

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.

Contents

CHAPTER 1: EXECUTIVE SUMMARY

| | |
|--|--|
| Highlights of the Report | |
| Scope and Methodology | |
| Topline Insights about Moms as Food Shoppers | |
| Moms' Interest in Home-Cooked Meals and Healthy Ingredients Skyrockets | |
| To Reach Food Shopper Moms, It's All About the Internet and Social Media | |
| New and Exciting Recipes Key to Engaging Today's Moms | |
| Moms More Open to Marketing Messages before the Grocery Store | |
| Moms Look to Grocers to Help Their Families Eat Better | |
| Moms Want Stores to Have Broad Selection of Natural and Organic Foods but Aren't Locavores | |
| Value Still Matters to Moms | |
| Moms Like It When Stores Make Food Shopping Convenient | |
| Majority of Moms Are Solo Food Shoppers | |
| Moms' Influence in Grocery Store Ebbs and Flows as Family Dynamics Evolve | |
| Moms' Focus on Organic Foods Goes Downhill When Kids Start to Walk and Talk | |
| Baby Bust Will Shift Landscape for Grocers | |
| Hispanic Moms Will Bring Changes to Grocery Stores | |
| Reaching Out to Moms Before the Grocery Store | |
| Late Hours Appeal to Moms When Choosing a Grocery Store | |
| From Walmart to SuperTarget to Whole Foods and Trader Joe's: How Food Shopper Moms Differ | |
| Meal Planning at the Top of Their Minds When Moms Prepare a Shopping List | |
| Moms Depend on Internet and Social Media to Plan Food Shopping Trips | |
| Distinctive Patterns in the Grocery Store | |
| Moms More Likely to Use Online Coupons in the Grocery Store | |
| Coupons Persuade 5.3 Million Moms to Try New Food Products | |
| Moms More Likely to Choose Store Brands | |
| Moms Buy Lots of Store-Prepared Meals but Pass on Roasted/Rotisserie Chicken | |
| Moms Lead the Way in Purchase of Non-Food Items | |
| Moms Still Purchase Large Volumes of Convenience Foods | |
| Fast-Growing Food Products Get Big Push from Moms | |
| Moms and Healthy Eating | |

Moms More Likely to Seek Out Organic Foods
“Fit Moms” Driving Force in Move to Healthy Eating
Fit Moms Focus on Healthy Eating for Themselves as Well as Their Kids
Concerns about Obesity Inform Food Shopping Habits of Fit Moms
Home-Cooked Meals More Important
Moms Spend More Time Cooking Dinner
More Moms Turn to Recipes
Moms View Recipes as Vital Food Shopping Tool
Moms Prefer Online Recipe Sources
9.4 Million “Recipe Moms” Head to Grocery Stores
Recipe Moms are Foodies
Parenting Blogs Have Major Impact on Moms’ Food Choices
“Recipe Bloggers” Should Get More Respect from Marketers
Mom the Decider...or Do Kids Really Rule?
Moms Not Always in Charge in the Supermarket
“Decider Moms” Less Amenable to What Their Kids Want
Single, Working Moms More Likely to Involve Kids in Deciding
What to Buy in the Supermarket
Decider Moms Hold Line on Healthy Eating and Home Cooking
Healthy Eating Takes Back Seat When Kids Are in Charge

CHAPTER 2: THE TOPLINE

Topline Findings

Moms Have Outsized Impact on Grocers’ Margins
New Generation of Moms Lays Down Gauntlet for Food Marketers
Surge in Population of Moms Focusing on Healthy Heating
Table 2-1: Changes in Attitudes toward Healthy Food, Moms vs. All Consumers
2007-2012 (in thousands)
Chef Mom Takes Center Stage
Table 2-2: Change in Attitudes toward Cooking, Moms vs. All Consumers 2007-2012
(in thousands)
Moms on a Constant Quest to Find New Food Products and Recipes for Their Families
Table 2-3: Change in Attitudes toward Trying Out New Recipes and Food Products,
Moms vs. All Consumers 2007-2012 (in thousands)
Store-Prepared Meals Still a Good Bet with Moms
For Food Shopper Moms, It’s All About the Internet and Social Media
Taking Advantage of Marketing Opportunities
Seizing Opportunities Depends on Understanding Differing Segments of Moms as

Food Shoppers

Recipe Moms

Fit Moms

Moms as Food Shoppers Table of Contents

November 2012 © Packaged Facts iii

Decider Moms

Coupon Moms

Marketers Ride the Wave of Healthy Eating

Grocers Benefit from Making Their Stores More Convenient for Moms

Marketers Hope to Cement Brand Loyalty by Appealing to Moms with Infants with Dedicated Baby Sections

“Lunchbox Department” Works for Busy Moms

Looking to the Future

Baby Bust Will Shift Landscape for Grocers

Figure 2-1: Number of Births in United States, 2006-2011

Table 2-4: Change in Population of Children under 18 by Age Group, 2006-2011 (in thousands)

Dip in Population of Younger Kids May Affect Moms’ Fetish for Organic Foods

Figure 2-2: Moms’ Use of Organic Food Products by Age of Children

Hispanic Moms Will Wield More Clout

Figure 2-3: Hispanics as Percent of Population Under 20 Years of Age, 2010-2020

Hispanic Moms Will Bring Change to Grocery Stores

Hispanic Moms More Likely to Be Young Homemakers

Hispanic Moms Are Perimeter Shoppers

Cultural Differences Persist

Table 2-5: Demographic Summary, Hispanic vs. All Moms

Table 2-6: Annual Expenditures on Food, Hispanic vs. Non-Hispanic Consumer Units

Table 2-7: Products Least Likely To Be Used by Households with

Hispanic Moms

CHAPTER 3: REACHING OUT TO MOMS BEFORE THE

Grocery Store

How Moms Decide Where to Buy Groceries

Late Hours Appeal to Moms When Choosing a Grocery Store

Table 3-1: Most Important Reasons for Deciding Where to Shop on Most Recent Grocery Shopping Trip, Moms vs. All Food Shoppers

Store’s Selection of Natural and Organic Foods Key Factor

Table 3-2: Types of Products Most Important in Deciding Where to Shop for Groceries,

Moms vs. All Food Shoppers

Moms More Tuned in to Grocery Store Services

Table 3-3: Awareness of Services and Programs of Grocery Store

Where Shopped Most Recently, Moms vs. All Food Shoppers

Moms Lean toward Discount Stores and Supercenters

Table 3-4: Type of Stores Usually Shop for Groceries, Moms vs. All Food Shoppers

From Walmart to SuperTarget to Whole Foods and Trader Joe's: How Food Shopping Moms Differ

Demographics

Consumer Attitudes

Table 3-5: Demographic Profile of Moms by Type of Food Store Shopped in Last Four Weeks

Table 3-6: Selected Consumer Attitudes of Moms by Type of Food Store Shopped in Last Four Weeks

What Moms Do to Get Ready for Grocery Shopping

Moms Have Different Motivations for Grocery Shopping

Table 3-7: Motivations for Most Recent Grocery Shopping Trip, Moms vs. All Food Shoppers

Spur-of-the-Moment Grocery Shopping Part of a Mom's Life

Figure 3-1: Percent Who Often Stop By the Grocery Store on the Spur of the Moment, Moms vs. All Food Shoppers

Moms Plan Grocery Shopping Trips More Intensively

Table 3-8: Percent Doing Any Kind of Planning Beforehand (such as Making a Shopping List, Gathering Coupons, Looking for Product or Sale Information, Looking for Menu or Recipe Ideas, Using the Internet or Social Media), Moms vs. All Food Shoppers

Moms Depend on Internet to Plan Grocery Shopping

Table 3-9: Percent Using the Internet to Plan Most Recent Grocery Shopping Trip, Moms vs. All Food Shoppers

Social Media Help Moms Plan to Go Food Shopping

Table 3-10: Use of Social Media, Moms vs. All Food Shoppers

Figure 3-2: Percent Using Social Media to Help Plan Most Recent

Grocery Shopping Trip, Moms vs. All Food Shoppers

Meal Planning at the Top of Their Minds When Moms Prepare a Shopping List

Table 3-11: Types of Information Included on Shopping List by Those Preparing Shopping Lists Prior to Most Recent Grocery Shopping Trip, Moms vs. All Food Shoppers

Before-the-Store Promotional Communications Get Moms' Attention

Table 3-12: Percent Seeing/Hearing Ads or Getting Any Promotional Communications

from Store Where Most Recently Went Grocery Shopping, Moms vs. All Food Shoppers

CHAPTER 4: DISTINCTIVE PATTERNS IN THE GROCERY STORE

Overview

Moms are High-Dollar, High Volume Grocery Shoppers

Table 4-1: Average Amount Spent Per Week Grocery Shopping, Moms vs. All Consumers

Table 4-2: Number of Items Purchased on Most Recent Grocery Shopping Trip, Moms vs. All Food Shoppers

Big Spending Moms Have Distinct Profile

Table 4-3: Demographic Profile of Moms by Amount Spent Per Week on Groceries

Moms More Alert to In-Store Promotions and Advertising

Table 4-4: Awareness of In-Store Promotions and Advertising, Moms vs. All Consumers

Moms More Likely to Use Online Coupons

Figure 4-1: Percent of Food Shoppers Using Coupons/Coupon Codes on Most Recent Grocery Shopping Trip, Moms vs. All Food Shoppers

Table 4-5: Use of Coupons/Coupon Codes on Most Recent Grocery Shopping Trip, Moms vs. All Food Shoppers

Coupons Often Persuade 5.3 Million Moms to Try New Food Products

Table 4-6: Number of Moms Strongly Agreeing “Often I Can Be Swayed by Coupons to Try New Food Products” (in thousands)

Table 4-7: Attitudes toward New Food, Coupon Moms vs. All Moms

Table 4-8: Demographic Profile of Moms Strongly Influenced by Coupons to Try New Food Products

Table 4-9: High-Volume Food Product Use by Households with Coupon Moms

Moms More Likely to Choose Store Brands

Table 4-10: Use of Grocery Store Brands by Moms “Most of the Time”

What Moms Buy on the Perimeter of the Store

Moms More Likely to Buy Fresh Herbs and Greens

Table 4-11: Purchase of Fresh Fruits and Vegetables and Meats, Poultry and Seafood on Most Recent Grocery Shopping Trip, Moms vs. All Food Shoppers

Moms Are Leading Customers for Store-Prepared Food Items

Table 4-12: Purchase of Self-Serve, Store-Prepared Food Items (such as from Salad Bar, Hot Food/Soup Bar) on Most Recent

Grocery Shopping Trip, Moms vs. All Food Shoppers Moms More Likely to Eat on the Go and in the Store

Table 4-13: Where Food Shoppers Eat Meals or Snacks Away from Home, Moms vs.

All Food Shoppers

Moms in the Center of the Store

Moms Lead the Way in Purchase of Non-Food Items

Table 4-14: Purchase of Non-Food Items on Most Recent Grocery Shopping Trip,
Moms vs. All Food Shoppers

Moms Far More Likely to Purchase Large Volumes of Products in the Center of the
Store

Moms a Major Factor Behind Food Products with Fastest-Growing Sales

Table 4-15: Moms as High-Volume Users of Food Products by Product Type and
Quantity, 2012

Table 4-16: Impact of Moms on Growth of Selected Food Products, 2011-2012

CHAPTER 5: MOMS AND HEALTHY EATING

Overview

Food Health and Safety More Important to Moms

Table 5-1: Attitudes toward Food Safety and Health, Moms vs. All Food Shoppers

Moms Look for Food Products with Healthy Ingredients

Table 5-2: Healthy Food Products Purchased on Most Recent Grocery Shopping Trip,
Moms vs. All Food Shoppers

Moms Seek Out Organic Foods When Shopping the Perimeter

Table 5-3: Use of Organic Food Products Found on Perimeter of Store, Moms vs. All
Consumers

Moms Also More Likely to Choose Organic Products in the Center of the Store

Table 5-4: Use of Organic Food Products Found in the Center of the Store, Moms vs.
All Consumers

How Marketers Are Responding to Moms' Interest in Healthy Eating

Walmart's "Great for You" Program Out to Engage Moms Concerned about Healthy
Eating

New Products Target Health-Conscious Moms

Kraft Foods Joins with Crayola

Gerber Offers Healthy Foods for Busy Moms with Toddlers

HappyFamily Launches Organic Food Products for Kids

Ready Pac Markets to Tweens and Moms

Hidden Valley Conspires with Moms to Get Kids to Love Their Veggies

Overview

Table 5-5: Demographic Profile of Fit Moms

Fit Moms Focus on Healthy Eating

Table 5-6: Attitudes toward Healthy Eating, Fit Moms vs. All Moms

Organic Food Products Chosen by Fit Moms More Often

Table 5-7: Use of Organic/Natural Food and Other Organic Grocery Store Items, Fit Moms vs. All Moms

Table 5-8: Use of Organic Food Products by Category, Fit Moms vs. All Moms

Health Concerns Drive Food Shopping Habits of Fit Moms

Table 5-9: Food Products Most Likely to Be Used in Households, Fit Moms vs. All Moms

Table 5-10: Food Products Most and Least Likely to Be Used in High Volumes, Fit Moms vs. All Moms

CHAPTER 6: RECIPE MOMS

Overview

Moms Spend More Time Cooking Dinner

More Moms Turn to Recipes

Table 6-1: Trends in Moms' Attitudes toward Using Recipes, 2005 vs. 2012 (in thousands)

Moms View Recipes as Vital Food Shopping Tool

Table 6-2: Importance of Recipes for Food Shoppers, Moms vs. All Food Shoppers

Moms Prefer Online Recipe Sources

Moms More Interested in Ideas during Meal Planning, Turn to Recipes When Making a Meal

Who Are "Recipe Moms?"

9.4 Million "Recipe Moms" Head to Grocery Stores

Recipe Moms More Likely to Be Stay-at-Home Moms

Table 6-3: Demographic Profile of Recipe Moms

Why Recipe Moms Matter

Recipe Moms Are Trendsetters in the Supermarket

Table 6-4: Attitudes toward Trying Out New Food Products, Recipe Moms vs. All Moms

Recipe Moms are Foodies

Table 6-5: Attitudes toward Eating and Cooking, Recipe Moms vs. All Moms

Fresh, Organic and Natural Foods Entice Recipe Moms

Table 6-6: Attitudes toward Selecting Foods, Recipe Moms vs. All Moms

Recipe Moms and Online and Social Media

Recipe Moms More Likely to Seek Out Product Information on Social Media

Table 6-7: Use of Social Media, Recipe Moms vs. All Moms

Table 6-8: Attitudes toward Social Media, Recipe Moms vs. All Moms

Recipe Moms Use Social Sharing and Networking Sites to Keep Tabs on Brands and

Companies

Table 6-9: Following Brands and Companies, Recipe Moms vs. All Moms

Millennial Recipe Moms Most Engaged with Social Media

Figure 6-1: Percent of Recipe Moms Visiting Social Media/Networking Websites on Daily Basis by Age Group

Marketing Implications

As Moms Move from Magazines to Online Sources of Recipes, Food Manufacturers and Marketers Advised to Adjust Thinking

Blogs Have Major Impact on Food Choices of Recipe Moms

“Recipe Bloggers” Should Get More Respect from Food Marketers

Moms Still Tune In TV Chefs for Meal Ideas

Figure 6-2: Percent Watching Food Network in Past Seven Days, Moms vs. Other Consumers

CHAPTER 7: MOM THE DECIDER...OR DO KIDS REALLY RULE?

Overview

Majority of Moms Are Solo Food Shoppers

Figure 7-1: Percent of Grocery Shoppers Shopping Alone or with Others on Most Recent Grocery Shopping Trip, Moms vs.

All Food Shoppers

Table 7-1: With Whom Shopped on Most Recent Grocery Shopping Trip, Moms vs. All Food Shoppers (% of those shopping with others)

Moms Not Always in Charge in the Supermarket

Table 7-2: Purchase Decisions by Moms in Last 12 Months by Type of Purchase and Type of Purchase Decision

“Decider Moms” Less Amenable to What Their Kids Want

Table 7-3: Attitudes of Moms toward Shopping with Children by Degree of Involvement in Food Purchase Decisions

Single, Working Moms More Likely to Involve Kids in Deciding

What to Buy in the Supermarket

Table 7-4: Demographic Profile of Moms by Type of Food Purchase

Decision: Joint Decision with Children vs. Sole Purchase Decision and Joint Decision with Spouse/Partner

Hispanic Moms Like to Shop with Their Families

Table 7-5: Attitudes of Moms toward Shopping with Family and Children by Race and Hispanic Origin

Hispanic Moms More Influenced by Kids When They Go Shopping

Table 7-6: Impact of Children on Shopping Behavior by Race and Hispanic Origin

Tweens Erode Moms' Authority in Grocery Stores

Table 7-7: Food Purchase Decisions by Moms in Last 12 Months by Type of Purchase and Age of Children in Household

Impact of Kids in the Grocery Store

Decider Moms Hold Line on Healthy Eating and Home Cooked Meals

Table 7-8: Household Use of Food Products by Type of Food Purchase Decision by Moms

Healthy Eating Takes Back Seat When Kids Are in Charge

Table 7-9: High Volume Purchases of Desserts and Snacks by Moms Strongly Agreeing 'I Find It Hard to Resist My Children's Request for Special Purchases'

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