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MARKET RESEARCH

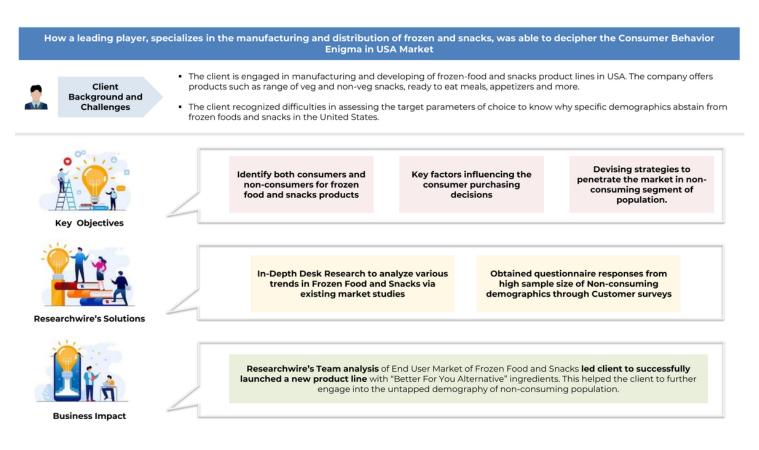




HOW A TOP FROZEN FOOD COMPANY, TAPPED INTO NON-CONSUMING DEMOGRAPHICS WITH THEIR NEW PRODUCT LINE IN US MARKET? MARKET RESEARCH

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# **CLIENT OVERVIEW & KEY CHALLENGES**

- In the current dynamic consumer environment, our client acknowledged the importance of comprehending consumption patterns in frozen foods and snacks.
- The client recognized difficulties in assessing the target parameters of choice to know why specific demographics abstain from frozen foods and snacks in the United States.

# PRIMARY OBJECTIVE FOR COLLABORATION WITH RESEARCHWIRE

Partnering with Researchwire, the goal of the research was to identify both consumers and non-consumers for frozen food and snacks products, pinpointing key factors influencing the consumer purchasing decisions and devising strategies to penetrate the market in non-consuming segment of population.



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### RESEARCH APPROACHES AND OUTCOMES OBTAINED

### **1. IN-DEPTH DESK RESEARCH**

Researchwire conducted extensive desk research to analyze via existing market studies, industry reports, and demographic data related to frozen foods and snacks to identify:

- Various trends for Frozen Food and Snacks consumption and buying habits among US population.
- Major players in manufacturing and sale of frozen foods and snacks.
- Major Frozen items consumed by US population.

### **2. RESEARCH VALIDATION**

- Our team developed and administered targeted questionnaires to a diverse sample, encompassing both consumers and non-consumers of frozen foods and snacks.
- Cross validation was done to verify hypothesis exercise conducted in secondary research.
- Quality insights generated for both sections of the population.

### **3. DATA ANALYSIS AND RECOMMENDATIONS**

- Researchwire recommended different ways which can help the client in enticing the non-consuming section to consume frozen food and snacks.
- Our team also offered "Better for You Alternatives" tailored ingredients which can lead to adoption of healthier frozen food and snacks to penetrate in non-consuming population.

## **CLIENT'S OUTLOOK ON THE OBTAINED RESULTS**

- The outcomes and recommendations from the deep-dive research aided the client to launch a new product line featuring "Better for You Alternatives" incorporating healthier ingredients into their frozen food and snack offerings.
- The client expanded their customer base, particularly in the nonconsumer mass segment, leading to greater market traction and capturing the attention of previously untapped demographics.

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