

Grape & Citrus Fruit Consumer insight

EXPERT OUTCOME



Background

Marks and Spencer (M&S) and their two grape and citrus fruit suppliers, Mack Multiples and MMUK wished to understand more about consumers who buy grapes and citrus products in the M&S stores.

The grape and citrus categories are two of the largest areas of the M&S food business.

M&S overtrade in grapes and easy peel citrus fruit but undertrade in oranges, grapefruit and lemons.

Research had not been undertaken in these two categories for some years and M&S has expanded during that time.



Methodology

The approach to gaining this insight was a three tiered programme using a combination of methodologies.

- An online survey
- A series of 4 focus groups in the north and south of the UK
- Accompanied shopping with shoppers at two of the largest M&S food stores; Bluewater and Handforth.

Outcomes

The three tiered approach to the project provided excellent insight at a number of levels and the findings from the qualitative phases supported the quantitative research.

The following areas were examined closely and the report gave detailed recommendations based on our findings;

- Shopper Habits
- Promotions and Pricing
- Packaging
- Labelling and Storage
- Store presentation
- Quality
- New Varieties
- M&S Reputation

Shoppers are primarily looking for freshness and quality in their grapes and citrus fruits and associate M&S with being able to consistently offer this.

The research has confirmed that M&S has largely met the needs of their customers, providing some indications for improvement on display and promotion.



The research has given valuable insight to target key areas of our offer and improve the shopping experience for customers, many of the recommendations were implemented within weeks of the projects' completion

Iain Hughes
Mack Multiples



England Marketing
The Barn, Fenside Road,
Warboys
Cambridgeshire, PE28 2XR

T: 01487 822320
F: 01487 825840
info@englandmarketing.co.uk
www.englandmarketing.co.uk