

5 Key Insights About Food Promotions

Insights and stats from women about promotions
for food purchase and food sampling
September 2020

Presented by Innovate Solutions and MyInsightsOnTime



Key Stats

AN ONLINE QUANTITATIVE SURVEY OF 23 QUESTIONS WAS DISTRIBUTED VIA EMAIL TO 388 IRISH FEMALE CONSUMERS ACROSS THE COUNTRY. The survey was active for 7 days and the total number of complete responses was 105.

1. SPECIAL OFFERS ON THE GROCERY SHOP

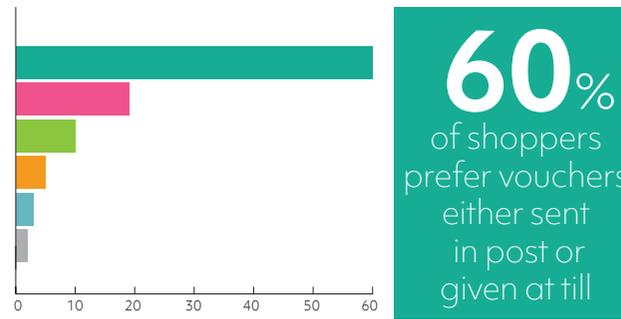
Which best describes your relationship to special offers & deals when grocery shopping?



I deliberately look for the best deals during my shop at my preferred supermarket	43%
I take them when I am offered e.g. 3 for 2 but I don't go out of my way to find them	23%
I prefer loyalty rewards / 10 off 40 type vouchers	18%
I check where deals are going to be and go to that supermarket	13%
I use an app or website to check for offers	3%

2. HOW SHOPPERS PREFER TO RECEIVE VOUCHERS

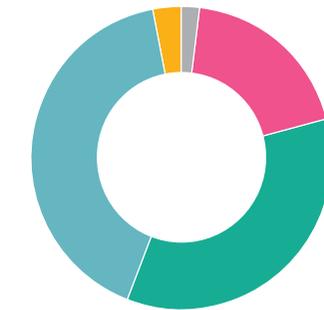
What is your preferred method of receiving vouchers?



Loyalty programme vouchers (e.g. 10 off 50) sent in the post/received at the till	60%
Online voucher or discount code from a website or social media account	19%
Voucher sent via email	10%
In-store vouchers	5%
Other	3%
I don't use vouchers	2%
Voucher from the newspaper	0%

3. HOW EARLY ARE SHOPPERS BUYING FOR CHRISTMAS?

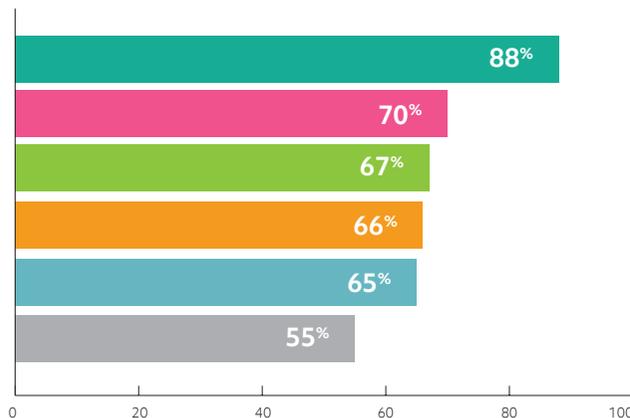
Thinking of Christmas, how early do you begin to stock up on non-perishable treats e.g. crisps, biscuits, chocolates?



Sept	2%
Oct	19%
Nov	35%
Dec	41%
I don't buy	3%

4. SAMPLING OF NEW PRODUCTS

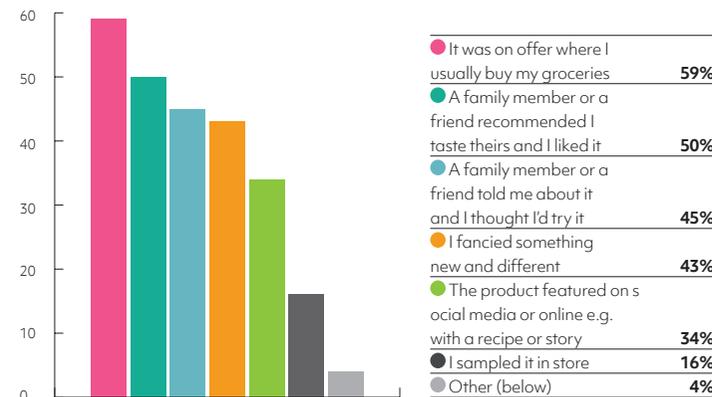
Would you be open to trying new products in any of these ways? Select all that apply



Sent a sample to try at home	88%
Small sample included with another product	70%
Participating in a taste testing panel	67%
Given a sample at checkout to take home to try	66%
Given voucher to buy & try	65%
In-store tasting	55%

5. WHAT MAKES PEOPLE TRY NEW FOOD PRODUCTS

If you have tried any new food products in the last 6 months, what made you try them?



It was on offer where I usually buy my groceries	59%
A family member or a friend recommended I taste theirs and I liked it	50%
A family member or a friend told me about it and I thought I'd try it	45%
I fancied something new and different	43%
The product featured on social media or online e.g. with a recipe or story	34%
I sampled it in store	16%
Other (below)	4%

Key Insights

Online Focus Group carried out on **MyInsightsOnTime** private platform in September 2020 with 30 women panel participants from across Ireland.

HOW EARLY ARE SHOPPERS BUYING FOR CHRISTMAS?



"I usually start at Halloween, I buy things on offer and store them away."

SPECIAL OFFERS ON THE GROCERY SHOP



"I like the offers where I get more for my money. So I don't mind buying extra items, like 3 for 2, once I know it's something I will use. Also if I see something that I don't need right now but know I will eventually use, I will buy extra if the price is particularly low."

SAMPLING OF NEW PRODUCTS



"I used to try things in store but haven't seen any in a long time. Even preCovid. A good money off promotion I feel is the way to bring new items to market. I'll try it if it's discounted as then I don't feel too bad if I don't like it."

HOW SHOPPERS PREFER TO RECEIVE VOUCHERS



"I get paper vouchers for Tesco, Supervalu and Dunnes. I am also signed up to company websites that occasionally send out free coupons, like Glenisk. It's a great way to try out new items."

WHAT MAKES PEOPLE TRY NEW FOOD PRODUCTS



"So I tried a few items from the Kickstarter campaign in Lidl. They had good advertising for it in store and on the app. I also did try a new Danone yoghurt because a girl on Instagram mentioned it and we loved it."

Key Recommendations For Brands

Recommendation 1



Work with your grocery retailers to ensure prominent positioning of your special offers to customers, as shoppers are more likely to buy when they see the deals.

Recommendation 2



In-store vouchers are clearly not popular so make sure shoppers have vouchers before they go shopping (post, email, online)

Recommendation 3



Christmas shopping does start early, so selective promotions on non-perishable items could drive up sales of these categories.

Recommendation 4



Shoppers like samples but with the current situation consider giving packaged samples at checkout for them to try at home. In addition, partnering with a testing company to get a panel for home tests is the ideal way to introduce your product to consumers and get feedback on different elements of the product.

Recommendation 5



Special offers and recommendations are the main reasons customers try new products. How can you encourage recommendations of your products? And can you offer a discount for a period of time to entice consumers to try your products?

If you need market research and independent consumer insights then **Innovate Solutions** and **MyInsightsOnTime** can help. Contact Aidan at 087 2494747 aidan@innovatesolutions.ie or Jill at 087 2299128, info@myinsightsontime.com