

The Supercenter Grocery Shopper: U.S. Consumer Patterns at Walmart, Target, Meijer, and Fred Meyer

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Abstracts

Countries covered: United States

When it comes to analyzing the modern American consumer, what differentiates one person from the next is not only what they choose to purchase and eat, but where they choose to do their grocery shopping and what motivates them to prefer one location or type of store over another. Supercenter shoppers have different needs and motives than those who do their food shopping primarily at conventional supermarkets, discount grocery stores, farmers markets, or health food stores. Similarly, among supercenter shoppers, there are differences between those who shop at Walmart compared to consumers who frequent its competitor SuperTarget or even those who prefer regional supercenters such as Fred Meyer and Meijer.

In this latest report, *The Supercenter Grocery Shopper: U.S. Consumer Patterns at Walmart, Target, Meijer, and Fred Meyer*, Packaged Facts examines the modern supercenter shopper to help marketers and food manufacturers understand this unique demographic as they position their products to reach this sometimes affluent, yet disproportionately more frequent to shop consumer base. In the report, demographic and psychographic analysis of these consumers is broken down by:

Race

Age and gender

Household structure and family size

Household income

Health consciousness

Foodie tendencies and adventurous eating habits

Consumption of meals cooked at home versus dining out

Budget-based shopping, use of coupons, and likelihood of seeking out sales or promotions

Store and brand loyalty

Shopping with family and friends

Frequency of shopping

Purchase of natural and organic food products

Purchase of private label food products

Purchase of low fat or fat free food products

Food/beverage purchase patterns by category and national brand

Scope and Methodology

The research in this report is based on Packaged Facts' ongoing coverage of the consumer packaged goods, foodservice, and food and beverage retail markets. The majority of this report draws on customized cross tabulations of data from the Experian Simmons National Consumer Survey for Spring 2012 based on a survey pool of 25,207 U.S. adults. Additional information was gathered from various business and trade media, in addition to company websites and annual reports.

Contents

Chapter 1: Executive Summary

Introduction

Scope and Methodology

Key Definitions

Households with Children, Households without Children

Figure 1-1: Household Structure of Shoppers at Supercenters and Grocery Stores, 2012 (index)

Household Income Less Affluent for Walmart Shoppers Compared to Others

SuperTarget Consumers More Likely to Live in Affluent Homes

Figure 1-2: Household Income for Shoppers at Major Supercenters and Grocery Stores, 2012 (percent)

SuperTarget Consumers Trend Healthier Than Average

Figure 1-3: Select Diet and Health Psychographics for Shoppers at Major Supercenters and Grocery Stores, 2012 (index)

Meals Cooked at Home a Rare Treat For Busy Walmart Shoppers

The Impact of Fast Food Culture on SuperTarget and Meijer Shoppers

Figure 1-4: Select Psychographics Indicating Willingness to Cook at Home for Shoppers at Supercenters and Grocery Stores, 2012 (index)

Figure 1-5: Select Psychographics Indicating Preference to Consume Quick, Easy Meals for Shoppers at Supercenters and Grocery Stores, 2012 (index)

Budget Conscious Supercenter Shoppers

Even Affluent Consumers Can't Resist a Bargain

Figure 1-6: Select Frugal or Budget-Conscious Shopping Psychographics for Consumers at Supercenters and Grocery Stores, 2012 (index)

Figure 1-7: Select Psychographics Indicating Brand or Store Loyalty Over Sway of Lower Prices for Consumers at Supercenters and Grocery Stores, 2012 (index)

Celebrities Hold Sway with Product Brands Purchased by SuperTarget and Meijer Shoppers

Figure 1-8: Tendency to Be Swayed By Celebrities When Purchasing Products/Brands, 2012 (index)

Chapter 2: Topline Demographic Insights on Supercenter

Shoppers

Who Shops at Supercenters

Supercenter Shoppers by Race

Walmart Reaches Wide Range of Consumers, But Has Room To Grow Appealing to Asian Shoppers

Table 2-1: Race Demographics for Shoppers at Walmart Supercenter, 2012 (index, percent)

Range of International and Ethnic-Themed Private Label Food Selections Help SuperTarget Appeal to Minorities

Table 2-2: Race Demographics for Shoppers at SuperTarget, Meijer, and Fred Meyer, 2012 (index, percent)

Growing Economic Influence of Latinos to Be a Boon to Walmart and SuperTarget
Fred Meyer and Meijer Also Have Pulse on Minority Segment

Figure 2-1: Race Demographics for Shoppers at Major Supercenters and Grocery Stores, 2012 (index)

Minorities Less Likely to Shop Exclusively at Grocery Stores

Table 2-3: Race Demographics for Shoppers at Grocery Stores/Supermarkets, 2012 (index, percent)

Age and Gender Profiles of Supercenter Shoppers

Baby Boomers Make Up Majority of Walmart Shoppers

But Gen X and Gen Y Adults Most Likely to Be Frequent Walmart Shoppers

Table 2-4: Age and Gender Demographics, Walmart Consumers, 2012 (index, percent)

Strong Gen X Skew For Shopping at Non-Walmart Supercenters

Table 2-5: Age and Gender Demographics, SuperTarget, Meijer, and Fred Meyer Consumers, 2012 (index, percent)

Seniors and Baby Boomers Most Likely to Shop Exclusively at Grocery Stores

Table 2-6: Age and Gender Demographics, Grocery Store/Supermarket Consumers, 2012 (index, percent)

How Supercenter Shoppers Live

Households with Children, Households without Children

Figure 2-2: Household Structure of Shoppers at Supercenters and Grocery Stores, 2012 (index)

Table 2-7: Family Structure of Shoppers at Walmart Supercenter, 2012 (index, percent)

Table 2-8: Family Structure of Shoppers at SuperTarget, Meijer, and Fred Meyer, 2012 (index, percent)

Table 2-9: Family Structure of Shoppers at Grocery Stores/ Supermarkets, 2012 (index, percent)

The Larger the Household the More Likely Walmart Is Preferred Destination

Table 2-10: Family/Household Structure, Walmart Consumers, 2012 (index, percent)
More Than Half of Walmart Consumers are Married

Table 2-11: Marital Status of Shoppers at Walmart Supercenter, 2012 (index, percent)
More than 75% of Non-Walmart Supercenter Shoppers Live in Multi-Person Households

Table 2-12: Family/Household Structure, SuperTarget, Meijer, and Fred Meyer Consumers, 2012 (index, percent)

Non-Walmart Supercenter Shoppers More Likely To Be Married

Table 2-13: Marital Status of Shoppers at SuperTarget, Meijer, and Fred Meyer, 2012 (index, percent)

Consumers in Single Person Households More Likely to Shop Exclusively at Grocery Stores

Table 2-14: Family/Household Structure, Grocery Store/Supermarket Consumers, 2012 (index, percent)

Table 2-15: Marital Status of Shoppers at Grocery Stores/Supermarkets, 2012 (index, percent)

Pet Ownership More Common Among Supercenter Shoppers

Figure 2-3: Pet Ownership Among Shoppers at Major Supercenters and Grocery Stores (index, percent)

Supercenter Shoppers' Household Income

Walmart Shoppers Less Affluent Than Non-Walmart Shoppers

Figure 2-4: Household Income for Shoppers at Walmart Supercenter, 2012 (percent)

Figure 2-5: Household Income for Non-Walmart Supercenter Shoppers, 2012 (percent)

Table 2-16: Household Income for Shoppers at Walmart Supercenter, 2012 (index, percent)

SuperTarget Consumers More Likely to Live in Affluent Homes

Table 2-17: Household Income for Shoppers at SuperTarget, Meijer, and Fred Meyer, 2012 (index, percent)

Figure 2-6: Household Income for Shoppers at Major Supercenters and Grocery Stores, 2012 (percent)

Affluence a More Common Trait Among Those Who Shop Exclusively at Grocery Stores

Table 2-18: Household Income for Shoppers at GroceryStores/ Supermarkets, 2012 (index, percent)

Chapter 3: Topline Psychographic Insights on Supercenter Shoppers

Diet and Health Psychographics for Supercenter Shoppers

Busy Lifestyles, Lower Incomes Factor Into Why Walmart Shoppers are Less Healthy Than Other Consumers

Table 3-1: Diet and Health Psychographics for Shoppers at Walmart Supercenter, 2012 (index, percent)

SuperTarget, Fred Meyer, and Meijer Consumers Trend Healthier Than Average

Table 3-2: Diet and Health Psychographics for Shoppers at Target, Meijer, and Fred Meyer, 2012 (index, percent)

Figure 3-1: Select Diet and Health Psychographics for Shoppers at Major Supercenters and Grocery Stores, 2012 (index)

Connection Between Health Consciousness of Older Adults and Grocery Store Shopping

Table 3-3: Diet and Health Psychographics for Shoppers at Grocery Stores/Supermarkets, 2012 (index, percent)

The Foodie Culture and Modern American Supercenter Shoppers
Foreign Foods Not on the Menu for Many Walmart Shoppers

Table 3-4: Psychographics Indicating Gourmet or Adventurous Food Preferences for Shoppers at Walmart Supercenter, 2012 (index, percent)

SuperTarget and Fred Meyer Consumers Skew Toward Gourmet and Adventurous Food Preferences

Table 3-5: Psychographics Indicating Gourmet or Adventurous Food Preferences for Shoppers at SuperTarget, Meijer, and Fred Meyer, 2012 (index, percent)

Figure 3-2: Select Psychographics Indicating Gourmet or Adventurous Food Preferences for Shoppers at Supercenters and Grocery Stores, 2012 (index)

Fewer Frills or Foodie Thrills for Grocery Store Exclusive Shoppers

Table 3-6: Psychographics Indicating Gourmet or Adventurous Food Preferences for Shoppers at Grocery Stores/Supermarkets, 2012 (index, percent)

The Battle of Home-Cooked Meals Versus Quick and Easy Dining Options
Meals Cooked at Home a Rare Treat For Busy Walmart Shoppers

Table 3-7: Psychographics Indicating Willingness to Either Cook at Home or Consume Quick, Easy Meals for Shoppers at Walmart Supercenter, 2012 (index, percent)

The Impact of Fast Food Culture on Non-Walmart Supercenter Shoppers

Table 3-8: Psychographics Indicating Willingness to Either Cook at Home or Consume Quick, Easy Meals for Shoppers at SuperTarget, Meijer, and Fred Meyer, 2012 (index, percent)

Figure 3-3: Select Psychographics Indicating Willingness to Cook at Home for Shoppers at Supercenters and Grocery Stores, 2012 (index)

Figure 3-4: Select Psychographics Indicating Preference to Consume Quick, Easy Meals for Shoppers at Supercenters and Grocery Stores, 2012 (index)

Table 3-9: Psychographics Indicating Willingness to Cook at Home or Consume Quick, Easy Meals for Shoppers at Grocery Stores/Supermarkets, 2012 (index, percent)

Budget Conscious Supercenter Shoppers

Coupons, Sales Influence Food Purchases By Walmart Consumers

Table 3-10: Budget-Based Psychographics for Shoppers at Walmart Supercenter, 2012 (index, percent)

Figure 3-5: Select Frugal or Budget-Conscious Shopping
Psychographics for Consumers at Supercenters and Grocery Stores, 2012 (index)

Figure 3-6: Select Psychographics Indicating Brand or Store Loyalty Over Sway of Lower Prices for Consumers at Supercenters and Grocery Stores, 2012 (index)

Even Affluent Consumers Can't Resist a Bargain

Table 3-11: Budget-Based Psychographics for Shoppers at SuperTarget, Meijer, and Fred Meyer, 2012 (index, percent)

Celebrities Hold Sway with Product Brands Purchased by SuperTarget and Meijer Shoppers

Figure 3-7: Tendency to Be Swayed By Celebrities When Purchasing Products/Brands, 2012 (index)

Grocery Store Shoppers Willing to Pay More For Quality Goods They Want

Table 3-12: Budget-Based Psychographics for Shoppers at Grocery Stores/Supermarkets, 2012 (index, percent)

Store Loyalty More Steadfast Among Walmart Shoppers

Table 3-13: Psychographics Regarding What Draws Walmart Shoppers to Stores, 2012 (index, percent)

More Wanderlust Among SuperTarget Customers

Table 3-14: Psychographics Regarding What Draws SuperTarget, Meijer, and Fred Meyer Shoppers to Stores, 2012 (index, percent)

Proximity is Key to Winning Loyalty of Those Who Shop Exclusively at Grocery Stores

Table 3-15: Psychographics Regarding What Draws Grocery Store/Supermarket Shoppers to Stores, 2012 (index, percent)

In Store Behavior and Preferences

The Family and Social Shopping Dynamic

Frequent Walmart Shoppers Say Children Significantly Impact Purchases

Table 3-16: Psychographics Regarding Shopping With Family/Friends Vs. Shopping Solo, Walmart Consumers, 2012 (index, percent)

One Stop Shop Appeal Makes Supercenters Ideal for Social Shopping

Table 3-17: Psychographics Regarding Shopping With Family/Friends Vs. Shopping Solo, SuperTarget, Meijer, and Fred Meyer Consumers, 2012 (index, percent)

Figure 3-8 Psychographics Regarding Impact on Purchases and Shopping Experience Due to Family/Friends for Consumers at Supercenters and Grocery Stores, 2012

Grocery Store Customers Prefer to Shop Alone

Table 3-18: Psychographics Regarding Shopping With Family/Friends Vs. Shopping Solo, Grocery Store/Supermarket Consumers, 2012 (index, percent)

Frequency of Shopping

Leisurely Visits and Spontaneous Purchases are Part of Frequent Walmart Shoppers' Profile

Table 3-19: Psychographics Regarding Frequency of Shopping and In Store Shopping Tendencies, Walmart Consumers, 2012 (index, percent)

Frequent Shopping, Browsing Define Non-Walmart Supercenter Shoppers

Table 3-20: Psychographics Regarding Frequency of Shopping and In Store Shopping Tendencies, SuperTarget, Meijer, and Fred Meyer, 2012 (index, percent)

Figure 3-9: Select Psychographics Regarding Frequency of Shopping and In Store Shopping Tendencies, Supercenter and Grocery Store Consumers, 2012

Grocery Store Exclusive Shoppers Get What They Want and Then Get Out

Table 3-21: Psychographics Regarding Frequency of Shopping and In Store Shopping Tendencies, Walmart Consumers, 2012 (index, percent)

Chapter 4: Retail Food and Beverage Market Purchases

Natural and Organic Food Products

Fred Meyer and SuperTarget Lead in Purchases of Natural and Organic Food Products

Figure 4-1: Purchase of Organic Products, Supercenter and Grocery Store Shoppers, 2012 (index)

Walmart and Meijer Find Footing in Organic Market

Table 4-1: Purchase of Organic Products, Supercenter and Grocery Store Shoppers, 2012 (index, percent)

Non-Walmart Supercenter Shoppers Most Likely to Purchase Healthier, Low Fat or Fat Free Food Products

Table 4-2: Purchase of Healthy/Low Fat/Fat Free/Nutritional Food Products, Supercenter and Grocery Store Shoppers, 2012 (index, percent)

Private Label Food Trends

Great Value Describes More Than Just Competitive Pricing of Walmart Private Label Food Products

Figure 4-2: Purchase of Private Label, Supercenter and Grocery Store Shoppers, 2012 (index)

Table 4-3: Purchase Any Type of Private Label Food or Drink Products, Supercenter and Grocery Store Shoppers, 2012 (index, percent)

Table 4-4: Purchase of Private Label Baking Products, Supercenter and Grocery Store Shoppers, 2012 (index, percent)

Archer Farms Lends SuperTarget a Recognizable Brand in the Premium Product Battle

Table 4-5: Purchase of Private Label Condiments, Supercenter and Grocery Store Shoppers, 2012 (index, percent)

Table 4-6: Purchase of Private Label Dairy Products, Supercenter and Grocery Store Shoppers, 2012 (index, percent)

Partnership with Kroger Aids Fred Meyer's Private Label Offerings

Table 4-7: Purchase of Private Label Frozen Foods, Supercenter and Grocery Store Shoppers, 2012 (index, percent)

Table 4-8: Purchase of Private Label Meat Products, Supercenter and Grocery Store Shoppers, 2012 (index, percent)

Meijer Stands As a Little Giant In Private Label Sector

Table 4-9: Purchase of Private Label Snacks/Desserts, Supercenter and Grocery Store Shoppers, 2012 (index, percent)

Table 4-10: Purchase of Private Label General Food Products, Supercenter and Grocery Store Shoppers, 2012 (index, percent)

Private Label Beverages Popular With Supercenter Shoppers

Table 4-11: Purchase of Private Label Beverage Products, Supercenter and Grocery Store Shoppers, 2012 (index, percent)

Brands Favored By Supercenter Shoppers

Baking Product Brands

Table 4-12: Baking Product Brands Purchased By Supercenter and Grocery Store Shoppers, 2012 (index, percent)

Condiment Brands

Table 4-13: Condiment Brands Purchased By Supercenter and Grocery Store Shoppers, 2012 (index, percent)

Dairy Product Brands

Table 4-14: Dairy Product Brands Purchased By Supercenter and Grocery Store Shoppers, 2012 (index, percent)

Frozen Food Brands

Table 4-15: Frozen Food Brands Purchased By Supercenter and Grocery Store Shoppers, 2012 (index, percent)

Meat Product Brands

Table 4-16: Meat Brands Purchased By Supercenter and Grocery Store Shoppers, 2012 (index, percent)

Snack/Dessert Product Brands

Table 4-17: Snack/Dessert Product Brands Purchased By Supercenter and Grocery Store Shoppers, 2012 (index, percent)

General Food Product Brands

Table 4-18: Brands of General Food Products Purchased By Supercenter and Grocery Store Shoppers, 2012 (index, percent)

Beverage Product Brands

Table 4-19: Brands of Beverage Products Purchased By Supercenter and Grocery Store Shoppers, 2012 (index, percent)

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