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## Consumer Insights- the Key to Opportunities

By

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# CONSUMER INSIGHTS - THE KEY TO OPPORTUNITIES

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SR VP/GMM -Perishables  
Wal-Mart Stores, Inc

# The Age of the Consumer is NOW

- Consumer insights are not just a retail issue anymore
- The very best producers are connecting with the end user
- Supplier/Retailer relationships are taking on a new dimension

# 3 Key Areas of Consumer Insights

- The growth of the Hispanic population
- Personalized shopping experience
- Age of Convenience

# The Growth of the Hispanic Population

- Fastest growing segment in the US
- Not just a major metro issue
- Several “generations” of Hispanic shopper
- Family size / language / product assortment all influential
- Largest marketing opportunity at retail



# Personalized Shopping Experience

- The Internet provides easy access to information
- Personal travel has increased significantly
- Multiple sources to obtain products and services
- “Mass Market” has been replaced by “Mass Customization”

# Age of Convenience

- People are generally “time starved”
- Cooking is moving to “hobby status”
- Nutritional benefits of natural foods are synthetic additives to other foods.
- 55% of total food consumption is done with food service



# Historic Supply Chain Roles Are Changing

- New partnerships are being formed to better serve the end user
- Traditional supply chain lines are blurring
- # 1 item in Wal-Mart B.L.M. is “ Consumer Insights”

# How Does This Impact You?

- Producers need to connect to the end user
- How do you provide solutions to consumer needs?
- How can you differentiate yourselves from your competition?
- Do you know who your competition is?  
( think “share of stomach” )

# Consumer Insights Are The Key To Opportunities!

- Consumer insights are NOT just a retail issue
- Supplier/Retailer relationships are changing
- The best suppliers are ALREADY connecting to the consumer