



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!

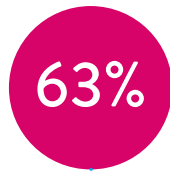


KEY FINDINGS

For our panelists, the shelter-in-place order changed their daily routines—from working at home, helping their children with e-learning, and seeing less of their family and friends, there has been a major shift in their daily lives. The majority of panelists are doing more online shopping, trying new recipes and even cooking at home more. They are also willing to try new products if a product they usually purchase is unavailable.



say they or someone in their household is suddenly working from home



say they doing more online shopping since they are unable to physically go to some stores



say they are cooking more at home



say they are trying new recipes

This week, our shopper panel takes on...

SHELTER-IN-PLACE

CONSUMPTION

In this interaction we wanted to know how our panelists are doing during these trying times of COVID-19. What is their "new normal?" How are they balancing work, school and family members? What's different and what has remained the same about their daily life? Have their shopping habits changed? Where are they finding joy?

OUT OF STOCK



say they are willing to try new food/beverage products since the items they usually purchase may be unavailable.

"I am willing to try a few new products, as long it's smaller portions (I wouldn't want to buy a big bag/box of something and not like it and have to throw it all away)." Jolene G.

"I am willing to try new food/beverage products since the items I usually purchase may be unavailable—Sure! but I'm not necessarily going out of my way to do this." Mark F.

SHOPPING HABITS

We asked our panelists what best describes their shopping habits in the past month. Here are their responses.

DEANA O.

"We went crazy shopping when the shelter-in-place was first announced so we have about 2 months' supply of shelf-stable food/beverages, paper supplies, canned goods and cleaning supplies. We try to go out only once a week for fresh produce and meat. Before this we would go out a couple of times a week for those things."

ROBIN S.

"I haven't been to the grocery store for almost a month. My husband has gone once or twice, using my list. We haven't really stocked up. We are using what we have on hand. Both of us used to shop often, almost as a hobby, either, finding something new for dinner or a trinket for our grandsons. I've placed several small online orders."

SARAH P.

“Everything is different. My husband is working from the basement, my children are all over the place trying to do e-learning and my work has decreased by 1/3. We are trying to still keep some routines so we don’t go crazy. I am still working with my corporate clients and private clients – all virtually.”

HOWARD S.

“I’ve been self-employed and working from home for 20+ years. Now my wife and daughter are both home so it’s crowded. The routine is still the same. I usually shop with a list and make one trip. Home Depot, Costco, Walmart, and it’s midweek daytime with less crowds. Now it’s just more stick to the list and do we need it? Less trips if possible.”

CHRISTINE B.

“All three members of our household are without jobs, home every day and filing for unemployment for the first time ever. It’s a shock. It’s difficult and trying, but we understand that is it necessary to control the spread of this latest virus.”

ANN F.

“I do not have a new normal! The only difference between ‘then’ and ‘now’ is that now I STAY in PLACE. I used to visit Starbucks a few days a week but unfortunately now I haven’t visited in almost 3 weeks. I do not go to church, although I still go on daily walks outside since the gym in my condo building is closed for the time being.”

STOCKING THE PANTRY

TOP ITEMS PURCHASED MORE THAN USUAL



ALCOHOL



SHELF STABLE
FOOD/BEVERAGES



FROZEN FOODS

THE TAKEAWAYS

1

Anything but “Normal.”

We all know based on our own experiences that that life these days are anything but “normal.” Keep that in mind when developing new products. Consumers have had less exposure to new products and flavors than usual and with 56% stating they are willing to try a new product when another is out of stock, may lead to increased willingness to try new things.

2

Within Reach.

Consumers now have access to new ways of working, eating, grocery shopping and even doctors’ visits. This shift has transformed the level of convenience and instant access to the world around them. Consider how consumers use your products and are there ways to make them more convenient, easier to use or even within reach of their new virtual world.

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

Maybe you’re working on developing a new product or adding line extensions to an existing product line, but not sure what flavor profiles consumers are looking for. Maybe you’re looking to find a balance between classic flavor profiles and more up & coming alternatives and could use some advice. 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

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!