

## **Exploring Shopper Needs by Daypart**

### *2017 U.S. Shopper Report – Detailed Outline*

➤ **Background:**

HealthFocus International explores how core shopper needs shift throughout the day in order to help companies better understand and address the changing needs of shoppers and to guide them in their communications and product development.

The report first profiles each daypart—including traditional mealtimes and key snacking occasions—to determine which needs are prioritized during specific dayparts. It then outlines each core need—including taste, nutrition, hunger, convenience, energy and reward/indulgence—to see when they are most important to shoppers. HealthFocus also takes an in-depth look at key shopper groups to determine how daypart needs differ among various shopper groups.

➤ **Report Table of Contents:**

- Background
- Summary and Opportunities
- Daypart Profiles
- Core Shopper Needs
- Key Shopper Profiles
  - Millennials vs. Boomers
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- Appendix
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  - Snack Market Sizing

➤ **Topics Covered:**

- Daypart Profiles: Shopper Needs by Daypart
  - Profile slides for each daypart (breakfast, morning snack, lunch, afternoon snack, dinner, evening snack, and late-night snack) highlighting the market size, core need areas, heaviest users, and key need distinctions among demographic groups.

- Core need slides showing how needs rank within each daypart.
  - Core Shopper Needs: How Do Key Needs Shift Throughout the Day?
    - A look at each need state throughout the day (taste, nutrition, hunger, convenience, energy level, and reward/indulgence) showing how needs change by daypart and highlighting when each need peaks.
  - Key Shopper Profiles: Understanding the Daypart Needs of Key Shopper Groups
    - Profiles daypart needs for each of the key demographic groups (Millennials, Boomers, Men, Women, and Parents) and for the HealthFocus International Shopper Segments to reveal key distinctions and help companies better address specific needs among groups.
- Methodology:
- Data is from the HealthFocus International 2016 U.S. Trend Study
    - Sample includes more than 2,000 U.S. primary grocery shoppers who are 18+ years old. Data was collected in November 2016.