

# Prepared Foods and Ready-to-Eat Foods at Retail, 2nd Edition

<https://marketpublishers.com/r/P3984E252DDEN.html>

Date: July 2012

Pages: 224

Price: US\$ 3,995.00 (Single User License)

ID: P3984E252DDEN

## Abstracts

Prepared foods continue to be a bright spot for supermarkets and convenience stores, as well as an emerging bright spot for retail behemoths Walmart and Target. Prepared foods are firmly embedded in the mainstream retail shopping experience: Every 10 times adult consumers get food, merchandise or services from one of seven major retail channels, they get prepared foods during two of those visits. This, in turn, translates into sales: Packaged Facts forecasts U.S. prepared foods sales to reach \$32.5 billion in 2012, up 7.5% from 2011. To assist market participants in understanding and honing this growing slice of the food retail pie, Packaged Facts' August 2012 **Prepared Foods and Ready-to-Eat Foods at Retail, 2nd Edition** provides guidance on the following questions:

What is the prepared foods usage share (weighted by population, usage and usage frequency) of 13 retail formats? What types prepared foods and dispensed beverages do consumers purchase at supermarkets and convenience stores? How much do they cost? What food retailers carry them? This report analyzes consumers' prepared foods and dispensed beverage purchasing histories by major category and specific food and beverage type; provides food retail and restaurant retail pricing comparisons; and in-depth store audits of 11 leading food retailers' prepared food programs.

How does the prepared food visit fit into the wider context of the supermarket or convenience store visit? What else do prepared foods users purchase? How do their purchasing patterns differ from non-prepared foods purchasers? How can trip planning, timing and participants affect purchases?

What's in the customer's basket? How are prepared foods tied to other category purchases? This report breaks out ready-to-eat and heat-and-eat purchase tendencies within the context of five other major food, merchandise and services (and 24 specific food, merchandise and services).

Are customers using promotional tie-ins? When they visit, are they aware of prepared foods advertising inside and outside of the store?

How do prepared foods users interact with the store once they purchase the food?

How does prepared food stack up on taste, value, variety, price and health? Why don't non-users get prepared foods?

More dimensionally, how do certain consumer groups interact with prepared foods? Are the attitudes and behaviors of Healthy Eaters toward prepared food different than those of Budget Buyers? Of Natural Foods Lovers? Repeat Users? Coffee Addicts? This report analyzes prepared foods attitudes and behaviors of five custom consumer groups, each of which share common characteristics relevant to food retail purchasing habits and preferences.

What can be learned about prepared foods placement, variety, pricing and other strategies from store visits at 11 of the nation's leading food retailing brands? How have the prepared food programs at eight stores visited in May 2010 changed since then? Packaged Facts conducted store visits during April-June 2012 at Alberstons, Costco, Dominick's, Food 4 Less, Fresh & Easy, Ralphs, SuperTarget, Vons, Walmart Neighborhood Express, Walmart Neighborhood Store, and Whole Foods Market.

## Contents

### CHAPTER 1: EXECUTIVE SUMMARY

Scope and Methodology

Scope

Methodology

Consumer survey methodology

Market size and forecast methodology

Other sources

Supermarket, convenience stores and gas stations

Restaurant categories

Limited-service restaurant definitions

Full-service restaurant definitions

Other definitions

Report summary

Prepared Foods Market Size and Forecast

Prepared Food Trends, Innovations & Strategies

Insight capsule

Prepared Foods Usage in Context: Usage across Retail Spectrum

Insight capsule

Supermarket & Convenience Store Purchase and Basket Analysis

Insight capsule

Shopper Context: Trip Planning, Timing & Participants

Insight capsule

Prepared Foods & Dispensed Beverage Purchases

Insight capsule

Prepared Foods Purchase Decision Influencers & Attribute Perceptions

Insight capsule

Prepared Foods Taste, Variety, Value, Health & Brand Preferences

Insight capsule

Reasons for Not Getting Prepared Foods

Insight capsule

Custom Consumer Group Analysis

Insight capsule

Engaged Prepared Foods Users

Insight capsule

Foodservice at Retail: Brand Analysis and Store Visits

## **CHAPTER 2: PREPARED FOODS MARKET SIZE AND FORECAST**

Market size and forecast

Methodology

Graph 2-1: Prepared Foods Market Size & Forecast, 2007-2014

Grocery and convenience store channel market size and forecast

Graph 2-2: Prepared Foods Market Size & Forecast, by Channel, 2007-2014

The grocery channel

Graph 2-3: Supermarket Channel Deli Prepared Foods Market Size & Forecast, 2007-2014

The majority say, “higher sales”

Analysis: prepared foods share of deli

Graph 2-4: Total Deli Department and Deli-Prepared Foods Sales, Dollars per \$MM ACV, 2006-2011

Prepared foods by type: 2010-2011

Chicken sales still lead, but share declines

Pizza

Sandwiches

Snacking

Graph 2-5: Deli Department Dollar Food Sales, by Food Type, 2010-2011

Graph 2-6: Deli Department Volume Food Sales, by Food Type, 2010-2011

Prepared foods retail pricing trends: 2011-2012

Graph 2-7: Deli Department Pricing Trends, by Food Type, 2011-2012

Prepared foods priced competitively to QSR and other restaurant alternatives

Table 2-1: 2012 QSR & Family Midscale Sandwich Prices, by Type

The convenience store channel

Category summary

Foodservice getting lots of attention

Graph 2-8: Convenience Store Prepared Foods Market Size & Forecast, 2007-2014

Prepared foods foodservice share

Graph 2-9: 2011 Convenience Store Foodservice Sales, by Category

Graph 2-10: 2010-2011 Convenience Store Foodservice Sales Growth, by Category

Food item sales analysis

Graph 2-11: 2011 Convenience Store Prepared Foods Sales, Sales Share & Annual Change, by Food Type

Overview

## **CHAPTER 3: PREPARED FOOD TRENDS, INNOVATIONS & STRATEGIES**

## Key trends

### Quality, taste and freshness

Table 3-1: Consumer Taste Rating: Supermarket & Convenience Store Prepared Foods

### Health—like it or not

Yes, there's a behavior gap—but people do want to eat healthy

Supermarkets on more solid ground; convenience stores have work to do

Table 3-2: Consumer Health Rating: Supermarket & Convenience Store Prepared Foods

### Value

Setting price according to restaurant segment counterpart

Table 3-3: Consumer Price/Value Rating: Supermarket & Convenience Store Prepared Foods

### Private label powerhouses

Private label progress holds keys to prepared foods success

### Smaller households

### Aging Baby Boomers

### Convenience and speed

### Competitive context

### Supermarkets still rule the roost

### Going beyond

Creating a more interactive food education experience

### Program summaries

Recasting the supermarket as neighborhood anchor

Example: The Fresh Market

March of the superstores and warehouse clubs

Warehouse clubs pushing prepared foods envelope

Costco: growing prepared foods

### A view of the food court

Table 3-4: CostCo: Refrigerated Casings, Items & Prices, May 2012

Shrinking large boxes into small ones

Walmart Neighborhood Store breaks into urban market—but are prepared foods up to snuff?

Drug stores take a stab

Walgreen's redesigns transform drug store into health and daily living store

Indianapolis pilot

New Chicago flagship

Bundling foodservice into a bigger basket

## **CHAPTER 4: PREPARED FOODS USAGE IN CONTEXT: USAGE ACROSS RETAIL SPECTRUM**

### Introduction

Retail and restaurant channel customer traffic

Supermarkets and convenience stores

Other major retail segments

Restaurant channel segments

Table 4-1: Retail and Restaurant Channel Usage, Mean Usage & Usage Share, by Establishment Type

Prepared foods usage and mean usage & usage share at retail establishments

Supermarkets have majority prepared foods visit share, but should look over shoulder

Convenience stores enjoy healthy prepared foods visits, differentiated need states

Table 4-2: Prepared Foods Usage, Mean Usage & Usage Share at Retail Establishments, by Retail Establishment Type

Almost 2 in 10 retail purchase visits include prepared foods

Prepared foods purchase share highest at supermarkets & wholesale clubs

Table 4-3: Customer Traffic Share, Prepared Foods Customer Traffic Share & Prepared Foods Traffic Ratio, by Retail Segment

Supermarkets, Convenience Stores & Gas Stations: Prepared Foods Usage Share Gender

Table 4-4: Supermarket, Convenience Store & Gas Station Prepared Foods Visits, Mean Visits & Visit Share: Gender Analysis

Age

Table 4-5: Supermarket, Convenience Store & Gas Station Prepared Foods Visits, Mean Visits & Visit Share: Age Analysis

HH income

Table 4-6: Supermarket, Convenience Store & Gas Station Prepared Foods Visits, Mean Visits & Visit Share: HH Income Analysis

Race/ethnicity

Table 4-7: Supermarket, Convenience Store & Gas Station Prepared Foods Obtainment, Mean Visits & Visit Share: Race/Ethnicity Analysis

## **CHAPTER 5: SUPERMARKET & CONVENIENCE STORE PURCHASE AND BASKET ANALYSIS**

### Introduction

What's in the basket?

Food staples, personal care and other goods: advantage, supermarkets

Fuel, tobacco, candy and gum: advantage, convenience stores

Beverages: toss-up

Ready-to-eat and heat-and-eat prepared food: advantage, supermarkets

Graph 5-1: Food, Foodservice, Consumer Packaged Goods, Merchandise & Service Purchases, by Type of Good/Service: Supermarkets v. Convenience Stores

The supermarket basket

Table 5-1: Food, Foodservice, Consumer Packaged Goods, Merchandise & Service Purchases, by Type of Good/Service: Supermarkets

Prepared foods relationship to the supermarket basket

Table 5-2: Food, Foodservice, Consumer Packaged Goods, Merchandise & Service Purchases, by Prepared Foods Purchase Decision: Supermarkets

Gender analysis: Prepared foods relationship to the supermarket basket

Table 5-3: Supermarket Food, Foodservice, Consumer Packaged Goods, Merchandise & Service Purchases: Gender Analysis

Gender analysis: what else do prepared foods users put into the basket?

Table 5-4: Supermarket Food, Foodservice, Consumer Packaged Goods, Merchandise & Service Purchases, by Prepared Foods Purchasers: Gender Analysis

Gender analysis: what else do non-prepared foods users put into the basket?

Table 5-5: Supermarket Food, Foodservice, Consumer Packaged Goods, Merchandise & Service Purchases, by Non-Prepared Foods Purchasers: Gender Analysis

Age analysis: Prepared foods relationship to the supermarket basket

Table 5-6: Supermarket Food, Foodservice, Consumer Packaged Goods, Merchandise & Service Purchases: Age Analysis

Age analysis: what else do prepared foods users put into the basket?

Table 5-7: Supermarket Food, Foodservice, Consumer Packaged Goods, Merchandise & Service Purchases, by Prepared Foods Purchasers: Age Analysis

Age analysis: what else do non-prepared foods users put into the basket?

Table 5-8: Supermarket Food, Foodservice, Consumer Packaged Goods, Merchandise & Service Purchases, by Non-Prepared Foods Purchasers: Age Analysis

HH income analysis: Prepared foods relationship to the supermarket basket

Table 5-9: Supermarket Food, Foodservice, Consumer Packaged Goods, Merchandise & Service Purchases: HH Income Analysis

HH income analysis: what else do prepared foods users put into the basket?

Table 5-10: Supermarket Food, Foodservice, Consumer Packaged Goods, Merchandise & Service Purchases, by Prepared Foods Purchasers: HH Income Analysis

HH income analysis: what else do non-prepared foods users put into the basket?

Table 5-11: Supermarket Food, Foodservice, Consumer Packaged Goods,

Merchandise & Service Purchases, by Non-Prepared Foods Purchasers: HH Income Analysis

The convenience store basket

Table 5-12: Food, Foodservice, Consumer Packaged Goods, Merchandise & Service Purchases, by Type of Good/Service: Convenience Stores

Prepared foods relationship to the convenience store basket

Table 5-13: Food, Foodservice, Consumer Packaged Goods, Merchandise & Service Purchases, by Prepared Foods Purchase Decision: Convenience Stores

Gender analysis: Prepared foods relationship to the convenience store basket

Table 5-14: C-Store Food, Foodservice, Consumer Packaged Goods, Merchandise & Service Purchases: Gender Analysis

Gender analysis: what else do prepared foods users put into the basket?

Table 5-15: C-Store Food, Foodservice, Consumer Packaged Goods, Merchandise & Service Purchases, by Prepared Foods Purchasers: Gender Analysis

Gender analysis: what else do non-prepared foods users put into the basket?

Table 5-16: C-Store Food, Foodservice, Consumer Packaged Goods, Merchandise & Service Purchases, by Non-Prepared Foods Purchasers: Gender Analysis

Age analysis: Prepared foods relationship to the convenience store basket

Table 5-17: C-Store Food, Foodservice, Consumer Packaged Goods, Merchandise & Service Purchases: Age Analysis

Age analysis: what else do prepared foods users put into the basket?

Table 5-18: C-Store Food, Foodservice, Consumer Packaged Goods, Merchandise & Service Purchases, by Prepared Foods Purchasers: Age Analysis

Age analysis: what else do non-prepared foods users put into the basket?

Table 5-19: C-Store Food, Foodservice, Consumer Packaged Goods, Merchandise & Service Purchases, by Non-Prepared Foods Purchasers: Age Analysis

HH income analysis: Prepared foods relationship to convenience store basket

Table 5-20: C-Store Food, Foodservice, Consumer Packaged Goods, Merchandise & Service Purchases: HH Income Analysis

HH income analysis: what else do prepared foods users put into the basket?

Table 5-21: C-Store Food, Foodservice, Consumer Packaged Goods, Merchandise & Service Purchases, by Prepared Foods Purchasers: HH Income Analysis

HH income analysis: what else do non-prepared foods users put into the basket?

Table 5-22: C-Store Food, Foodservice, Consumer Packaged Goods, Merchandise & Service Purchases, by Non-Prepared Foods Purchasers: HH Income Analysis

## **CHAPTER 6: SHOPPER CONTEXT: TRIP PLANNING, TIMING & PARTICIPANTS**

Introduction



## Summary analysis

Table 6-1: Trip Planning, Timing and Participants:

Supermarkets v. Convenience Stores

Supermarket Trip Planning, Timing and Participants

Gender analysis

Table 6-2: Supermarket Trip Planning, Timing and Participants, by Gender

Age analysis

Table 6-3: Supermarket Trip Planning, Timing and Participants, by Age

Convenience Store Trip Planning, Timing and Participants

Gender analysis

Table 6-4: C-Store Trip Planning, Timing and Participants, by Gender

Age analysis

Table 6-5: C-Store Trip Planning, Timing and Participants, by Age

HH income analysis

Table 6-6: C-Store Trip Planning, Timing and Participants, by HH Income

Presence of children analysis

Table 6-7: C-Store Trip Planning, Timing and Participants, by Presence of Children

## **CHAPTER 7: PREPARED FOODS & DISPENSED BEVERAGE PURCHASES**

### Introduction

Summary comparative analysis

Portability shapes supermarket and convenience store food item prevalence

Convenience store beverage reliance: not just coffee

Graph 7-1: Prepared Foods & Dispensed Beverage Purchases in Past 3 Months:

Supermarket v. Convenience Store

Supermarket Prepared Foods & Dispensed Beverage Purchases

Gender analysis

Table 7-1: Supermarket Prepared Foods & Dispensed Beverage Purchases in Past 3 Months, by Gender

Age analysis

Table 7-2: Supermarket Prepared Foods & Dispensed Beverage Purchases in Past 3 Months, by Age

HH Income analysis

Table 7-3: Supermarket Prepared Foods & Dispensed Beverage Purchases in Past 3 Months, by HH Income

Race/ethnicity analysis

Table 7-4: Supermarket Prepared Foods & Dispensed Beverage Purchases in Past 3 Months, by Race/Ethnicity

## Regional analysis

Table 7-5: Supermarket Prepared Foods & Dispensed Beverage Purchases in Past 3 Months, by Region

Convenience Store Prepared Foods & Dispensed Beverage Purchases

## Gender analysis

Table 7-6: C-Store Prepared Foods & Dispensed Beverage Purchases in Past 3 Months, by Gender

## Age analysis

Table 7-7: C-Store Prepared Foods & Dispensed Beverage Purchases in Past 3 Months, by Age

## HH Income analysis

Table 7-8: C-Store Prepared Foods & Dispensed Beverage Purchases in Past 3 Months, by HH Income

## Race/ethnicity analysis

Table 7-9: C-Store Prepared Foods & Dispensed Beverage Purchases in Past 3 Months, by Race/Ethnicity

## Regional analysis

Table 7-10: C-Store Prepared Foods & Dispensed Beverage Purchases in Past 3 Months, by Region

## **CHAPTER 8: PREPARED FOODS PURCHASE DECISION INFLUENCERS & ATTRIBUTE PERCEPTIONS**

### Introduction

### Summary analysis

Not at the top of the shopping list

Bundled promotional tie-ins low

Health advertisements low

More for self than others

Portability & taking it to go

Curb appeal

Graph 8-1: Prepared Foods Purchase Decision, In-Store Purchase Decision Influencers, Participants, Appeal & Portability: Supermarkets v. Convenience Stores

### Age analysis

Table 8-1: Supermarket Prepared Foods Purchase Decision, In-Store Purchase Decision Influencers, Participants, Appeal & Portability, by Age

### HH income analysis

Table 8-2: Supermarket Prepared Foods Purchase Decision, In-Store Purchase Decision Influencers, Participants, Appeal & Portability, by HH Income

### Race/ethnicity analysis

Table 8-3: Supermarket Prepared Foods Purchase Decision, In-Store Purchase Decision Influencers, Participants, Appeal & Portability, by Race/Ethnicity

### Presence of children analysis

Table 8-4: Supermarket Prepared Foods Purchase Decision, In-Store Purchase Decision Influencers, Participants, Appeal & Portability, by Presence of Children  
Convenience Store Prepared Foods Purchase Decision, In-Store Purchase Decision Influencers, Participants, Appeal & Portability

### Gender analysis

### Age analysis

Table 8-5: C-Store Prepared Foods Purchase Decision, In-Store Purchase Decision Influencers, Participants, Appeal & Portability, by Age

### Race/ethnicity analysis

Table 8-6: C-Store Prepared Foods Purchase Decision, In-Store Purchase Decision Influencers, Participants, Appeal & Portability, by Race/Ethnicity

### Presence of children analysis

Table 8-7: C-Store Prepared Foods Purchase Decision, In-Store Purchase Decision Influencers, Participants, Appeal & Portability, by Presence of Children

## **CHAPTER 9: PREPARED FOODS TASTE, VARIETY, VALUE, HEALTH & BRAND PREFERENCES**

### Introduction

### Summary analysis

### Leveraging attributes for gain

### Taste, value and variety

### QSR competition

### Branding preferences

Graph 9-1: Prepared Foods Taste, Variety, Value, Health, Brand Preference Rating: Supermarkets v. Convenience Stores

Supermarket Prepared Foods: Food Attribute Ranking & Brand Preference

### Taste, value and variety

### QSR competition

### Branding preferences

Graph 9-2: Prepared Foods: Food Attribute Ranking & Brand Preference: Supermarkets

### Gender analysis

Graph 9-3: Supermarket Prepared Foods: Food Attribute Ranking & Brand Preference, by Gender

### Age analysis

Table 9-1: Supermarket Prepared Foods: Food Attribute Ranking & Brand Preference, by Age

### HH income analysis

Table 9-2: Supermarket Prepared Foods: Food Attribute Ranking & Brand Preference, by HH Income

Convenience Store Prepared Foods: Food Attribute Ranking & Brand Preference

Taste, value and variety

QSR competition

Branding preferences

Graph 9-4: Prepared Foods: Food Attribute Ranking & Brand Preference: Convenience Stores

Note on gender

### Age analysis

Table 9-3: C-Store Prepared Foods: Food Attribute Ranking & Brand Preference, by Age

### HH income analysis

Table 9-4: Prepared Foods: Food Attribute Ranking & Brand Preference, by HH Income

Race/ethnicity analysis

Table 9-5: Prepared Foods: Food Attribute Ranking & Brand Preference, by Race/Ethnicity

## **CHAPTER 10: REASONS FOR NOT GETTING PREPARED FOODS**

### Introduction

Summary analysis

Pricing

Home cooked meals and other options

Quality and taste

Carry what I normally eat!

Graph 10-1: Reasons Consumers Do Not Purchase Prepared Foods

Gender analysis

Table 10-1: Reasons Consumers Do Not Purchase Prepared Foods, by Gender

Age analysis

Table 10-2: Reasons Consumers Do Not Purchase Prepared Foods, by Age

HH income analysis

Table 10-3: Reasons Consumers Do Not Purchase Prepared Foods, by HH Income

Race/ethnicity analysis

Table 10-4: Reasons Consumers Do Not Purchase Prepared Foods, by Race/Ethnicity  
Regional analysis

Table 10-5: Reasons Consumers Do Not Purchase Prepared Foods, by Race/Ethnicity  
Presence of children analysis

Table 10-6: Reasons Consumers Do Not Purchase Prepared Foods, by Presence of  
Children

## **CHAPTER 11: CUSTOM CONSUMER GROUP ANALYSIS**

Meet the custom consumer groups

Healthy Eaters

Table 11-1: Healthy Eaters Consumer Group: Key Attitudes & Behaviors

Budget Buyers

Table 11-2: Budget Buyers Consumer Group: Key Attitudes & Behaviors

Table 11-3: Tenuous Spendthrifts Consumer Group: Key Attitudes & Behaviors

Table 11-4: Demographic Analysis: Food Retail Custom Consumer Groups

Market basket analysis: supermarkets

Table 11-5: Supermarket Food, Foodservice, Consumer Packaged Goods,  
Merchandise

& Service Purchases, by Type of Good/Service: Food Retail Custom Consumer Groups

Market basket analysis: convenience stores

Table 11-6: Convenience Store Food, Foodservice, Consumer Packaged Goods,  
Merchandise

& Service Purchases, by Type of Good/Service: Food Retail Custom Consumer Groups

Custom consumer group prepared food purchases

Supermarket analysis

Table 11-7: Supermarket Prepared Foods Purchased, by Food Type:  
Food Retail Custom Consumer Groups

Convenience store analysis

Table 11-8: Convenience Store Prepared Foods Purchased, by Food Type:  
Food Retail Custom Consumer Groups

## **CHAPTER 12: ENGAGED PREPARED FOODS USERS**

Introduction

Visit frequency definitions

Summary analysis: a question of engagement

Table 12-1: Supermarket Mean Use in Past 3 Months, by Mean Supermarket Prepared  
Foods Use, Mean C-Store Use and Mean C-Store Prepared Foods Use

Supermarket repeat users: cross channel use & cross-channel prepared foods use

Table 12-2: Supermarket Mean Use in Past 3 Months, by Mean Supermarket Prepared Foods Use, Mean C-Store Use and Mean C-Store Prepared Foods Use

C-store repeat users: cross channel use & cross-channel prepared foods use

Table 12-3: C-Store Mean Use in Past 3 Months, by Mean C-Store Prepared Foods Use, Mean Supermarket Use and mean Supermarket Prepared Foods Use

Prepared Foods Perceptions, Preferences & Shopping Context, by Usage Frequency  
Supermarket analysis

Table 12-4: Supermarket Prepared Foods Perceptions, Preferences and Shopping Context,

by Supermarket Prepared Foods Frequency of Use

Convenience store analysis

Table 12-5: Convenience Store Prepared Foods Perceptions, Preferences and Shopping Context, by Convenience Store Prepared Foods Frequency of Use

## **CHAPTER 13: FOODSERVICE AT RETAIL: BRAND ANALYSIS AND STORE VISITS**

Costco Wholesale Corporation

Membership structure

Table 13-1: Costco Membership, by Type: 2007-2011

Costco category sales

Table 13-2: Services Offered, Number of Costco Units: 2007-2011

Table 13-3: Costco Food and Foodservice Sales, 2011

Private label

Costco by the numbers

Table 13-4: Costco by the numbers

Costco prepared foods store visit

Store format

Food Court

Table 13-5: CostCo: Refrigerated Casings, Items & Prices, May 2012

Refrigerated & Hot Casings

Trends

The Fresh Market, Inc.

Defining the customer experience

Table 13-6: The Fresh Market Customer Experience, Defined

Value proposition

Growth opportunities

Product mix

The stores

Small box advantage

The Fresh Market by the numbers

Sales top \$1 billion on strong growth trend

Table 13-7: The Fresh Market by the numbers

The Kroger Co.

Store formats

Fresh Fare

Convenience stores

Private label powerhouse

Kroger by the numbers

2011

2010

Table 13-8: Kroger by the numbers

Kroger: Food 4 Less prepared foods store visit

Restaurant-like kiosk

Hot foods

Deli

Bakery

Table 13-9: Food 4 Less: Prepared Food Counter, Items & Prices, April 2012

Kroger: Ralphs prepared foods store visit

Signature Salsa & Chips Bar

Beverage Center

Ice Cream Center

Bakery

Restaurant-like kiosk

Hot foods

Deli

Table 13-10: Ralphs: Prepared Food Counter, Items & Prices, April 2010

Safeway Inc.

Store formats

Lifestyle reformats

Own brand developments

Core brand developments

Premium brand developments

Health & Wellness brand developments

Safeway by the numbers

Table 13-11: Safeway by the numbers

Safeway: Dominick's prepared food store visit

Deli Section

Table 13-12: Dominick's/Safeway: Deli Counter, Items & Prices, May 2012

Hot Bar

Salad Bar

Table 13-13: Dominick's/Safeway: Hot bar & Salad bar, Items & Prices, May 2012

Soup Bar

Table 13-14: Dominick's/Safeway: Soup Bar, Items & Prices, May 2012

Refrigerated Casings

Table 13-15: Dominick's/Safeway: Refrigerated Casings, Items & Prices, May 2012

Hot and Ambient Casings

Table 13-16: Dominick's/Safeway: Hot & Ambient Casings Items & Prices, May 2012

Starbucks

Table 13-17: Dominick's/Safeway: Starbucks Items & Prices, May 2012

Trends

Safeway: Vons prepared food visit

Hot & Cold Bar

Soup Bar

Beverage Center

Bakery

Restaurant-like kiosk

Hot foods

Deli

Table 13-18: Vons: Prepared Food Counter, Items & Prices, April 2012

SUPERVALU INC.

Retail food operations

Private label

Value brand

National brand equivalent

Premium brands

SUPERVALU by the numbers

Table 13-19: SUPERVALU by the numbers

SUPERVALU: Alberston's prepared food store visit

Soup Bar

Beverage Center

Bakery

Restaurant-like kiosk

Hot foods

Deli

Table 13-20: Albertsons: Prepared Food Counter, Items & Prices, April 2012

Target Corporation



Aggressive grocery expansion

Table 13-21: Target Retail Units, by Category: 2007-2011

Translating to higher grocery sales share

Table 13-22: Target Retail Sales, by Category: 2009-2011

Urban and smaller footprint push

Target by the numbers

Table 13-23: Target by the numbers

SuperTarget prepared foods store visit

2010-2012 comparative analysis

Starbucks

Table 13-24: SuperTarget: Starbucks, Items & Prices, May 2012

Pizza Hut

Table 13-25: Target: Pizza Hut, Items & Prices, May 2012

Refrigerated Casings

Table 13-26: SuperTarget: Refrigerated Casings, Items & Prices, May 2012

Tesco PLC

Fresh & Easy

EatWell

Sales crack \$1 billion

Table 13-27: Fresh & Easy by the numbers

Fresh & Easy prepared food store visit

Easy Meals/Fresh Deals

Fresh & Easy Kitchen

Goodness For Kids

Eat Well

“Gourmet”

Sides

Beverage Center

Bakery

Table 13-28: Fresh & Easy: Prepared Food Counter, Items & Prices, April 2012

Walmart Stores, Inc.

Meat and produce to provide halo for fresh foods

Low price guarantee

Increasing assortment

Smaller footprint experimentation

Table 13-29: Walmart U.S. Unit Count, by Store Format

Walmart by the numbers

Table 13-30: Walmart by the numbers

Walmart Neighborhood Express prepared foods visit

## Refrigerated Casings

Table 13-31: Walmart Express: Refrigerated Casings, Items & Prices, May 2012

Walmart Neighborhood Store prepared foods visit

Trends

## Heated Casings

Table 13-32: Walmart Neighborhood Store: Heated Casings, Items & Prices, May 2012

Soup Bar

Table 13-33: Walmart Neighborhood Store: Soup Bar, Items & Prices, May 2012

## Refrigerated Casings

Table 13-34: Walmart Neighborhood Store: Refrigerated Casings, Items & Prices, May 2012

Whole Foods Market

Core values

Health Starts Here

Wellness Clubs

Whole Kids Foundation

Whole Foods by the numbers

Table 13-35: Whole Foods by the numbers

Whole Foods Market prepared food visit

Store introduction: a dynamic third place

Summary takeaways

Prepared foods enhance customer interaction flexibility

2010-2012 trend takeaways

Maintaining, but not leading?

Product integration potential

Restaurant/foodservice kiosk analysis

Table 13-36: Whole Foods: Restaurants/Foodservice Kiosks, Items & Prices, 2010-2012

Hot bar analysis

Salad bar analysis

Soup bar analysis

Refrigerated casings

## **APPENDIX: ADDITIONAL CONSUMER TABLES**

Prepared foods usage and mean usage & usage share at retail establishments

Table Appendix-1: Retail Establishment Prepared Foods Visits, Mean Visits & Visit Share: Gender Analysis

Prepared foods usage and mean usage & usage share at retail establishments

Table Appendix-2: Retail Establishment Prepared Foods Obtainment, Mean Visits & Visit Share: Age Analysis

Prepared foods usage and mean usage & usage share at retail establishments

Table Appendix-3: Retail Establishment Prepared Foods Obtainment, Mean Visits & Visit Share: HH Income Analysis

Prepared foods usage and mean usage & usage share at retail establishments

Table Appendix-4: Retail Establishment Prepared Foods Obtainment, Mean Visits & Visit Share: Race/Ethnicity Analysis

## I would like to order

Product name: Prepared Foods and Ready-to-Eat Foods at Retail, 2nd Edition

Product link: <https://marketpublishers.com/r/P3984E252DDEN.html>

Price: US\$ 3,995.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/P3984E252DDEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970