



As we bring together all the metrics we have explored so far, we may look at profiling shoppers so that we can **target the needs and wants of specific shopper types**. One way we can profile shoppers is by occasion i.e., **for what occasion are they buying the category**. There are different occasions depending on the type of category you're dealing with. This month we'll look at Exotic Fruit and consider the occasion-based implications for the category.

We will be asking:

1. **What** are the **key occasions** for the category, and which should you target?
2. **Who** are your **target occasion shoppers** and how do you target them?
3. **How** can you target and develop **new occasions** for your category?

## Understanding occasions helps you better target your shoppers

What are the key consumption moments for your category and which occasions offer the best opportunity?

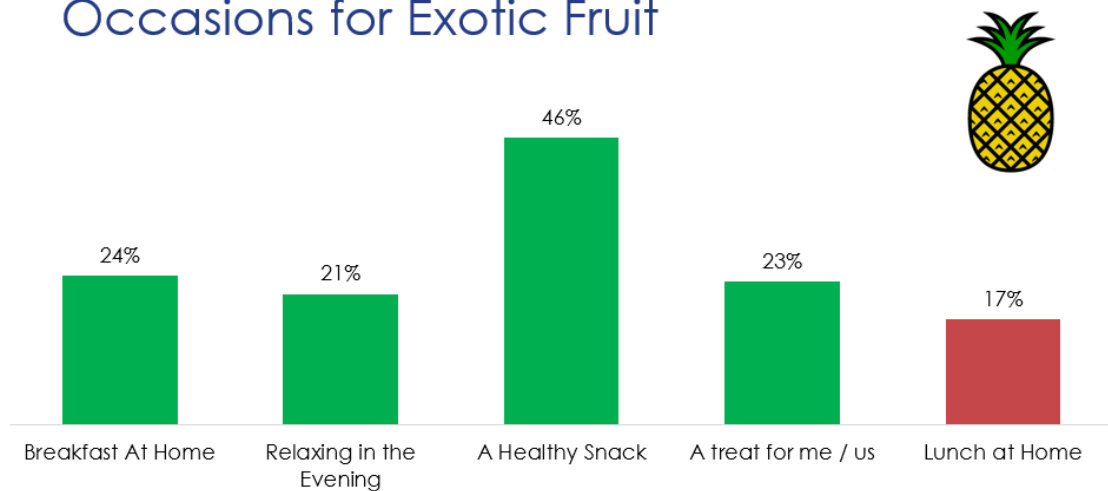
**Catering to the occasion** is about:

1. **creating the right messaging** to call out the occasion, using appropriate pre and in-store communication,
2. ensuring key things like **segments, pack sizes and promotions are relevant** to the occasion and shopper. For example, products targeting the 'eat now' occasion should consider small pack sizes and occasion friendly packaging.

If we can get this right, we have a better chance of aligning with the shopper mindset and creating an impact in store that attracts the shopper's attention.

Let's look at Exotic Fruit:

## Occasions for Exotic Fruit



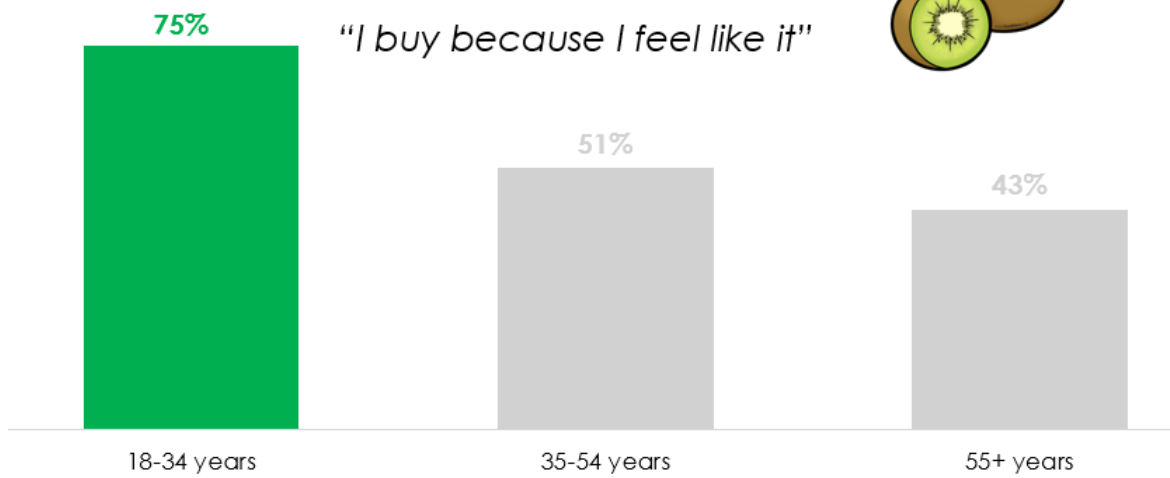
The **highest usage occasion for Exotic Fruit is as a Healthy Snack**, with breakfast at home, relaxing in the evening and consuming as a treat also over-indexing against other categories in the store. We can see that lunch at home getting some usage but under indexes against other categories in the store. There could be an opportunity to grow this.

Other occasions we look at include but are not limited to: Eat or Drink right away, Lunch at work, lunch out of home (not work), Casual Dinner, Proper Dinner, Kids Tea, Kids Lunchbox, etc.

### How to target the Healthy Snacks Shopper

Focusing on Fruit shoppers buying for a 'healthy snack' we can drill into these shoppers.

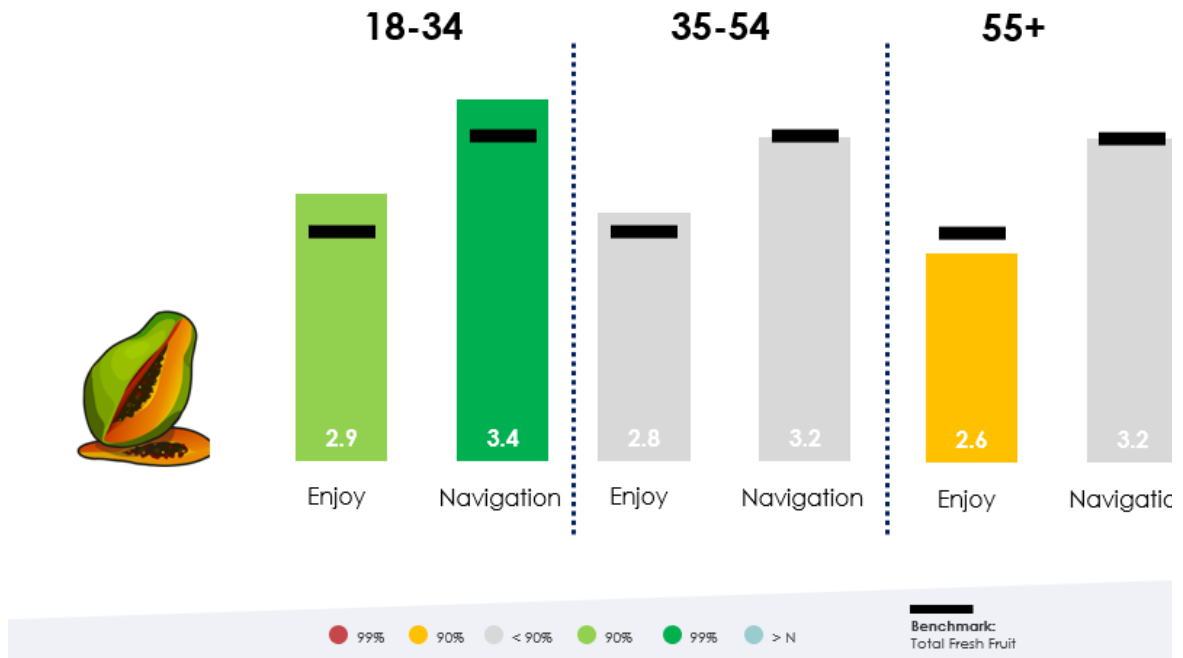
## “Healthy Snack” Fruit Shopper



Take the Spend metrics of category role “I buy because I feel like it” as an example. We can see that Healthy Snack Fruit shoppers in the 18-34 age group are much more likely to make an impulsive purchase just because they feel like it.

# “Healthy Snack” Fruit Shopper

Importance

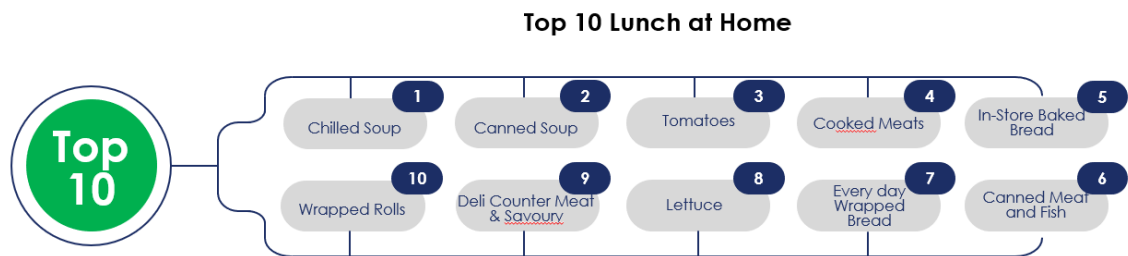


Looking at what's important to these shoppers we can also note that this younger age group are more likely to want to enjoy the shopping experience. Navigation at the fixture is also of key importance.

We might therefore create in-store signage that makes navigation easy, as well as use theatre to stimulate that impulsive mindset with this younger shopper.

## How to target and develop new consumption occasions

Let's now consider how we might develop the Lunch at Home opportunity and consider ways to grow this. This first thing we might do is take a look at other categories that play into this occasion.



In the top ten categories we have for Lunch at Home we have items like Soup, Salad and Meats. Considering what these categories do well and what's important to their shoppers might be the starting point in developing this opportunity.

We could also consider any opportunity for cross category merchandising – what about signage next to the Chilled Soup suggesting sliced mango to follow? or inspiring new lunch recipes such “Hawaiian Ham and Pineapple salad” or “Tropical Papaya Salad” – with a bakery item to complete the meal occasion.

Whilst these might sound obvious ideas, they are logical, data driven and based on what shoppers are saying. A bit more creativity may be required but without solid data to provide this necessary context, landing ideas like this with retailers can feel like a hit and hope approach.

As we always say, these are just a few metrics from our toolkit that can help **drive more shopper centric category management** and **elevate discussions**

**with your buyer.** Of course, there's lots more we'd suggest you explore from our data set to build this story further!

For other topics, download our previous Monthly Metrics issues from our website:

- Monthly Metrics 1: [Traffic Drivers and Spend Drivers](#)
- Monthly Metrics 2: [Shopping Mode \(Grab 'N' Go or Browse\)](#)
- Monthly Metrics 3: [Shopping Mission](#)
- Monthly Metrics 4: [Planned versus Unplanned](#)
- Monthly Metrics 5: [Shopper Decision Hierarchy](#)
- Monthly Metrics 6: [Measuring Performance](#)
- Monthly Metrics 7: [Understanding Category Impact](#)