

TIMES & TRENDS

A Snapshot of Trends Shaping the CPG Industry

SHOPPING TRIP MISSIONS

A NEW AVENUE TO GROWTH



October 2006

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EXECUTIVE SUMMARY

- ▶ Consumers' trip missions -- the primary objectives behind their shopping trips -- heavily influence where they shop, the path they take through the store, price and promotional sensitivity and what they buy; CPG marketers are increasingly employing trip mission-based growth strategies
- ▶ While the grocery channel dominates routine "fill-in" and "pantry stocking" trips, competing channels have a strong foothold in non-routine trips, including "special purpose" and "quick trips"
- ▶ "Quick trips" comprise only 21% of dollar sales but half of all shopping trips; with total shopping trips declining, retailers will seek to capture a higher share of quick trips and will look for opportunities to increase quick trip basket size
- ▶ Consumer trip missions frequently include non-intuitive product combinations revealing high potential, unconventional cross-merchandising and product/department adjacency opportunities (eg. cleaning supplies and snacks)
- ▶ Trip mission mix varies significantly across categories, consumer segments and retailers/stores; optimal trip mission strategies will vary accordingly



INTRODUCTION

CPG marketers are recognizing the need to take consumer understanding one step further.

Over the past decade, the CPG industry has evolved from mass marketing to targeted marketing. We see grocery formats specifically targeting upper-income or budget-conscious or niche segments. CPG products have reached a new level of specialization, with foods and beverages tailored to specific health ailments, for instance.

While these strategies have met with success for many CPG marketers, there is a growing realization that current segmentation schemes and targeted marketing practices will not be enough to drive sustained growth and competitive advantage in the long term.

Marketers are recognizing the need to take consumer understanding one step further...not only looking at consumer segments and micro-markets but further dividing their shopping behavior into "trip missions."

An individual consumer has different objectives in mind for different shopping trips, whether they are doing a large, pantry stocking trip or running out for a few items they need or perhaps buying supplies for a party.

IRI's extensive research into trip missions has revealed that trip missions have a dramatic impact on where consumers shop and what they buy. Insights from this research empower CPG manufacturers and retailers to create the assortment, placement and promotion plans that drive growth in share of specific trip missions and/or basket growth within a trip type.

This issue of *Times & Trends* provides high-level trip mission insights to help CPG manufacturers and retailers

See the potential of trip mission analysis and identify high-level opportunities

Act on these insights with speed and confidence and

Win at the shelf.



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SHOPPING TRIP TRENDS TOTAL INDUSTRY

As shopping trips steadily decline, manufacturers and retailers look for new ways to grow trip frequency and basket size.

The average shopper now visits a CPG outlet one time less per month than they did five years ago.

The market implications of this change are huge.

For retailers, protecting the trips they have and growing basket size per trip are even more critical. Securing incremental trips has become far more challenging as cross-channel competitive battles rage for a smaller pool of trips.

For manufacturers, fewer trips mean fewer opportunities to secure a purchase and reduced opportunity to influence purchase behavior in-store.

Within this environment, protecting and growing share of trips for retailers and share of category sales for manufacturers requires a new approach to marketing and merchandising, based on an understanding of the types of trips that stores and brands have successfully captured and those that offer growth potential.

Targeted trip mission strategies that are integrated within overall marketing and merchandising plans will become integral to growth.



Source: IRI Consumer Network®; Calendar years 2001-2005; 52 weeks ending 5/14/2006



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TRIP MISSION TYPES OVERVIEW

Consumers' trip missions heavily influence where they shop and what they buy.

Consumers venture out shopping with a specific mission in mind -- a mission that will largely determine where they shop and what they will buy.

Half of the store visits that a consumer makes are to fill an immediate need. While these "quick trips" comprise only 21% of total CPG sales, they are critical. These trips bring consumers into the store, offering opportunity to not only capture the average \$9.50 in CPG spending but also to drive incremental sales. Retailers who do not provide a positive quick trip experience are potentially missing out on half of available store visits.

Like quick trips, special purpose trips are non-routine visits with relatively small baskets but

include products that may not be consumed immediately. These trips account for nearly one-fifth of CPG sales.

On the other end of the spectrum, routine pantry-stocking and fill-in trips account for just under one-third of trips but nearly two-thirds of sales.

Marketing and merchandising initiatives are typically built around these larger, more predictable trip types. While these initiatives remain imperative, many retailers and manufacturers are realizing that other trip types may offer untapped opportunity. Marketers are courting non-routine trip types and enhancing routine trip initiatives to reflect a more in-depth understanding of how consumers shop.

Trip Missions Typology*					
Type	# Items	All Outlet Average \$ Spent	Mindset	% of All Outlet Trips	% of All Outlet CPG \$
Quick Trip	1-5	< \$40	Need it now, have to make a trip	54%	21%
Special Purpose	2-10	\$20-\$50	Buying for a specific event (not routine)	17%	18%
Fill In	5-15	\$30-\$80	Routine fill-in on heavy use categories	16%	21%
Pantry Stocking	15+	\$50+	Prepare for the coming week	14%	40%

*Note: The IRI Trip Typology™ is based upon an assessment of consumer purchase behavior across 6 million+ trips captured over a 52 week period; 31 distinct trip types were identified that roll up into the 4 trip mission types represented here.

Source: IRI Shopper Insights™; 52 weeks ending 3/26/06



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TRIP MISSION TYPES QUICK TRIPS

Strategic store layout and display locations can help drive quick trip sales.

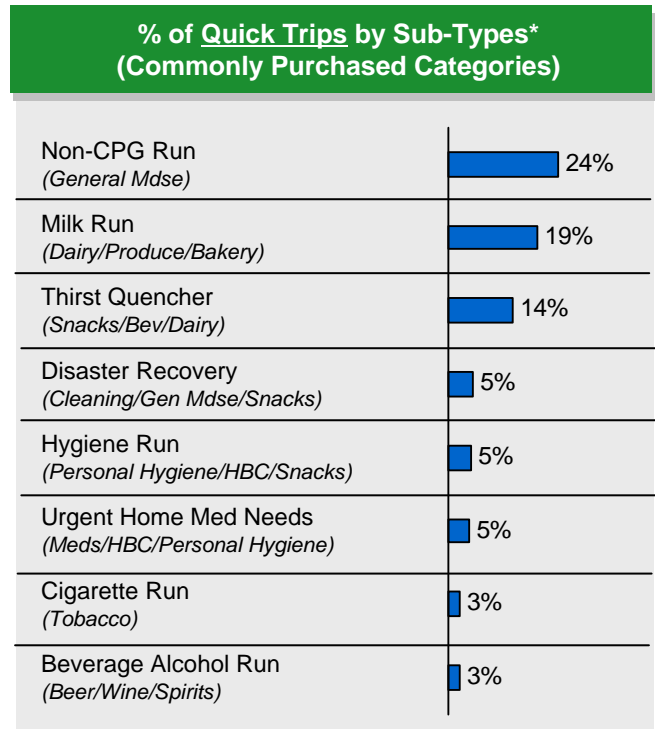
Representing half of consumer shopping trips, quick trips are a likely growth target for both manufacturers and retailers.

As illustrated in the top chart, which highlights quick trip sub-types, consumers are typically very focused on quick trips and follow a direct path. So, for instance, a retailer seeking to increase “Milk Run” trips might ensure that a quick and easy path connecting dairy, produce and the bakery is provided. Manufacturers with related products would seek display space along this path.

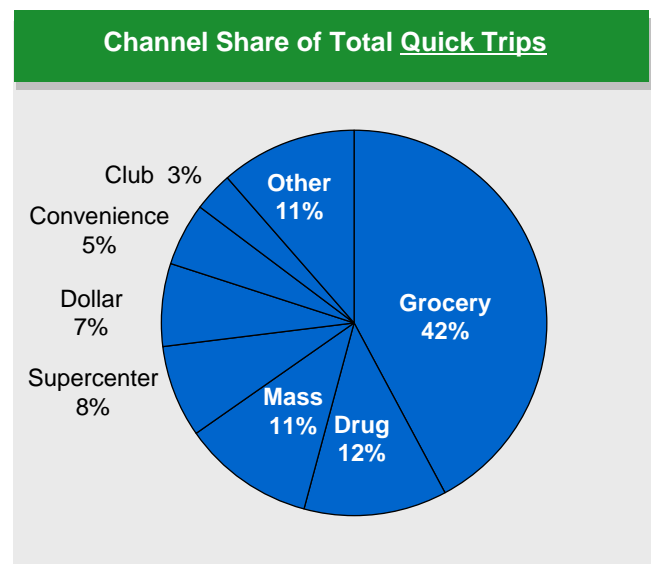
Marketers should also consider “quick trip” solution centers at the front of the store, including, for instance, snacks and beverages to satisfy “Thirst Quencher” trips.

While consumers may be less inclined to deviate from their mission when on quick trips, it does occur. For instance, snacks have a high purchase incidence on “Disaster Recovery” and “Hygiene Run” trips, despite their non-food focus – highlighting the upside potential of placing secondary displays of snacks and other high-potential products in non-traditional locations to build quick trip baskets.

All major CPG outlets have quick trip growth potential, as no single channel dominates.



Source: IRI Shopper Insights™; 52 weeks ending 3/26/06
**Other” trips represent 22% of total quick trips



Source: IRI Shopper Insights™; 52 weeks ending 7/9/06



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TRIP MISSION TYPES SPECIAL PURPOSE TRIPS

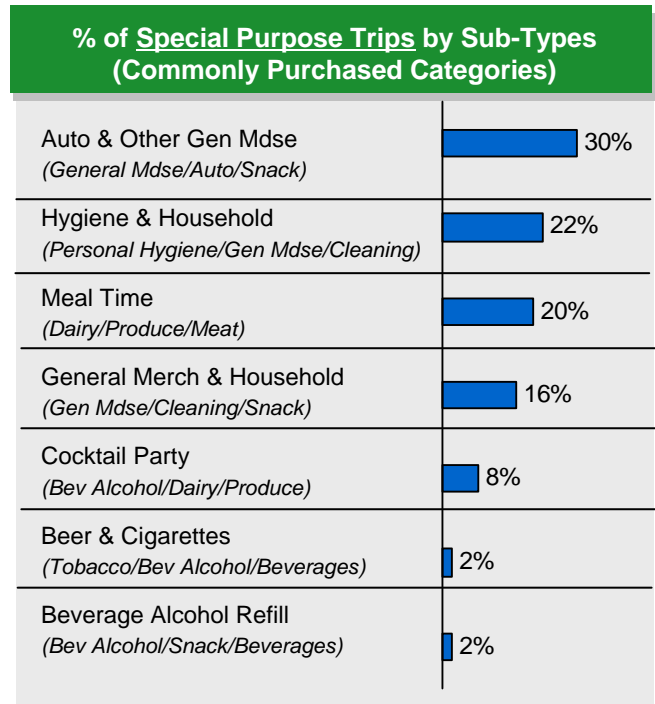
Special purpose trips are dominated by non-food purchases.

Like quick trips, special purpose trips are non-routine; however, they differ in that they are slightly larger, and consumption is often not immediate. While the primary purpose of these trips is to obtain products needed for a specific event, additional products are often purchased, as highlighted in the top chart, which details products commonly purchased across trip sub-types.

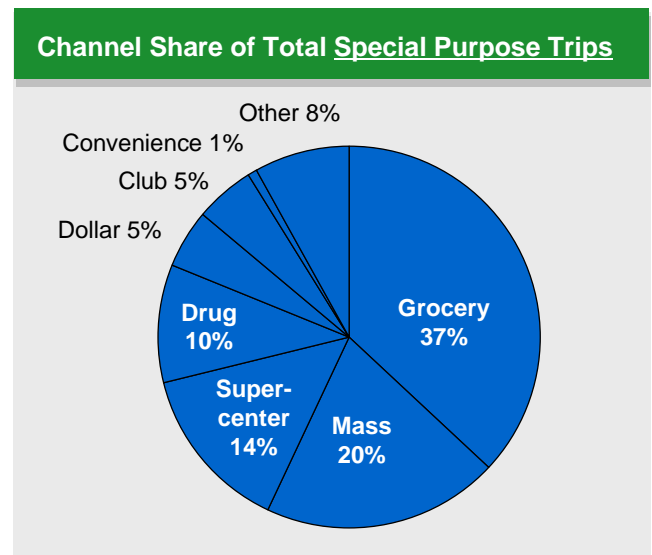
As two-thirds of special purpose trips are comprised predominantly of non-food items, centering around auto care, home care and personal care, most major CPG channels have a foothold in this trip type.

The mix of products that consumers purchase within these trip types points to the potential of unconventional store layouts and product adjacencies. For example, locating personal care products near general merchandise and household cleaners may help to facilitate and grow special purpose trips. Snacks appear even in non-food trips, providing further support for displays in non-traditional locations.

Food and beverage special purpose trips are focused on meal preparation and entertainment. A wide assortment of beer/wine/spirits, catering services and premium foods and spices are likely to be strong lures for this trip type.



Source: IRI Shopper Insights™; 52 weeks ending 3/26/06



Source: IRI Shopper Insights™; 52 weeks ending 7/9/06



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TRIP MISSION TYPES

FILL-IN TRIPS

Fill-in trips offer significant market basket expansion opportunities.

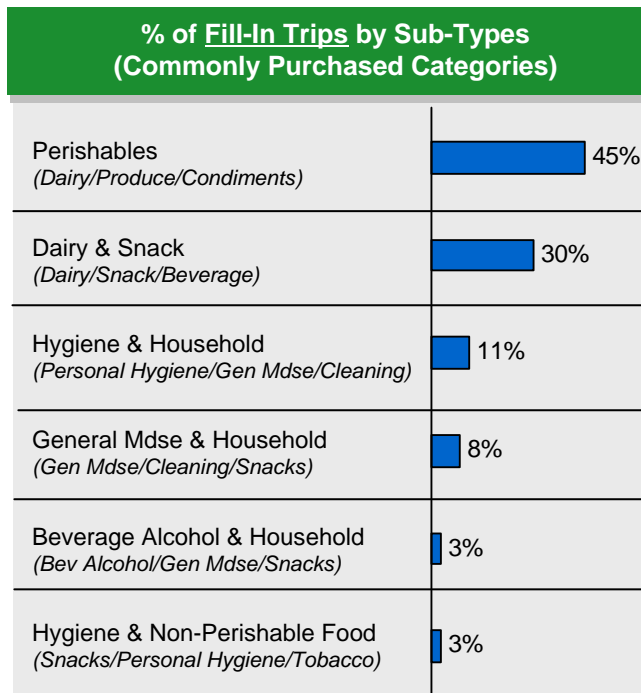
Routine fill-in trips span a broader range of categories than special purpose or quick trips and offer greater opportunity for market basket expansion.

Heavy-use and perishable food and beverage categories dominate fill-in trips, but personal hygiene, cleaning supplies and beverage alcohol also have strong fill-in trip potential.

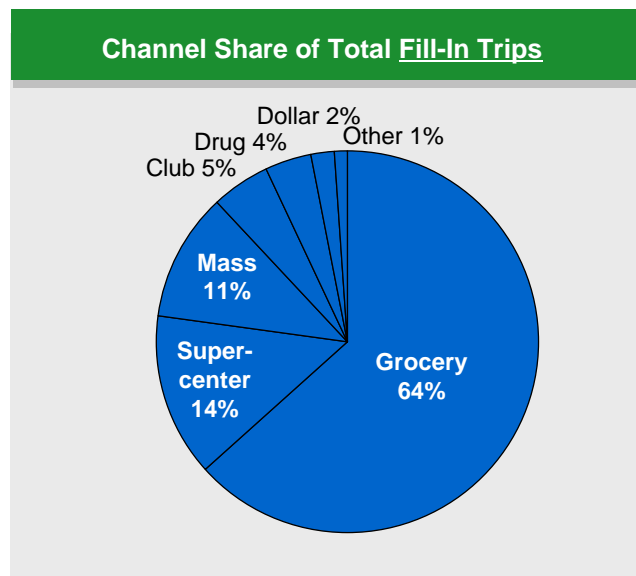
Fill-in trips are less rushed, less urgent and more planned than quick trips. Consumers are likely to be more price and deal sensitive, as they have more time to shop around. Manufacturers and retailers targeting these trips need to reflect this mentality in competitive pricing and promotion.

Clear store signage that encourages consumers to travel into aisles and product adjacencies among categories with strong joint purchase propensities will contribute to higher basket rings. Grocery stores and supercenters have an opportunity to drive combined fill-in trips (eg. "perishables" with "hygiene & household") with targeted promotions – both in-store and in external advertising vehicles that will influence consumers as they plan.

The grocery channel dominates fill-in trips overall, but alternate channels offer increasingly stiff competition – particularly in non-foods.



Source: IRI Shopper Insights™; 52 weeks ending 3/26/06



Source: IRI Shopper Insights™; 52 weeks ending 7/9/06



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A high proportion of industry marketing and merchandising initiatives are focused against pantry stocking trips.

TRIP MISSION TYPES PANTRY STOCKING

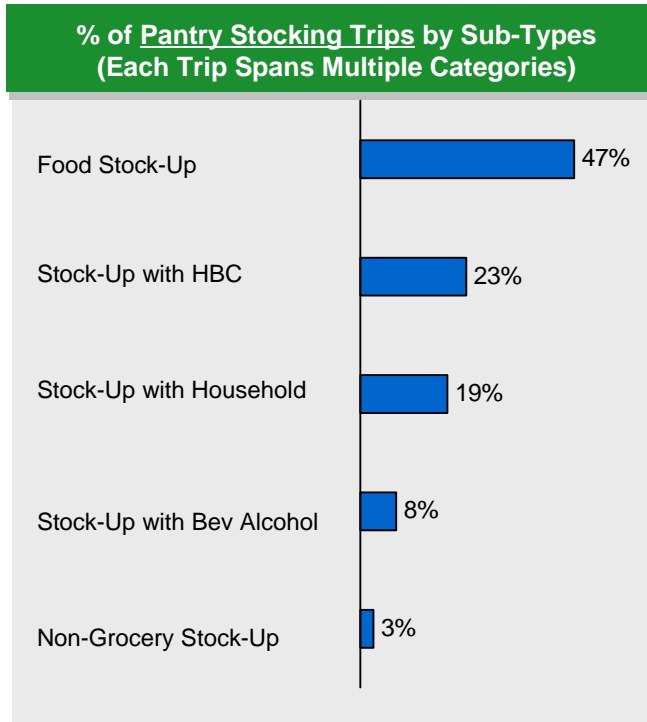
Pantry stocking trips account for a small proportion of consumer shopping occasions (14%), but they do pack a punch, accounting for 40% of total CPG sales.

It is not surprising that much of today's grocery and supercenter marketing and merchandising initiatives are focused against securing and retaining share of these trips and growing basket rings and brand purchases during them.

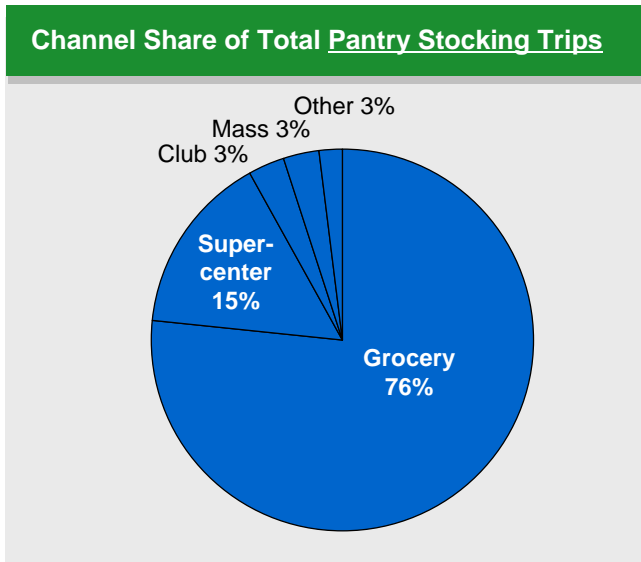
These trips are largely the domain of grocery retailers and supercenters, and the within- and cross-channel competition for these trips is extreme.

While retailers are increasingly developing targeted formats and positioning strategies in recognition that it is impossible to successfully be all things to all people, in general, wide assortment and competitive pricing on frequently-purchased items are imperatives to capture and retain pantry stocking trips.

Larger packages, multi-packs and multi-unit promotions for frequently-purchased items will contribute to growing trip size and brand sales.



Source: IRI Shopper Insights™; 52 weeks ending 3/26/06



Source: IRI Shopper Insights™; 52 weeks ending 9/6/06



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TRIP MISSION MIX BY CHANNEL GROCERY

While pantry stocking is the bread and butter of grocery channel business, other trip types likely offer stronger growth potential.

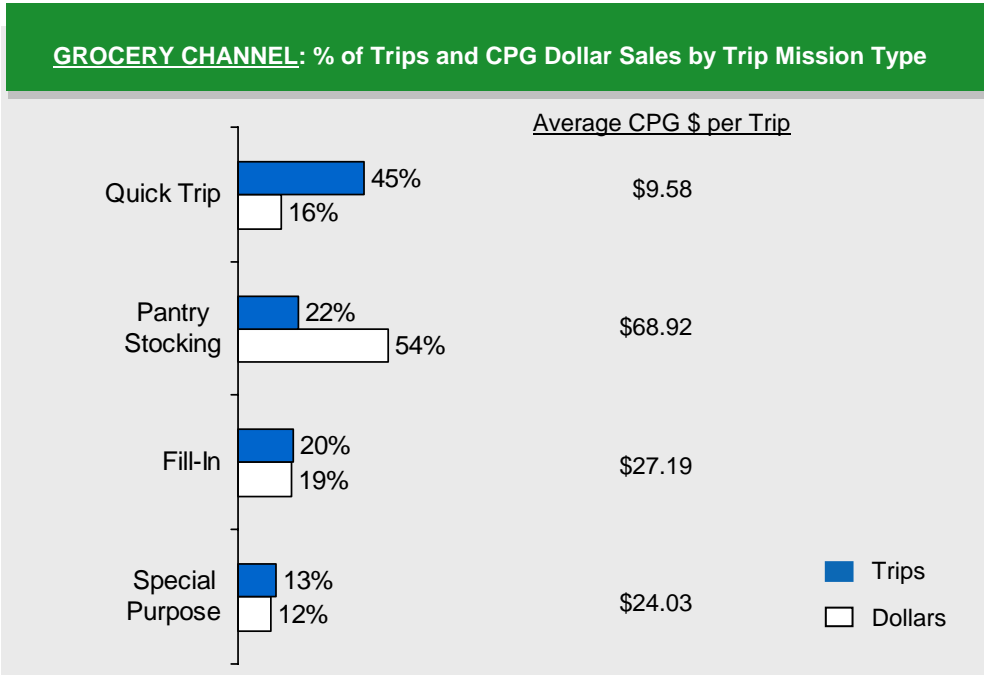
Driving over half of grocery store dollar sales, pantry stocking trips are the “bread and butter” of the grocery business and are the primary focus of grocery marketing and merchandising efforts.

While grocers do have continued growth potential in securing more pantry stocking trips from competitors and growing basket size, the bigger growth opportunity likely lies in other trip types.

For instance, consumers make an estimated 2.9 billion quick trips to grocery stores each year. Adding one \$2.00 item per trip would drive an incremental \$6 billion in sales. A 5% increase in the number of quick trips would yield \$1.3 billion in incremental sales. Further, these

sales are often higher-margin than pantry stocking sales as consumers are more likely to pay full price and less likely to shop around.

Fill-in trips also offer strong growth potential. Currently, grocers’ average \$27.19 per fill-in trip is nearly \$18.00 below that of drug stores. Grocers can close this gap through marketing and merchandising initiatives among high-ticket fill-in products, including health, beauty and personal care categories. Manufacturers of products with a high mix of quick trip and/or fill-in purchases should partner with grocers in creating trip growth strategies.



Source: IRI Shopper Insights™; 52 weeks ending 9/6/06



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TRIP MISSION MIX BY CHANNEL DRUG STORE

Fill-in trips offer strong upside potential for drug stores.

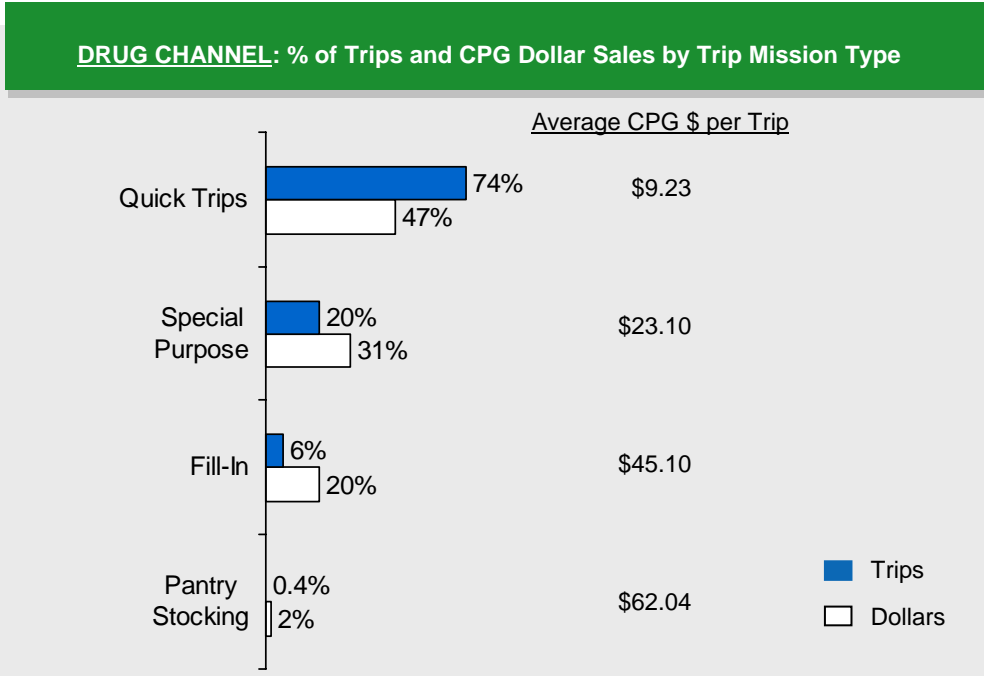
Offering convenient locations and the ability to get in and out of stores quickly, drug stores meet many of the needs of quick trip shoppers. As a result, three-quarters of channel trips and nearly half of revenue are comprised of quick trips.

As other channels increasingly recognize the growth potential within this trip type, given the sheer volume of these trips, drug stores will increasingly face competition and will need to continually innovate store layout, merchandising practices, and advertising to protect them.

In addition to protecting and growing quick trips, however, drug stores should strongly consider

initiatives to grow fill-in trips, which currently represent only 6% of trips but deliver sales per trip that are nearly five times that of quick trips. Further, of all channels studied, drug stores achieved the highest sales per fill-in trip.

Given drug stores' success in driving large fill-in baskets, the challenge is to increase trips. Advertising should directly position drug stores as a convenient, cost-effective channel for fill-in (particularly when high gas prices may make driving to supercenters cost prohibitive). Circular ads should prominently feature top fill-in categories, such as personal hygiene. Competitive pricing and wide assortment on key categories are also critical.



Source: IRI Shopper Insights™; 52 weeks ending 9/6/06



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TRIP MISSION MIX BY CHANNEL SUPERCENTER

Supercenters have an advantaged position on special purpose trips.

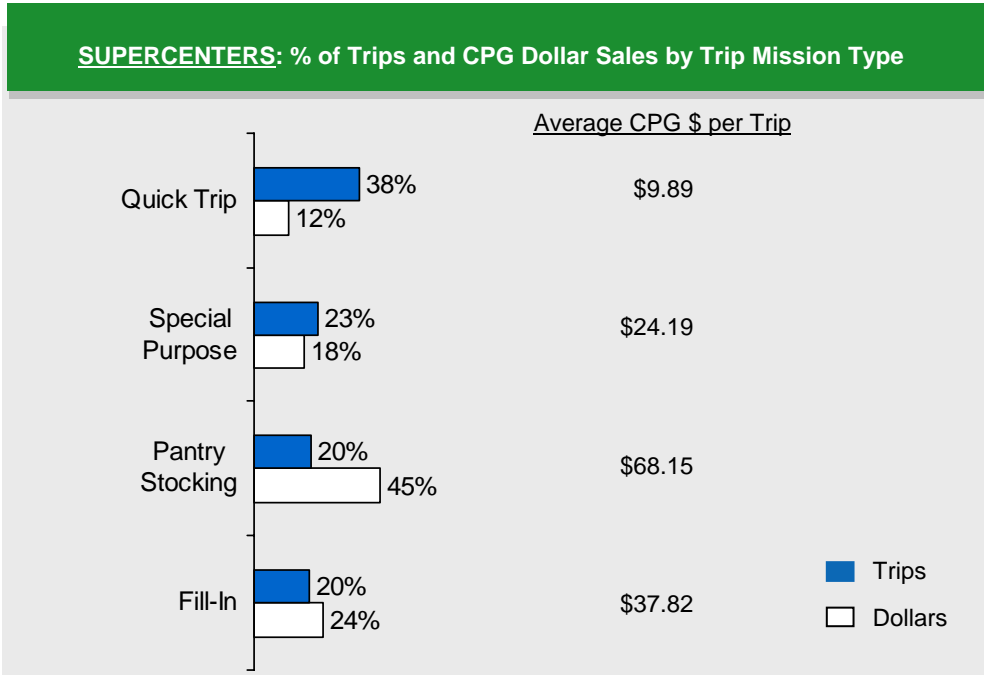
Supercenter trip mix is similar to grocery in that quick trips represent the highest proportion of trips, but pantry stocking trips drive the highest proportion of revenue.

There are some distinctions, however, that create unique growth opportunities within supercenters.

For instance, special purpose trips comprise a significantly higher share of trips at supercenters vs grocery stores (23% vs 13%). Supercenters' broad product assortment across non-food categories and value pricing place the channel in an advantaged position to capture special purpose trips – two-thirds of which are non-food focused.

Manufacturers within categories that have a high mix of special purpose purchases (eg. auto care, personal hygiene, cleaning, snack foods) should explore opportunities to partner with supercenters on programs to build trip size.

Like grocers, supercenters have an opportunity to grow fill-in trip size, as average dollars per trip are \$7.00 below that of drug stores. Identifying the composition of drug store fill-in trips will provide insights into specific opportunities, which are likely to include premium products. (Higher prices at drug stores are also likely playing a role.)



Source: IRI Shopper Insights™; 52 weeks ending 9/6/06



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TRIP MISSION MIX BY CHANNEL VARIANCE BY RETAILER

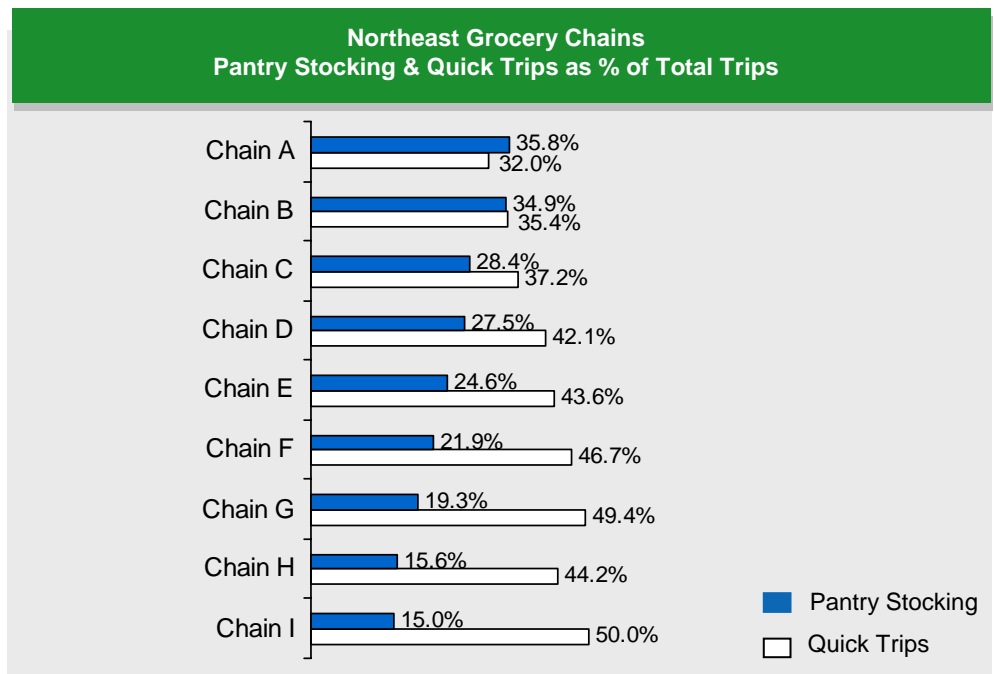
Largely determined by consumer mix and location, trip mix varies by retailer and by store.

The trip mix by channel analysis highlights some important directional tendencies and opportunities at the channel level. However, trip mix will vary by retailer within a channel and even by store within a retailer.

The mix of consumers (based on lifestage, income, presence of children, etc.) and store location (urban vs rural, other stores available in the same market, etc.) will influence trip mix. The next section provides more detail regarding differences across consumer segments.

The chart below, which represents both pantry stocking and quick trip share of total trips across several grocery retailers in the Northeast, illustrates this phenomenon.

Before embarking upon a trip mission strategy, retailers should first identify trip mix across stores/store clusters and should work with manufacturers within key categories for target trip types to develop store/store cluster-level plans.



Source: IRI Shopper Insights™; 52 weeks ending 9/6/06



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TRIP MISSION MIX BY CONSUMER SEGMENT PERSONICX® SEGMENTS

Trip mix varies across consumer lifestyle/lifestage segments.

Consumers leverage all trip mission types to some extent, but the propensity to engage in a particular trip type does vary by consumer segment.

The chart below summarizes the five Personicx® consumer segments, as determined by lifestyle/lifestage, who allocate the highest proportion of their shopping trips to quick trips and pantry stocking.

Those with the highest mix of quick trips tend to be lower-to-middle-income urban singles with no kids. By contrast, frequent pantry stocking shoppers skew towards middle and upper-income families.

Manufacturers and retailers with a high mix of consumers within these segments should consider preferred trip missions in store layout design as well as merchandising, promotion and package size decisions.

% of Trips By Personicx® Lifestyle/Lifestage Segments Top Five by Trip Mission Type					
Quick Trips			Pantry Stocking		
Segment	Description	% of Trips	Segment	Description	% of Trips
Mixed Singles	<ul style="list-style-type: none"> ▪ Age 24-45 ▪ No Kids ▪ Income < \$30K ▪ Urban 	65%	Jumbo Families	<ul style="list-style-type: none"> ▪ Age 30-45 ▪ Kids ▪ Income \$50K - \$100K ▪ Rural & Suburbs 	24%
Boomer Singles	<ul style="list-style-type: none"> ▪ Age 36-45 ▪ No Kids ▪ Income \$20K - \$50K ▪ Urban 	61%	Boomer Barons	<ul style="list-style-type: none"> ▪ Age 36-55 ▪ Kids ▪ Income >\$100K ▪ Suburbs 	22%
Gen X Singles	<ul style="list-style-type: none"> ▪ Age 30-45 ▪ No Kids ▪ Income \$20K - \$40K ▪ Urban 	60%	Taking Hold	<ul style="list-style-type: none"> ▪ Age 18-35 ▪ Kids & No Kids ▪ \$40K - \$75K ▪ Urban & Suburbs 	21%
Leisure Buffs	<ul style="list-style-type: none"> ▪ Age 66-76 ▪ No Kids ▪ Income <\$40K ▪ Urban & Rural 	60%	True Blues	<ul style="list-style-type: none"> ▪ Age 36-65 ▪ Kids ▪ \$30K - \$40K ▪ Urban & Rural 	20%
Modest Means	<ul style="list-style-type: none"> ▪ Age 46-65 ▪ No Kids ▪ Income < \$40K ▪ Urban & Suburbs 	60%	Flush Families	<ul style="list-style-type: none"> ▪ Age 36-55 ▪ Kids ▪ \$50K - \$100K ▪ Urban 	20%
Total Panel		54%	Total Panel		14%

Source: IRI Shopper Insights™; Personicx®; 52 weeks ending 9/6/06



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CATEGORY CASE STUDY INTERNAL ANALGESICS - GROCERY GROWTH OPPORTUNITY

Grocers should target quick trips and special purpose trips to win back internal analgesic share lost to drug stores.

Trip Mission Case Study: Internal Analgesics

Background

- ▶ Internal analgesics is a huge category (\$3 billion FDMW sales) with modest growth (FDMW dollar sales growth +3.5% vs prior year)
- ▶ Grocery channel internal analgesic volume sales are declining (-3.8%), while drug store volume sales are growing (+3.2%)
- ▶ A focused, cross-channel competitive strategy is required for grocers to protect and grow share within internal analgesics

Opportunity

An analysis of internal analgesic trip types within both grocery and drug stores revealed that while the majority of sales within grocery occur on routine pantry stocking and fill-in trips, non-routine purchases offer growth potential vis-à-vis drug stores.

% of Internal Analgesic Category Spending by Trip Type by Channel

	Grocery	Drug	
Quick Trip	23%	37%	Non-routine purchases comprise 2/3 of drug store internal analgesic sales but only 1/3 of grocery category sales.
Special Purpose	10%	28%	
Fill-In	19%	35%	
Pantry Stocking	47%	1%	

Recommended Actions for Grocers

- ▶ Identify internal analgesic consumer trip mix within your stores; benchmark vs industry trends
- ▶ Identify brand preferences and assortment needs of quick trip and special purpose internal analgesic consumers, as well as other categories purchased on these trips
- ▶ Facilitate non-routine purchases through secondary, front of store "solution centers" that feature internal analgesics as well as other high-index quick trip and special purpose trip products
- ▶ Use clear store signage to enable consumers to easily navigate through the store to locate internal analgesics
- ▶ Monitor pricing and promotion vs local competitors
- ▶ Continually track share changes vs competing drug chains

Source: IRI MarketInsight™ 52 weeks ending 9/10/06; IRI Shopper Insights™



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CATEGORY CASE STUDY YOGURT – ALIGNING MERCHANDISING WITH TRIP MISSIONS

Yogurt merchandising aligned with fill-in and pantry stocking trips will drive growth.

Trip Mission Case Study: Yogurt

Background

- ▶ Yogurt is a huge (\$3 billion+), high-growth category, which is critical to both grocery and supercenter retailers
- ▶ Yogurt purchases are complex, with a high and increasing number of SKUs and a high level of nutrition facts reading
- ▶ One-third of category buyers select the brand in store; winning one additional brand switch occasion from each “brand undecided buyer” would yield an incremental \$64 million in sales

Opportunity

- ▶ A trip type assessment found that yogurt is purchased predominantly on routine trip occasions – both pantry stocking and fill-in. Yogurt is not generally the primary reason for the trip.

% of Yogurt Category Spending by Trip Type by Channel

	Grocery	Supercenter
Quick Trip	16%	10%
Special Purpose	6%	11%
Fill-In	24%	22%
Pantry Stocking	54%	58%

The vast majority of yogurt category sales occur on routine fill-in and pantry-stocking trips.

- ▶ Common co-purchased products on fill-in trips include fruits/vegetables and meal ingredients in grocery and HBC, snacks and beverages in supercenters

Recommended Actions

- ▶ Leverage multi-unit promotions and broad assortment to grow basket size on both fill-in and pantry-stocking missions
- ▶ Ensure prices and promotions are competitive and that promotions are clearly marked -- particularly critical in capturing more price-sensitive brand undecided shoppers
- ▶ Place yogurt in fill-in shopping paths within the store (ie perishables fill-in path within grocery and HBC fill-in path within supercenters)

Sources: IRI MarketInsight™ 52 weeks ending 9/10/06; IRI Shopper Insights™



CONCLUSIONS CPG MANUFACTURERS

Manufacturers seeking to develop trip mission-based growth strategies should consider the following action items:

- ▶ Identify core and target trip missions
 - Analyze dollar and frequency trip mix for your categories/brands and key consumer segments
 - Benchmark vs total category and competitive brands to highlight opportunities to grow purchase frequency and/or transaction size within a particular trip type(s)
 - Determine other commonly purchased products to reveal potential co-merchandising opportunities
 - Identify retail partners with the highest mix of core and target trip missions

- ▶ Develop trip mission growth strategies
 - Design marketing and merchandising plans to capture growth opportunities above in partnership with leading retail accounts with the desired trip mix profile
 - Product shelf and display location: Place brands along target trip mission paths and adjacent to other high-purchase categories/brands; explore unconventional secondary locations (eg. snacks within cleaning or personal hygiene aisles)
 - Assortment: Ensure a wide assortment of sizes and flavors when targeting pantry and fill-in purchases, including larger sizes and multi-packs; partner with retailers targeting special purpose trips for distribution of more unusual items, such as spices and gourmet ingredients
 - Pricing & Promotion: Tailor promotions to the trip type; for instance, consumers are likely to be less price and promotion sensitive on quick trips but may be highly price-sensitive on pantry stocking trips
 - Integrate trip mission growth strategies with overall marketing and merchandising plans

- ▶ Measure and monitor success in attracting, retaining and growing sales within core and target trip missions



CONCLUSIONS CPG RETAILERS

Retailers seeking to develop trip mission-based growth strategies should consider the following action items:

- ▶ Identify core and target trip missions
 - Analyze dollar and frequency trip mix by store and key consumer segments
 - Benchmark vs total channel and competing retailers to highlight opportunities to grow frequency within a particular trip type(s) and/or to grow basket size within a trip type(s)
 - Determine common products purchased and paths followed through the store within core and target trip types to reveal optimal store layout and product placement

- ▶ Develop trip mission growth strategies
 - Design marketing and merchandising plans to capture growth opportunities above; reflect store-level trip-mix differences
 - Store layout: Ensure a positive trip experience by aligning layout with consumer objectives (eg. "solution centers" at the front of the store for commonly-purchased quick trip items)
 - Product shelf and display location: Place commonly purchased products within the trip mission path and adjacent to other high purchase products to maximize basket size and streamline the shopping experience (eg. place snacks in secondary locations within quick trip and special purpose trip paths)
 - Assortment: Wide assortment will be most critical in securing and retaining routine pantry stocking and fill-in trips; consumers on special purpose trips may be looking for more unusual items
 - Pricing & Promotion: Consumers on quick trips are likely to be less price-sensitive, enabling higher-margin sales
 - Integrate trip mission growth strategies within overall marketing and merchandising plans and loyalty marketing initiatives

- ▶ Measure and monitor success in attracting, retaining and growing sales within core and target trip missions



RESOURCES

To gain insight into trip mission-based growth opportunities for a specific brand, category or retailer, contact your IRI Client Service associate or IRI Trip Typology™ product manager Valerie Walker at (312) 474-8945 or valerie.walker@infores.com.

IRI Trip Typology™ Reports

- ▶ The standard report package includes the following:
 - Distribution of trips by the four trip missions
 - Distribution of trips by the 31 trip types
 - Product affinity reports showing the percent of baskets containing the “target product” that also contained each of over 250 other product categories
- ▶ Reports can be run on any combination of products, geographies (regions, outlets or specific retailers) and time periods
- ▶ IRI Trip Typology™ reports can be used to
 - Refine consumer, customer and channel strategies
 - Develop differentiated merchandising strategies for different types of retailers and categories based on their trip mix
 - Support tactical merchandising recommendations



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MORE INFORMATION

Please contact Sheila McCusker at sheila.mccusker@infores.com with questions or comments about this report.

ABOUT IRI

Information Resources, Inc. (IRI) is the world's leading provider of enterprise market information solutions and services, empowering its clients to grow their business profitably in a complex marketplace. Driving the transformation of the consumer packaged goods (CPG), retail and healthcare industries, only IRI provides a unique combination of real-time market content, advanced analytics, enterprise performance management software and professional services. The company's portfolio of services, solutions and technology enable leading retailers and their suppliers around the globe to see what they are missing, act faster and with greater confidence and win at the shelf. Ninety-five percent of the FORTUNE Global 500 in CPG and retail leverage IRI to power their business. For more information, visit www.infores.com.



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