

Premium Buyers Insights

How to keep premium buyers in a declining up-trade context
[about the report's content]

Why this investigation into the purchase behavior of Premium Buyers?

2016 and 2017 showed high levels of up-trading in FMCG market regardless of the revived inflationary pressure.

In 2018 however, the up-trade phenomenon decreased its contribution to otherwise a positive volume evolution.

We thought that this would be a great moment to understand a bit deeper who are premium buyers and what is their purchase behavior in order to find ways to better reach them or remain relevant for their baskets.

Lenses through which we've investigated Premium Buyers

GENERAL PURCHASE BEHAVIOR

We start by analyzing how different is premium buyers' FMCG purchase behavior compared to general buying behavior. This is shown in terms of buying frequency, basket size and also portfolio from price segments perspective.



CATEGORIES

Another objective was to look at premium buyers' basket and to find out which ones are more important for them. By category, we are referring to specific ones like: water, beer, carbonated soft drinks, chocolate tablets, laundry detergent, fresh vegetables, fruits, yoghurt, toothpaste etc.



PROFILE

We've made a radiography of their profile in terms of age, income, size of community, life stage. On top, in order to have a complete picture about them, we pointed out the main differentiating lifestyle and shopping aspects.



1.8 mil.
Premium Buyers
worth
3.2bn euro

BRANDS

We've done a basket by basket ranking of the most chosen brands. Deep dive into dairy, non-alcoholic & alcoholic beverages, coffee & tea, sweets & snacks, basic food, home & personal care.



PRESENCE ACROSS CHANNELS

Where do premium buyers purchase from? In a first stage we focused on their presence across retail channels...



PRESENCE ACROSS RETAILERS

...then we went further and looked also at retail banners, showing which ones are more important for premium buyers.



Methodology aspects

The report is based on real household purchases done by 3,000 household sample which is demographically-representative for all Romanian population.

Premium Buyers = households that cover more than 30% of their FMCG purchases with premium brands. The rest of buyers allocate less than 30% of their budget on premium brands.

- One-time report covering June 2017 – May 2018;
- Standard power point output including insights and main conclusions;
- Investment 5,000 euro & VAT;
- The report is ready to roll, we can share it immediately after signed contract.

Contact your key account for more information and/or Gabriela.Luca@gfk.com

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“There is only one boss. The customer. And he can fire everybody in the company from the chairman on down, simply by spending his money somewhere else”

Sam Walton, American Businessman, Walmart Founder

Stay curious about your customers and answer their needs with relevant products when and where they are shopping.