

Moms as Food Shoppers: Grocery Store and Supercenter Patterns and Trends

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Abstracts

Each year Moms have a hand in spending nearly \$200 billion on food purchased for use at home, and of course food marketers and grocers have long targeted Moms as their essential consumer segment. Even so, marketers need to find new ways to engage today's tech-immersed foodie Moms, who are at the epicenter of the new home-based food culture and in the vanguard of the movement toward healthy eating.

Packaged Facts Moms as Food Shoppers: Grocery Store and Supercenter Patterns and Trends delves deeply into the mindset of today's Moms before their trip to the grocery store and analyzes their food shopping behavior in the store. The report provides actionable insights to help brand marketers and grocers understand what they can do to help today's busy Moms achieve their goals of putting healthy and interesting home-cooked meals on the table while saving precious time and balancing their budgets.

Highlights of the Report

This completely new Packaged Facts report shows what marketers and grocers can expect from a new generation of Moms who turn to blogs for meal planning information before the store and use mobile apps to make sure they are getting the best deals in the store. Many of the report's findings may challenge conventional thinking about Moms as food shoppers. For example, although marketers have traditionally appealed to the "pester power" of kids in the supermarket, the report reveals that on their most recent food shopping trip a majority (56%) of Moms were alone and blissfully free from the demands of their kids as they made their way up and down the aisles of the grocery store.

One of the major threads of the report is that Moms want grocery stores to step up to help them plan and prepare healthy family meals. Besides enhancing what they offer Moms on their websites, grocers can build relationships with Moms looking for interesting and innovative cooking tips by strengthening their in-store cooking and meal planner programs. Compared to food shoppers on average, Moms are 33% more likely to choose grocery stores offering cooking classes or cooking videos and 23% more likely to pick stores providing meal planner and recipe information.

The report also highlights broad societal trends that will have a significant impact on food marketers and grocers. For example, over the next few years the ongoing steady decline in the number of births in the United States will create headwinds for grocers and food marketers targeting Moms with kids at home. As Hispanic Moms with kids at home become an increasingly important segment of food shoppers, food marketers and grocers will need to shift their thinking to accommodate the perspectives of Latinas, who spend more money on items such as fresh fruits and vegetables on the perimeter of the grocery store and much less on frozen, canned and packaged foods in the center of the store.

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