+44 20 8123 2220
info@marketpublishers.com

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 Albertstons, Costco, Dominick's, Food 4 Less, Fresh & Easy, Ralphs, SuperTarget, Vons, Walmart Neighborhood Express, Walmart Neighborhood Store, and Whole Foods Market.

Market Publishers
+44 20 8123 2220
info@marketpublishers.com

Contents

CHAPTER 1: EXECUTIVE SUMMARY

+44 20 8123 2220
info@marketpublishers.com

CHAPTER 2: PREPARED FOODS MARKET SIZE AND FORECAST

CHAPTER 3: PREPARED FOOD TRENDS, INNOVATIONS & STRATEGIES

+44 20 8123 2220
info@marketpublishers.com

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

+44 20 8123 2220
info@marketpublishers.com

+44 20 8123 2220
info@marketpublishers.com

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

+44 20 8123 2220
info@marketpublishers.com

+44 20 8123 2220
info@marketpublishers.com

+44 20 8123 2220
info@marketpublishers.com

APPENDIX: ADDITIONAL CONSUMER TABLES

+44 20 8123 2220
info@marketpublishers.com

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

+44 20 8123 2220
info@marketpublishers.com

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

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

Custumer 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