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



For more information, visit [PotatoRetailer.com](https://www.PotatoRetailer.com)

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Source:
Kantar Insights Consulting.