



SHOPPER PANEL SPOTLIGHT

What's really in consumers' minds in their quest for food and beverage? To help you understand the motivations and opinions behind purchase behavior, FONA put together a panel of shoppers. The group spans the spectrum from Clean Savvy to Clean Avoider (visit www.fona.com/clean for details about the personas.) The group gets regular check-ins, and we share our learnings with you!



KEY FINDINGS

Finding ways to save time as it relates to food and beverage is important to our panelists. Convenience is important, but not more important than taste, health and price. The panelists stated that if the product doesn't taste good, they will not buy it again. Snacking is the key meal part for convenient items, but the availability of healthier items is top of mind. Pizza and water are convenient pantry staples that are kept on hand most often.

59%

say snacks is the top meal part where convenient items are consumed most

42%

say saving time is the main reason convenient items matter

42%

say they have used UberEats or a similar food delivery service

32%

say "healthier" options is the greatest opportunity in convenience products

This week, our shopper panel takes on...

CONVENIENCE

OF FOOD & BEVERAGE

In this interaction we wanted to know what our panelists think about convenience products. What's their go-to convenience product? Are there areas where more convenience items are needed? What are some opportunities for improvement? How important is convenience to them when choosing products?

PICKING FOR PURCHASE

WHEN ASKED TO RANK PURCHASE DRIVERS, TASTE AND CONVENIENCE ARE BOTH TOP PRIORITIES, OUR SHOPPERS SAID.

"Wow, nearly impossible to pick one. Probably revealing a violation of my values with my pick. I talk health but tend to choose taste at the expense of health... more often than I want to admit." -MARK F.

CONVENIENT PANTRY STAPLES

We asked our panelists to list the convenient pantry items they always have on hand. Here are the top items they listed...



PIZZA



WATER

CHRISTINE B.

"During the warmer months, I tend to use a few convenience items I might not use during other times of the year. I often use instant oatmeal, Stouffer's frozen meals and sides, potato and rice mixes and home delivery frozen fruits, veggies and appetizers. I've been using so many of these items for so long, that they no longer seemed to be convenience foods, but staples for working moms."



JOLENE G.

“To me convenience means ready to eat, that they’re good on the go, easy to pack in a lunch. So, must-have for me is prepackaged items/ individual servings.”



CHRISTINE B.

“Freshness and price. I expect items to be fresh, free of dirt, bugs, etc., because they are RTE. Pricewise, I expect to pay a little more for convenience, but not an outrageous amount.



ERICA N.

“For me, must haves are fair priced food options that are only a few real ingredients, and that are tasty!



MARK F.

“There has to be a bang for the buck win – is there sufficient value in the product and the way it’s packaged/presented for what I’m paying?”

All this might leave you with a bit of a challenge. We get it, and we can help.

Are you working to balance convenience, nutrition and taste? FONA’s subject matter experts can help you keep that signature taste AND the label claims your consumers demand. Clean label spans the spectrum. Where does your product fit in? Let’s talk. Contact us at: www.fona.com/chat or call 630-578-8600

WANT US TO ASK ABOUT SOMETHING SPECIFIC?

Our panel can help inform YOUR decisions. Let us know what you’d like us to find out from our shopper panel. Email poscarson@fona.com and let’s dive in!

WHAT’S NEXT?



Several of our panelists mentioned the salad vending machine, Farmer’s Fridge. What are some new ways to make healthy and fresh items conveniently available to consumers?

“Vegetable snacks. There’s plenty of crudité snack packs and little bags of carrots out there – but how about a quick and easy green salad (with dressings in the lid), or a bean salad with a similar form factor? Kind of like how Farmer’s Fridge delivers their salads?” – **Theo H.**

“Bring healthy to our vending machines at work. Who here wouldn’t love the option of a salad, or sandwich and a piece of fruit on the days you didn’t bring lunch? It’s sad that an apple is priced higher than a bag of chips.” – **Christine B.**

THE TAKEAWAYS

1

Priced Right.

Our panelists know that there is a price to pay when it comes to purchasing food and beverage items that tout convenience, but there is also a threshold where it is no longer of value to them. Other attributes that are important include: taste, freshness and ready-to-eat.

2

Savvy Snackers.

Time is of the essence for our panelists and snacking is the key meal part for consuming convenient food and beverages. While they make time to meal prep and pack their lunches, snacking is one area that turn to convenient foods and beverages to deliver quickly when hunger calls.