

Who are frozen food shoppers?

Study respondents are seeking healthy choices and are most strongly influenced towards new products by personal recommendations.

85%



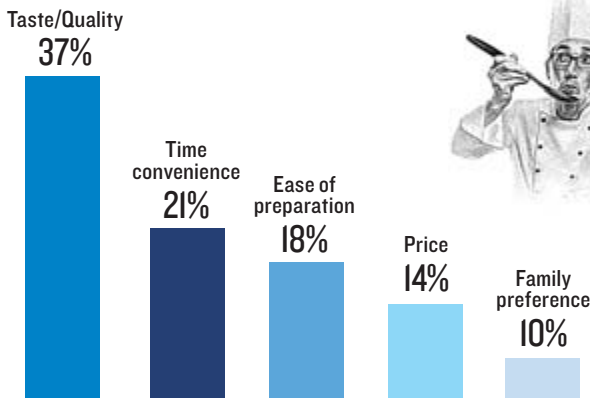
of respondents are prepared to pay more for frozen foods that are made from real, fresh ingredients.

81%



will try new frozen food products if they are recommended to them.

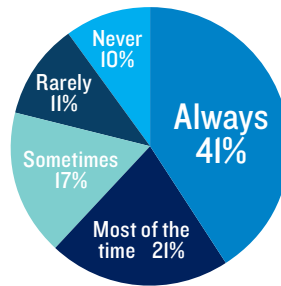
Most important reason for purchase



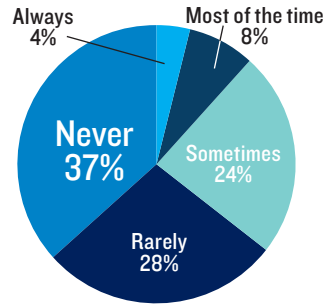
The taste and quality of the products scored the highest across all of the frozen-food categories (pizza/potatoes/fish), edging out time convenience, ease of preparation and price. When singled out, the taste factor was especially important among frozen fish purchasers, 42% ranking it first.

How often do you check the following before you shop?

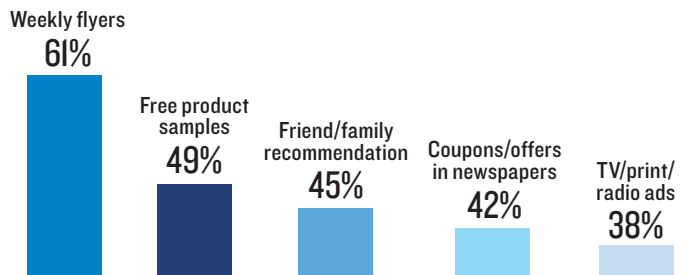
Flyers in newspapers



Store websites

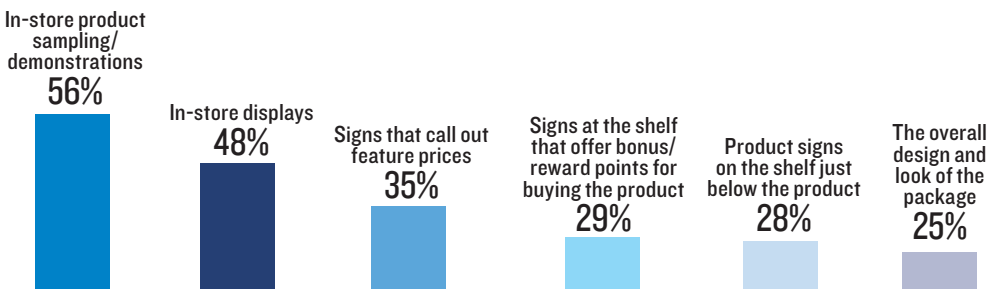


Most effective ways outside of the store to make you aware of a frozen-food brand?



Brand awareness in this category is strongly driven by traditional flyers, followed by free product sampling and then recommendations from family and friends. These drivers surpass traditional advertising methods (TV/radio/print).

Most effective ways inside of the store to make you aware of a frozen food brand?



THERE'S NO BEATING FREE SAMPLES TO BUILD AWARENESS OF A PRODUCT.

In-store product sampling scored the highest across all three frozen food categories (pizza/potato/fish).



Coupon Use



Perhaps because it tends to be the highest-priced category, frozen fish shoppers are more likely to use some form of coupon (49%) than those shopping for the other product categories (pizza 38%; potatoes 42%).

Fish buyers are most likely to bring coupons from home (38%) vs. potato (30%) and pizza (24%) shoppers. In-store coupon use is also more likely among frozen fish buyers (27%) over potatoes (25%) or pizza (21%).



Brand Loyal

BRAND LOYALTY AMONG FROZEN PIZZA SHOPPERS APPEARS STRONGER THAN THE OTHER TWO PRODUCT CATEGORIES.

When asked what they were most likely to do if their usual brand wasn't available, 47% of pizza shoppers cited they would make no purchase at all, while 43% indicated they would purchase another brand. For frozen potato products, 59% are willing to try another brand, while 29% would walk away, and 53% of frozen fish buyers would substitute brands, while 38% would go without.

