Shelf Stable Juices Category - How Consumers Shop
Consumers Are Buying Shelf Stable Juice Very Often

**Shelf Stable Juice has High Rate of Household Penetration**
- 70% of consumers purchased Shelf Stable Juices, Drinks or Teas within the last month

**Implications for the Retailer:**
- Retailers can capitalize on Private Brand in this category – drives high volumes.

**Shelf Stable Juice is Purchased Every Month**
- 83% of consumers who buy Shelf Stable Juices purchase a Fruit or Vegetable juice *at least* once during a month
  - 56% of consumers who buy Shelf Stable Juices purchase a Fruit or Vegetable juice *more than* one time per month

**Implications for the Retailer:**
- Retailers have the opportunity to capture a majority of Shelf Stable Juice shoppers’ sales 12x per year. Many factors play into “winning” the sale over National Brand.

Source: Online consumer survey of 256 respondents conducted October 2010.
Consumers Are Making the Decision to Buy Shelf Stable Juice At Home – Get “On the List”

Juice Buyers Plan Their Purchases

- 58% of consumers “almost always” or “often” read the ads of their primary grocery store

Juice Buyers Prepare Shopping Lists

- 70% of consumers “almost always” or “often” prepare a shopping list before making a grocery shopping trip.
  - They most often note product types and number of items on the list, but “rarely” or “never” list the brand name in addition to the product type.
  - Nearly 80% of the shoppers mostly stick to their lists – the items in their cart were on the shopping list.

Implications for the Retailer:

- Features and Ads are crucial to stimulating and maintaining Private Brand purchases.
  - Private Brand needs to generate trial and awareness in certain segments, and drive repeat in others. Product claims, features & benefits must be highlighted for the consumer.

- In addition to planned purchases, retailers have a large opportunity to drive incremental sales by triggering impulse purchases through features and displays.

- Advertising is necessary in order to “get on the list.”
Juice Type or Brand is Decided In Store – Capture the Shopper In the Aisle

Shelf Stable Juice Buyers Select the Juice Type Before Considering Brand

- The decision to purchase a Shelf Stable Juice or Drink is made before going to the store, but the product type or brand is decided in the aisle.

Implications for the Retailer:

Capture the Sale In-Store:
- Private Brand has the opportunity to attract the juice shopper with each purchase if competitive with product offering, package claims, pricing, and promotions.
  - Ensuring the right assortment to compete with the leading National Brand per segment
  - In store signage to communicate pricing, promotions, product claims
  - Clear communications on packaging to call out health & wellness claims or key benefits
  - In-store advertising to drive trial
  - Promote & highlight price differences

Create Impulse Purchases:
- Many juice purchases are planned, but there is an opportunity to drive incremental sales by encouraging unplanned purchases through feature ads, displays, and cross promotions.

Source: Online consumer survey of 256 respondents conducted October 2010.
Consumers Are Comparing Prices On Shelf

Largest Measure for Checking Prices Still On Shelf
- 76% of Juice buyers compare prices between name brands and store brands
- 82% percent of Juice buyers check the shelves to see which items are on sale before making a purchase

Implications for the Retailer:
- Promoted prices will trigger brand switching. Retailers can attract Private Brand consumers by highlighting price comparisons on shelf or in circulars.
- Price shielding is key for Private Brand – both for everyday pricing and promoted pricing.
- Merchandise segments as integrated sets vs. brand blocking to highlight the Private Brand value.

Source: Online consumer survey of 256 respondents conducted October 2010.
Consumers Are Looking for the Healthiest Shelf Stable Juice Option

Consumers Want “Better for You” Products

- Nearly three-fourths of all shoppers indicated that they often choose which drinks to buy based upon which they think are healthiest.
- 55% of juice shoppers check labels for how many calories are in a serving
- 58% of juice consumers feel that “100% juice” claim is important when selecting an item

**Implications for the Retailer:**

**Assortment:**
- Offer a broad assortment of healthier juices – 100% juices, Superfruit varieties, Diets

**Merchandising:**
- Utilize all tools available to communicate health & wellness features of products – packaging, on shelf communication, website, ads, displays
- Help the consumer make the right decision and fully understand which is the “better for you” product

Source: Online consumer survey of 256 respondents conducted October 2010.
Core Juice Users Are More Likely to Buy Private Brand

Frequent Juice Buyers Want Store Brand
- 25% more of consumers who “almost always” or “often” purchase Shelf Stable juice prefer to buy a store brand alternative if one is available compared to non-core juice consumers.

Implications for the Retailer:
- Employ reward or shopper loyalty promotions to garner frequent repeat purchases and influence heavier consumption