

determining business strategy through a custom packaging analysis



PERISHABLES GROUP®
Keeping Your Business Fresh®

www.perishablesgroup.com



Background

Packaging options for fresh have changed dramatically in recent years. A leading manufacturer related to packaging asked the Perishables Group (PG) to help them understand current produce packaging trends across various retail channels and consumers.

Approach

PG took a four-phased approach to create the most comprehensive view of packaging in the produce department and specific categories.

Retail Produce Trends Report

The Perishables Group used its POS data as well as secondary research sources to compile a report detailing the client's requested elements of information about the produce industry:

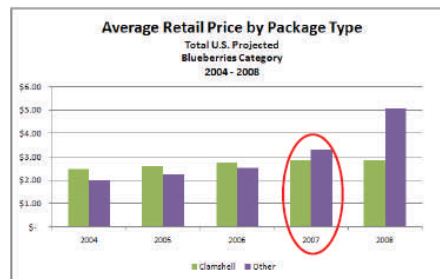
- Size and growth of the fresh produce industry
- Growth drivers
- Produce department and key category performance at the total U.S. and regional levels
- Supermarket channel market share for fresh produce

Custom Packaging Analysis

PG took a more detailed look at trends through a custom produce packaging analysis. The analysis revealed the following information for the produce department overall, as well as key categories:

- Differences in profitability between package types
- Dollar and volume share of each package type

- Historical trends and expected future growth
- Key drivers and limitations of specific types of packaging



Consumer Internet Survey

The client wanted to understand the drivers of consumer purchase decisions and priorities in relation to produce packaging. After working with the client to develop a questionnaire to address key topics, PG conducted 600 Internet surveys of consumers across the U.S.

Retailer/Supplier Trade Survey

PG first worked with the client to develop targeted questionnaires, then collaborated with its Retail Advisory Board to interview a total of 10 retail executives from a variety of retail chains and channels across the U.S., as well as 10 executives from leading produce growers/suppliers.

Results

PG processed and analyzed the various inputs to document the results and create a set of insights. The information was then applied to the client's overall market strategy to help determine the optimal areas for future growth and success.

The Perishables Group conducted four methods of research and analysis to gain a complete understanding of produce department packaging trends in relation to retailers, suppliers, consumers and sales performance.

The knowledge was used to plan the future direction of the client's packaging business. The client found the research so useful that they commissioned PG to duplicate it for two additional departments.