

understanding the organic consumer



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Background

The Perishables Group conducted a comprehensive study to gain an understanding of the organic consumer. PG gathered information regarding consumer attitudes toward and usage of organics. Specific project objectives included:

- Understand what organic consumers are purchasing and why
- Integrate point-of-sale data with consumer research to fully understand the organic consumer
- Determine areas of opportunity within organics for traditional supermarket chains
- Create consumer-based programs that can be tested after the research is completed

Approach

The Perishables Group used multiple research tools to gather information: internet surveys, in-store surveys and store audits. This research was used in conjunction with other sources of information, including Nielsen Homescan Panel data, Spectra Perishables Consumer Profiles and point-of-sale scan data. This data was processed and analyzed to create an overall understanding of organic consumers and determine opportunities for traditional supermarket chains.

Results

The consumer research provided valuable information about organics. Key learnings included:

- Shoppers purchase organics based on health and environmental concerns and for the taste
- Consumers are not new to purchasing organics
- Conventional supermarkets have a significant opportunity in organic fresh foods
- Leveraging the organic opportunity in conventional supermarkets starts in produce
- Retailers can maximize organic sales by utilizing the right stores, carrying the right products, and setting the right price

The Perishables Group gathered information to create an overall understanding of organic consumers and opportunities for traditional supermarket chains

When did you start buying organic or all natural fresh foods?

