

CASE STUDY

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MARKET RESEARCH

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



How a leading player, specializes in the manufacturing and distribution of frozen and snacks, was able to decipher the Consumer Behavior Enigma in USA Market



Client Background and Challenges

- The client is engaged in manufacturing and developing of frozen-food and snacks product lines in USA. The company offers products such as range of veg and non-veg snacks, ready to eat meals, appetizers and more.
- 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.



Key Objectives

Identify both consumers and non-consumers for frozen food and snacks products

Key factors influencing the consumer purchasing decisions

Devising strategies to penetrate the market in non-consuming segment of population.



Researchwire's Solutions

In-Depth Desk Research to analyze various trends in Frozen Food and Snacks via existing market studies

Obtained questionnaire responses from high sample size of Non-consuming demographics through Customer surveys



Business Impact

Researchwire's Team analysis of End User Market of Frozen Food and Snacks led client to successfully launched a new product line with "Better For You Alternative" ingredients. This helped the client to further engage into the untapped demography of non-consuming population.

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.

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 non-consumer mass segment, leading to greater market traction and capturing the attention of previously untapped demographics.