

Fresh Meat Focus

Shopper Intelligence USA

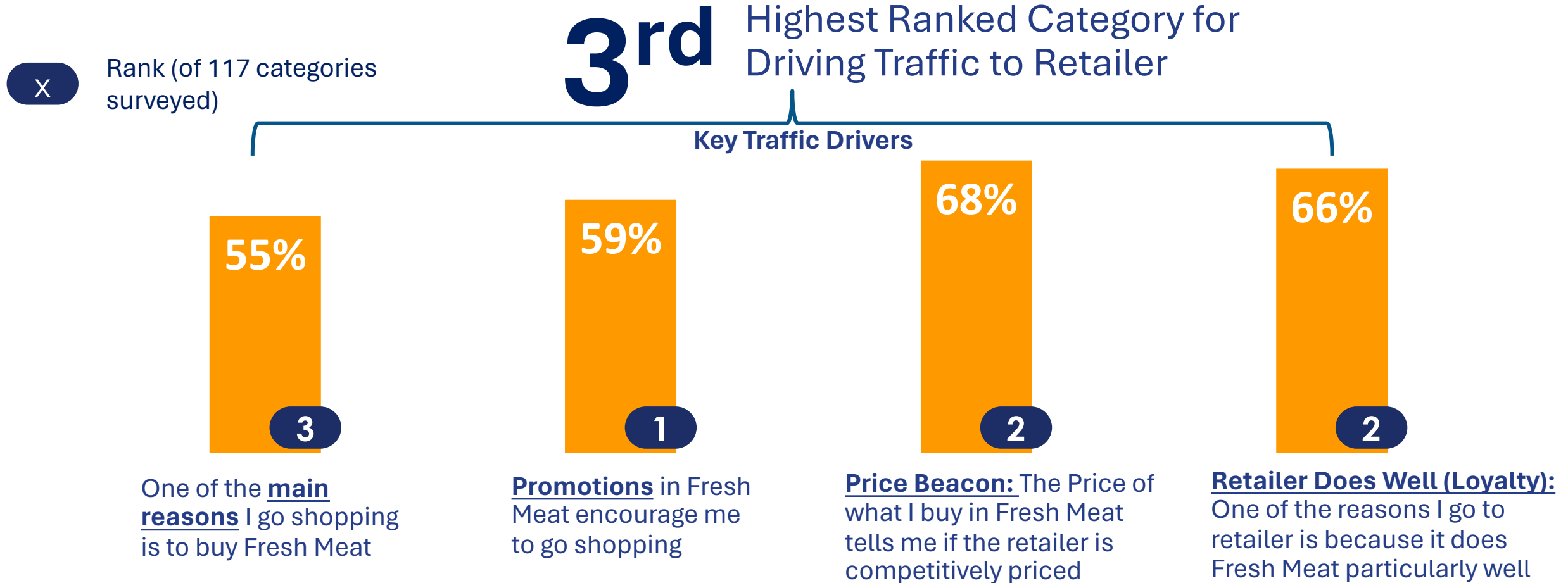
Jason Smith
Erika Reid

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Fresh Meat is a strong store traffic driver

Category is very important at driving shoppers to the retailer and builds strong retailer loyalty.
The key: Prioritize pre-trip communication to drive conversion.



Source: Shopper Intelligence Survey; Rolling Year to Q1 2024 (April 2023 – March 2024); % of Shoppers who Agree or Strongly Agree; US National Average; Sample Size: 770 Fresh Meat Shoppers

Price Increases in Fresh Meat are very noticeable by Shoppers



#1 Category

for Shoppers saying prices are higher than what they normally see in Category
(rank out of 117 categories)



Key Watch Out for Fresh Meat:

Price factors are very important to shoppers but it's one of the lowest ranked categories for shopper satisfaction.

Factor Summary	Importance Rank	Satisfaction Rank
<u>Price:</u> Great prices in Fresh Meat	2	75
<u>EDLP:</u> I can consistently rely on a fixed low price for Fresh Meat	15	103



How much you agree or disagree when shopping for CATEGORY in RETAILER?



Rank (of 117 categories surveyed)

Source: Shopper Intelligence Survey; Rolling Year to Q1 2024 (April 2023 – March 2024); US National Average; Sample Size: 770 Fresh Meat Shoppers

SO WHAT, NOW WHAT?

Fresh Meat category is an important influence on the shopping trip and the retailer.

It's crucial to prioritize the category to drive more traffic to the store/website.

Recommendation: Focus on pre-store communication to best engage shoppers.

Price is a big watchout. Shoppers are more aware of rising prices and are highly dissatisfied when it happens. It creates an opportunity for retailers to differentiate in the category.

Recommendation: Run retailer-specific scorecard to see which retailers are winning in price in the eyes of the shopper.



Want to Learn More?



Jason Smith
Managing Director – USA

916.501.7525

Jason.smith@shopperintelligence.com



Erika Reid
Category & Insights Director

831.359.8889

Erika.Reid@shopperintelligence.com