

Food-to-go Tracking Programme 2011 Key Facts

food-to-go
tracking programme

Did you know?

- 30% of food-to-go shoppers say if stores were to improve their meal deals they would be more interested in purchasing a meal deal from this store.
- 38% of soft drinks shoppers are on a lunch mission. Consider meal deals to boost soft drinks sales.
- 100% of sandwich shoppers noticed a meal deal in Boots, 80% of which then purchased a meal deal. Ensuring customer interaction with meal deal fixtures pays dividends.
- 62% of forecourt shoppers would purchase a meal deal and 50% of forecourt shoppers would purchase a snack deal.
- 90% of food-to-go shoppers do not have a budget to stick to here today...
- ... and 29% of shoppers did not know what they wanted to buy or changed their minds in store. Taking advantage of upselling opportunities is key to increasing sales.

him! research & consulting has just spoken to over 2,500 food-to-go shoppers at a variety of convenience stores including forecourts, WH Smith, coffee shops, Greggs and Subway outlets.

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Did you know?

- Between the hours of 7-10am over a third of sandwich shoppers are in the outlet to buy breakfast, but over half are there to buy lunch. Look at breakfast and lunch combo meal deals as these would be hugely beneficial to sales.
- 33% of food-to-go shoppers would purchase a savoury breakfast deal and 31% would purchase a sweet breakfast deal. Consider providing a wider range of breakfast options to allow store sales to benefit from this high demand.
- Food-to-go shoppers' favoured bread is brown bread.
- 1 in 4 confectionery shoppers would buy sweet baked products as well as confectionery if made available. Despite the common fears among retailers over cannibalisation, selling confectionery along with sweet baked products can actually increase sales.
- Hot food shoppers have a low visit frequency, but buy more products and spend more each trip. Look to increase visit frequency with methods such as daily specials to increase hot food sales.

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