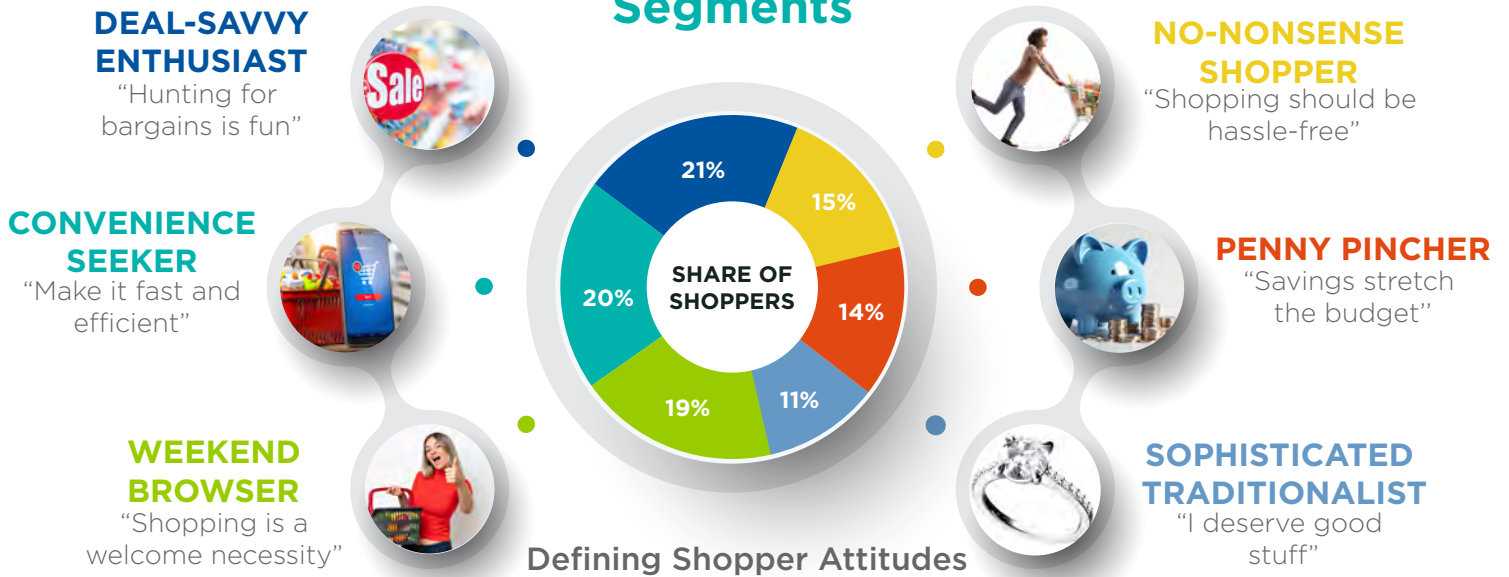


# C+R's CPG Shopper Segmentation

Most CPG companies have a consumer segmentation, but many have not undertaken a shopper segmentation. If this sounds familiar, C+R's shopper segmentation can help – giving you the insights you need for shopper targeting and messaging strategies.

## Meet the Shopper Segments



**DEAL-SAVVY ENTHUSIAST**  
"Hunting for bargains is fun"

**NO-NONSENSE SHOPPER**  
"Shopping should be hassle-free"

**CONVENIENCE SEEKER**  
"Make it fast and efficient"

**PENNY PINCHER**  
"Savings stretch the budget"

**WEEKEND BROWSER**  
"Shopping is a welcome necessity"

**SOPHISTICATED TRADITIONALIST**  
"I deserve good stuff"

## Defining Shopper Attitudes

- Hunting bargains gives me a rush
- I enjoy browsing the web and adding items to virtual carts

- Searching for online coupons feels like too much hassle
- I never/rarely take time to carefully evaluate different shopping options online

- I try to get in and out of a grocery store as quickly as possible
- I choose the convenience of online shopping to avoid crowds

- I spend time looking for sales and coupons before shopping in-store
- I carefully stick to my grocery list

- I enjoy leisurely weekend grocery trips
- The only research I do is looking at items in-store

- I don't buy groceries at mass
- I only check-out in lanes that have a cashier

# Two of the Six Segment Personas

## CONVENIENCE SEEKER

“Make it Fast and Efficient”



20%

Shopping is about **getting in and out** as quickly as possible, which is why the functional efficiency of **online shopping appeals to me**. Online I have **no crowds or chatty cashiers** that may slow me down. Online also provides a **wider assortment of items** than most stores as well as lists of items I frequently purchase.

In addition to online, the **one-stop shopping convenience of mass** captures a **high percentage of my trips and spend** as it is **more convenient than traditional grocery**. But I'm more likely than other segments to **purchase any type of food, beverage and household goods online** because it is so quick and easy. **38% of my spend** is through a **weekly trip** and more **likely to be at one of my favorite channels (mass or online)** than traditional grocery.



I'm representative of most food, beverage and household goods shoppers in terms of demographics, skewing towards being a **white, college-educated female** with an **average household income of \$87K**. Although my **average age is 49**, I do **over-index on the 25-34** age bracket. However, I do find it **hard to relax** as I live **paycheck to paycheck** and **don't have room to stock-up** and make that paycheck stretch further.

Since I gravitate to online shopping, **digital media could be a way to reach me**, especially through **shopping subscription memberships and apps about shopping, grocery ordering, and lists**. **In-store displays will not engage me** as I find they impede my goal of **getting in and out of the store quickly**.

## WEEKEND BROWSER

“Shopping is a Welcome Necessity”



19%

For me, **shopping is a fun, weekend excursion**. I enjoy **deviating from my planned shopping** needs to go **down different aisles** and **find new products** that I can learn about in-store. Since I enjoy this discovery, I prefer the **sensory experience of in-store shopping** over the more functional experience of online shopping.

Although **traditional grocery captures the greatest amount of my trips and spend**, **specialty grocery is a great channel for my relaxing, weekend shopping** trips. In fact, I'm lured by the **unique perishables, frozen items, and snacks offered at specialty grocery**. However, **club also has great appeal** where I can try new items on the weekend before **stocking-up**.

I tend to be **college-educated, employed**, making an **average income of \$95K** and **enjoy sharing the shopping experience** with others in my household. Just as I **enjoy finding new products** while shopping, I also **appreciate new life experiences, travels, and adventures** that help me **feel more relaxed**.

Consider **using in-store displays and promotions** to **engage and educate** me while I'm **enjoying my weekend browsing trip**.



## Benefits of the Shopper Segmentation

We can easily incorporate our series of questions into any of our studies and using our type tool, we can easily classify shopper into the appropriate segment.

- When you don't have the time or budget to undertake your own custom shopper segmentation.
- To understand how your key consumer segments behave while shopping.
- Uncover ways to connect with key segments of your category/brand when they are in the shopper mindset.

