

Customers' behavior in the frozen semi-prepared food market (including consumers' perception maps of 16 the most popular brands)

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Methods of the research

1. Qualitative research. Depth interviews with frozen semi-prepared food consumers. Sampling – 50 respondents. The interview was carried out in order to:

- reveal the consumption peculiarities of different kinds of frozen semi-prepared food;
- determine the perception peculiarities of the most popular brands in the frozen semi-prepared food market;
- reveal the motives of choice of different kinds of frozen semi-prepared food;
- analyze the market segments based on the motives of choice.

2. Quantitative research. Standardized interviews with frozen semi-prepared food consumers (representational sampling in Moscow, 1000 respondents)

The aim of this work was to:

- get the perception maps of the most popular brands in the Moscow's market. There were worked out the perception maps of 16 the most popular brands in Moscow;
- estimate the size of consumers' segments based on their motives of choice;
- estimate and analyze secondary motives, influencing the consumers' choice;
- determine social and demographic profiles of the largest frozen semi-prepared food consumers' segments based on their motives of choice.

Abstract

The given report represents a depth analysis of frozen semi-prepared food consumers' behavior based on consumers' segmentation according to their motives of choice. Application of this technology allows to understand and explain the reasons of consumers' behavior, the reasons of their preferences of brands

and true reasons of their loyalty to one or another brand of the market.

The analysis allows to discover the most effective platforms and positioning ideas for development of the present brands and for creation of new ones. In the report you will also find consumers' perception maps of 16 the most popular brands of frozen semi-prepared food in the ravioli, chopped meet semi-prepared food and pancakes segments. On basis of this analysis are described the new market resources of the existing brands and opportunities for creation new brands which will be aimed at dissatisfied consumers' expectations.

The report results start with description of the frozen semi-prepared food market development tendencies. There is data on the frozen semi-prepared food market capacity, its tendencies and pace of development.

Next you will find data on the frozen semi-prepared food market structure according to the types of products, on the ravioli, chopped meet semi-prepared food and pancakes segments. When analyzing each of these segments there were described their development tendencies, competitive environment and market shares of the largest manufacturers both in the Russian market as a whole and separately in the biggest cities of the country (e.g. Moscow, St.-Petersburg), customers' preferences, preferential kinds of packing, the most popular brands, the structure of a segment by sales channels. Then goes segmentation of customers by motives of choice and are described the basic market strategies aimed at satisfaction of needs of each of the market segment.

The development strategies of the most popular Russian brands are considered from the viewpoint of expectations of consumers, selected according to their motives of brand choice. As arguments there were used both depth interviews with representatives of companies – manufacturers and consumers perception maps.

In conclusion there are ratings of popularity, consumption and loyalty factors (worked out by the experts of Proryv company) of frozen semi-prepared food brands.

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Quantity of charts: 77

Quantity of tables: 24

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