

# leveraging research to establish category leadership



PERISHABLES GROUP®  
*Keeping Your Business Fresh®*

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## Background

As the fresh departments evolve, retailers expect high quality products at competitive prices, but also seek suppliers who can provide category management expertise and support.

A fresh vegetable grower/shipper wanted to better understand the dynamics of their core category and identify best practice strategies to grow the business at retail. The supplier sought to transform multiple research components into comprehensive category understanding. They aimed to leverage these insights into strategic retail recommendations to grow sales and category leadership.

## Approach

The Perishables Group (PG) executed a multi-phased approach which included gathering core inputs into an initial selling platform, and subsequently expanding that platform with ongoing retail testing, performance tracking and consumer research.

The initial inputs phase included a mix of qualitative and quantitative research on a national, regional and account level.

PG first surveyed its **trade advisory board** to understand how retailers viewed the category and the supplier.

## Consumer Internet surveys

brought insight into shopper preferences, purchase motivators and decision processes.

## Sales performance analysis

provided detail on assortment, pricing and promotion trends as well as regional variance. PG's FreshFacts® data for **top and bottom performing retailers** was mined to understand retail success factors.

## Perishables Consumer Profiles

combined demographic data with store-level sales to index category performance by demographics, revealing the category's top shoppers and biggest development opportunities.

**Shopper loyalty card** data from one East and one West retailer was also analyzed to understand what items were commonly purchased when the particular vegetable was in the shopping basket, and whether households remained loyal to that vegetable over time.

## Results

The comprehensive study revealed an opportunity to clearly define a category segmentation strategy aligned with consumer preferences and vary the approach by store demographics.

PG built a robust selling toolkit to establish the supplier as a forward-thinking category leader and set the stage for increased profits.



**Comprehensive research identified an opportunity to improve the shopping experience for one produce category. A leading supplier leveraged this understanding into a unique leadership strategy to boost sales and establish partnerships with retail customers.**