Shopper Led Category Management
Frozen and Refrigerated Category Roles

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Category Role Detail
Eggs - Total Food - 2015

Agreement Statements (NFS) on shopping for CATEGORY in RETAILER

Traffic

- Main Reason I Go Shopping
- Don't Want To Run Out
- Promotions Encourage Shopping
- Price Beacon
- Retailer Does Well (Loyalty)
- Often Buy Extra
- Don't Mind Paying More
- Incremental New And Different
- Buy Because I Feel Like It
- Because There Anyway

Spend

- Dairy
- Dairy (All Retailers)
- Eggs

Range of ratings for statement:
All Categories (Total Food)

NF: Agree 4,5 minus Disagree 1,2

Rank (of 87) n=1329

Benchmark: Dairy (All Retailers)
Different categories have different roles for retailers and shoppers

Eggs - Total Food

Differentiation

Low Intentionality

High Intentionality

Inspire Me

Hero

Basket Builder

Trip Driver

Benchmark to Dairy (All Retailers)