



# Packaged foods research: Campbell's + Mondelez.

March 4<sup>th</sup>, 2021

# The research goals.

- Speak with natural category shoppers for packaged foods like crackers, cookies and soups.
- Collect Point of Emotion® insights on categories shopped, as they're leaving the store.
- See how satisfied consumers are and what motivates these brand purchases.

# Methodology overview.

- MFour used Surveys On The Go® (SOTG).
- GPS used to identify consumers leaving Target, Walmart and Costco.
- Then, a survey was sent to ask for feedback.

# Time frame.

- 2/25 to 3/5, 2021.

# Sample.

- n=200
- 18-45 years of age.
- Natural fallout on age, gender, ethnicity and other demos.

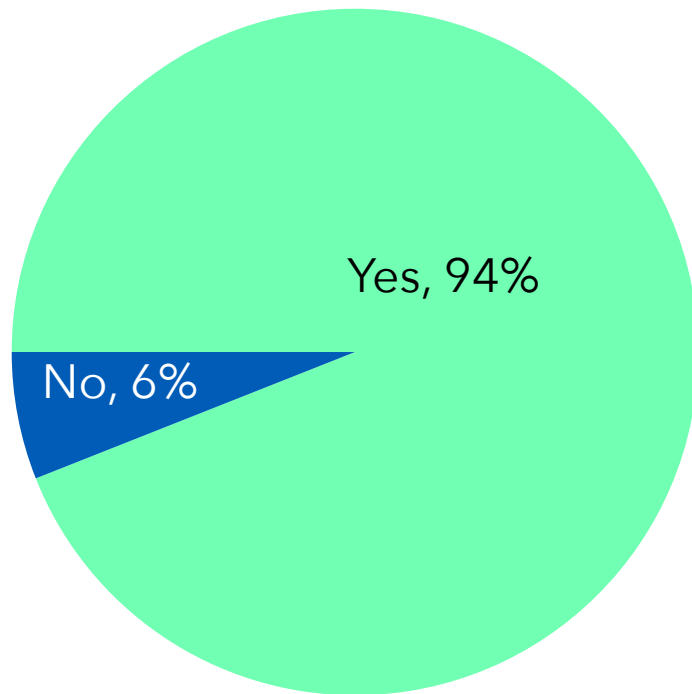
*Campbell's*

**Mondelēz**  
International

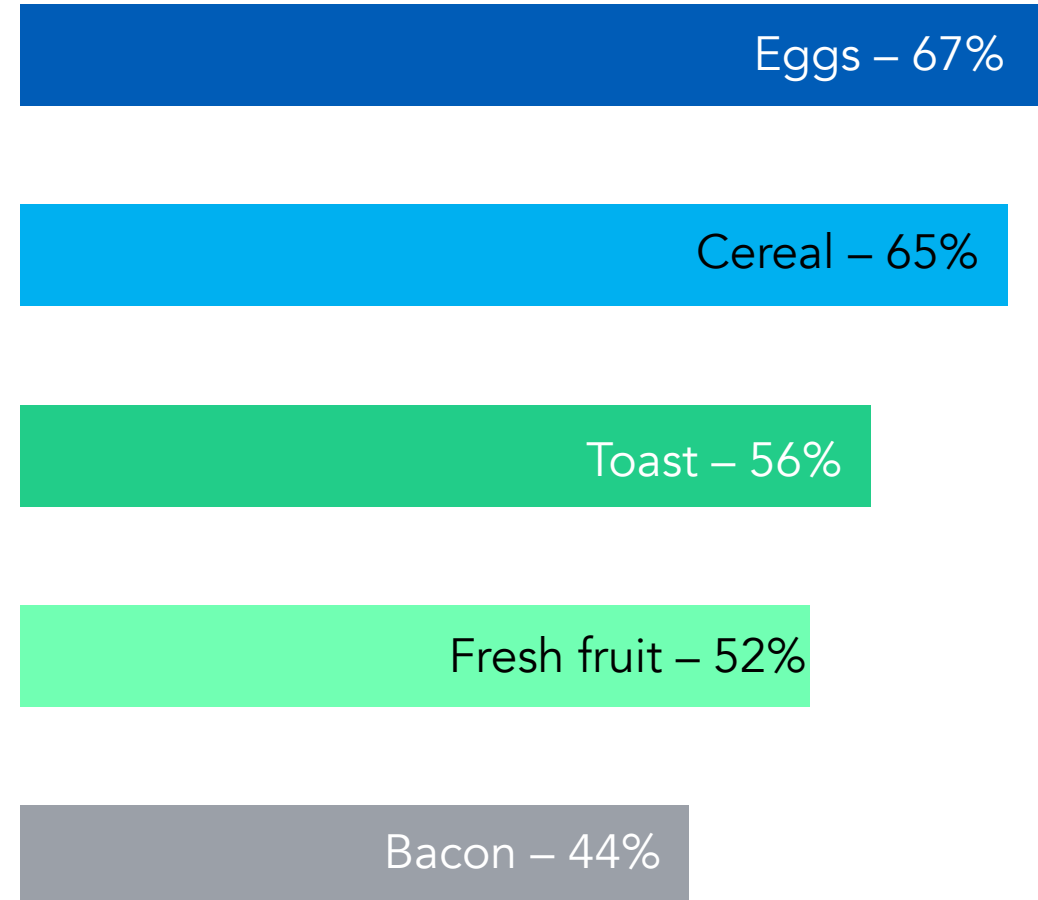
# Breakfast is still the most important meal of the day.



Do you usually eat breakfast?



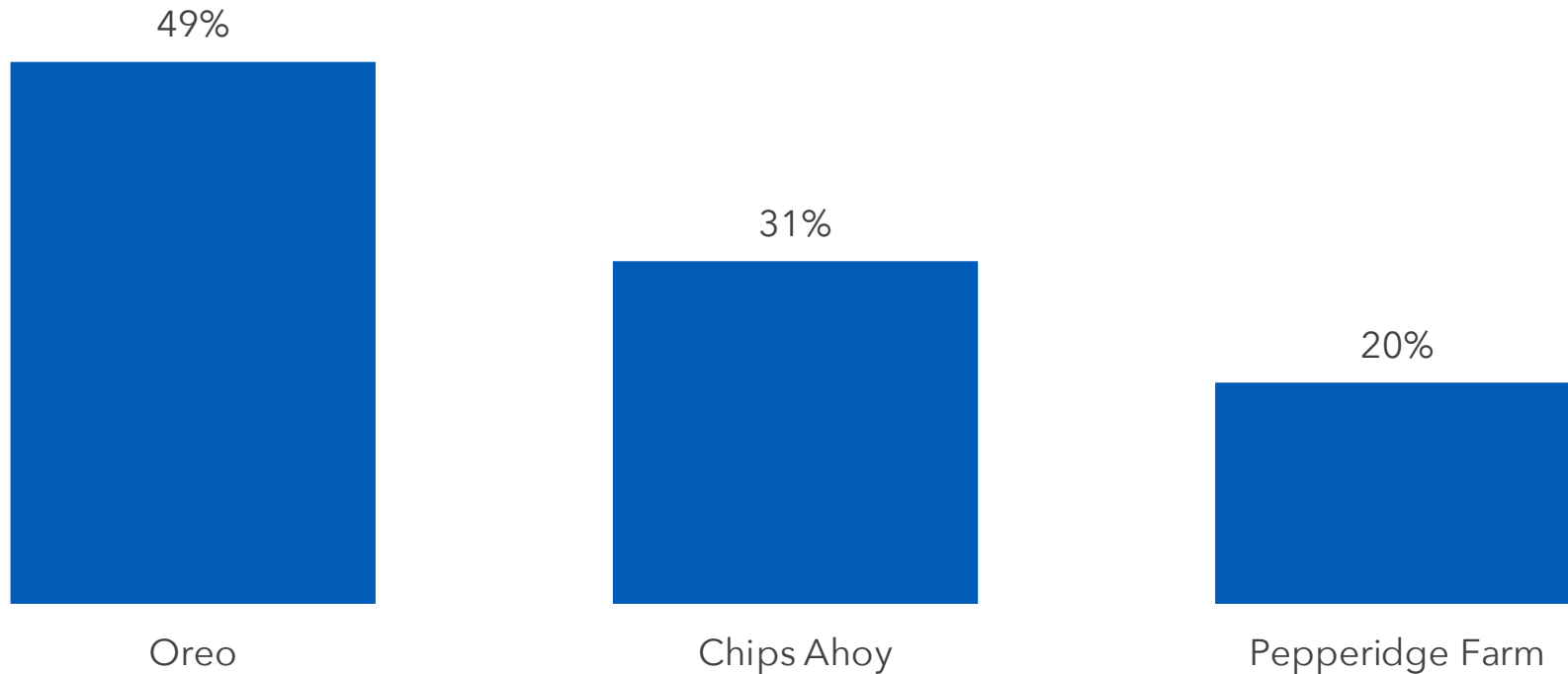
What's your go-to breakfast look like? (Top 5)



# Oreo really is milk's favorite cookie.



Which brand do you prefer to purchase for cookies?



Base: 200

## Tell me more...

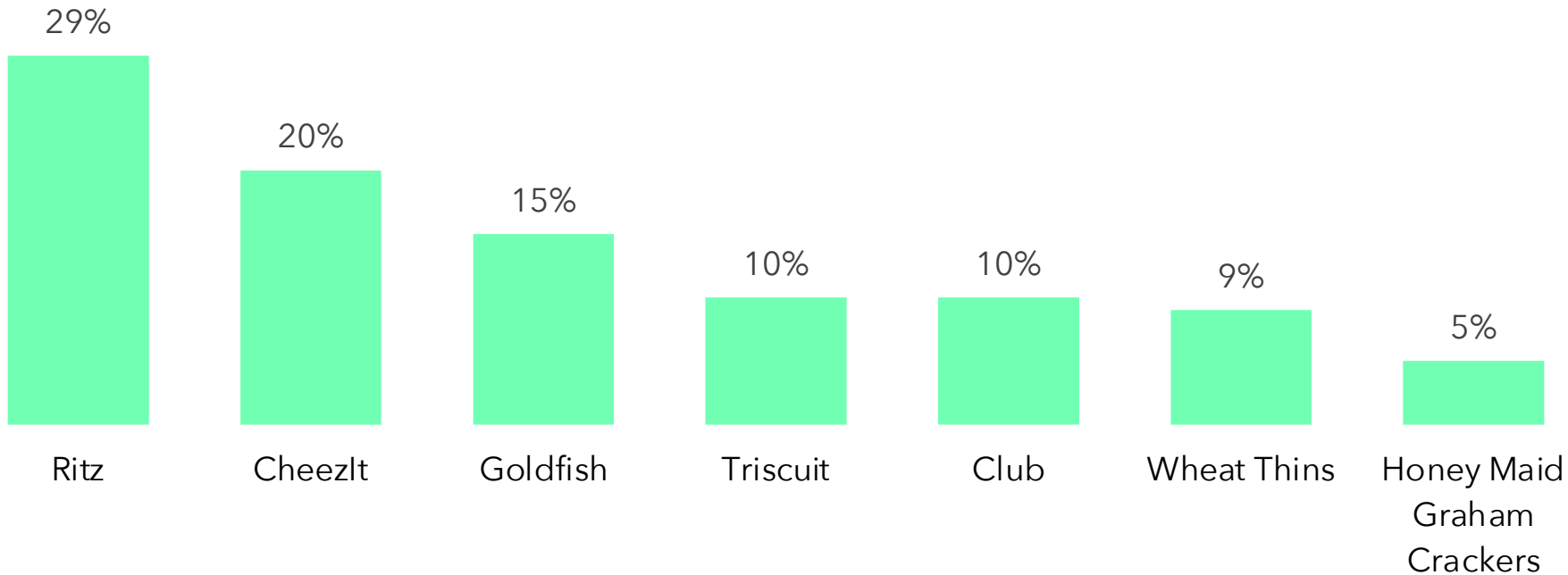
- 69% taste is why they buy their favorite brand.
- 45% like the quality.
- 31% feel like a kid again when they buy cookies.
- 28% say this product is always available.



# Life's rich for Ritz, the most popular cracker brand.



Which brand do you prefer to purchase for crackers?



Base: 200

## Tell me more...

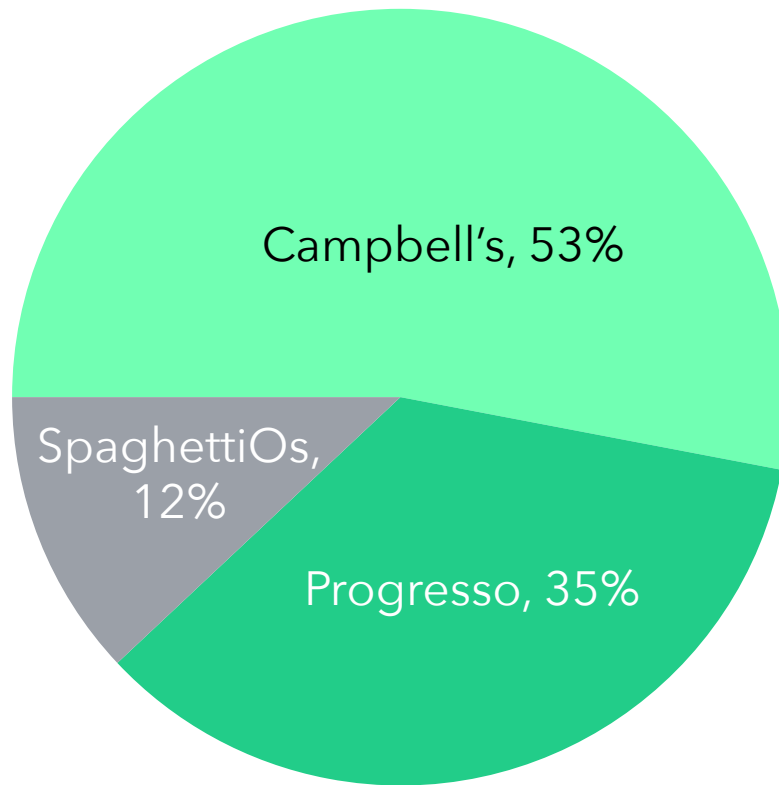
- 66% taste is why they buy their favorite brand.
- 41% like the quality.
- 26% feel like a kid again when they buy crackers.
- 26% say the product is always available.



# Campbell's is "M'm! M'm better" than Progresso.



Which soup brand do you prefer to purchase for soup?



## Tell me more...

- 56% taste is why they buy their favorite brand.
- 47% like the quality.
- 39% say this brand offers a good price.
- 30% say soup is always available.

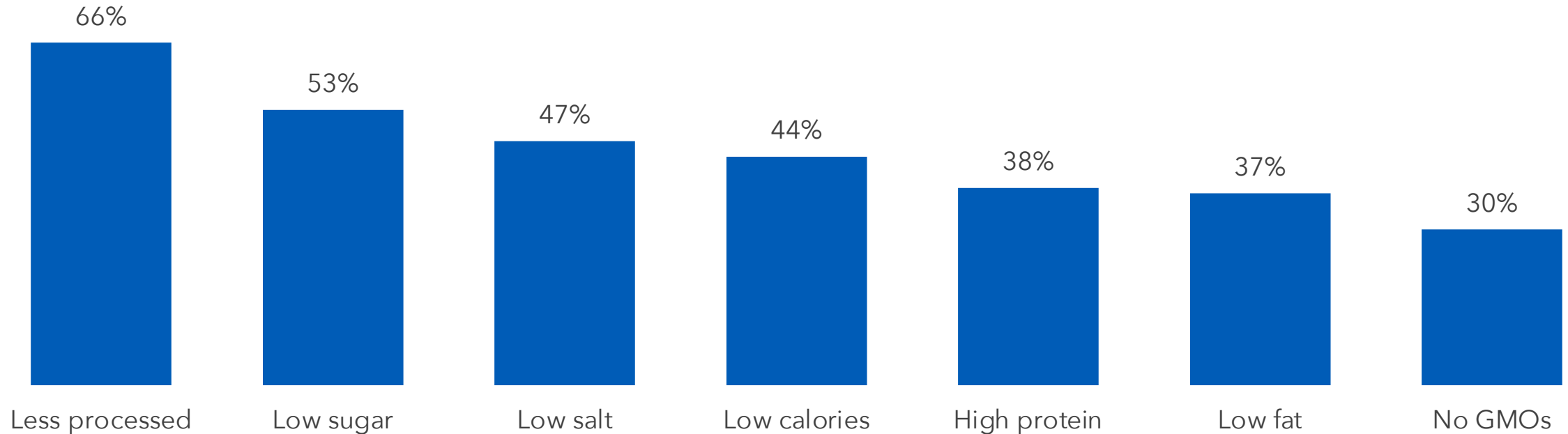
Base: 200

The Campbell's logo, featuring the brand name in a red, cursive script.

# Consumers believe it's healthy, if it's less processed.



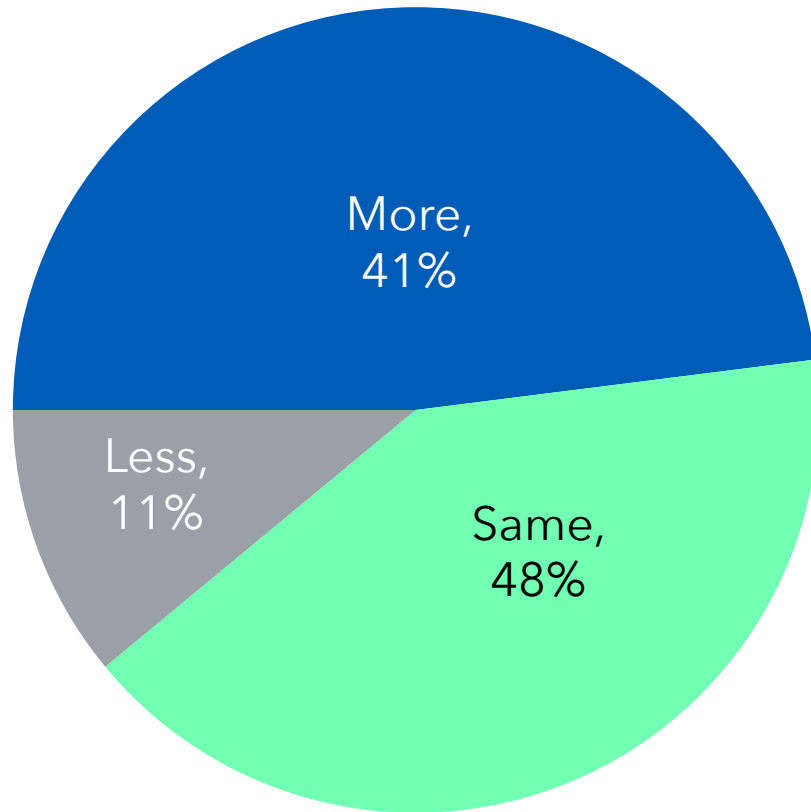
What does healthy food look like to you? I feel like it's healthy if it has/is...



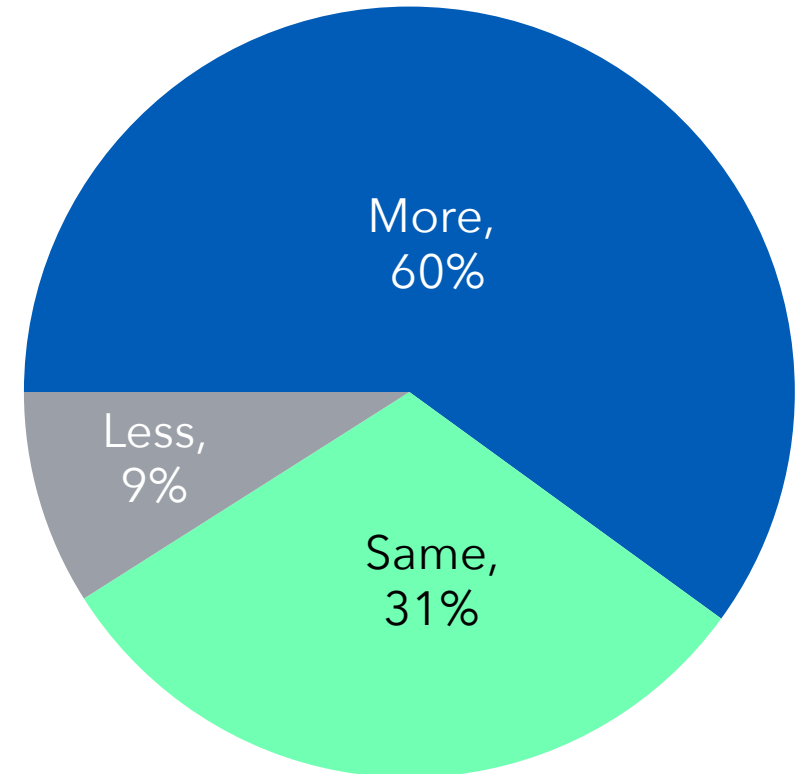
# At-home cooking is up in 2021.



Are you buying in bulk more, or less, since 2021 started?



Are you cooking at home more, or less, since 2021 started?

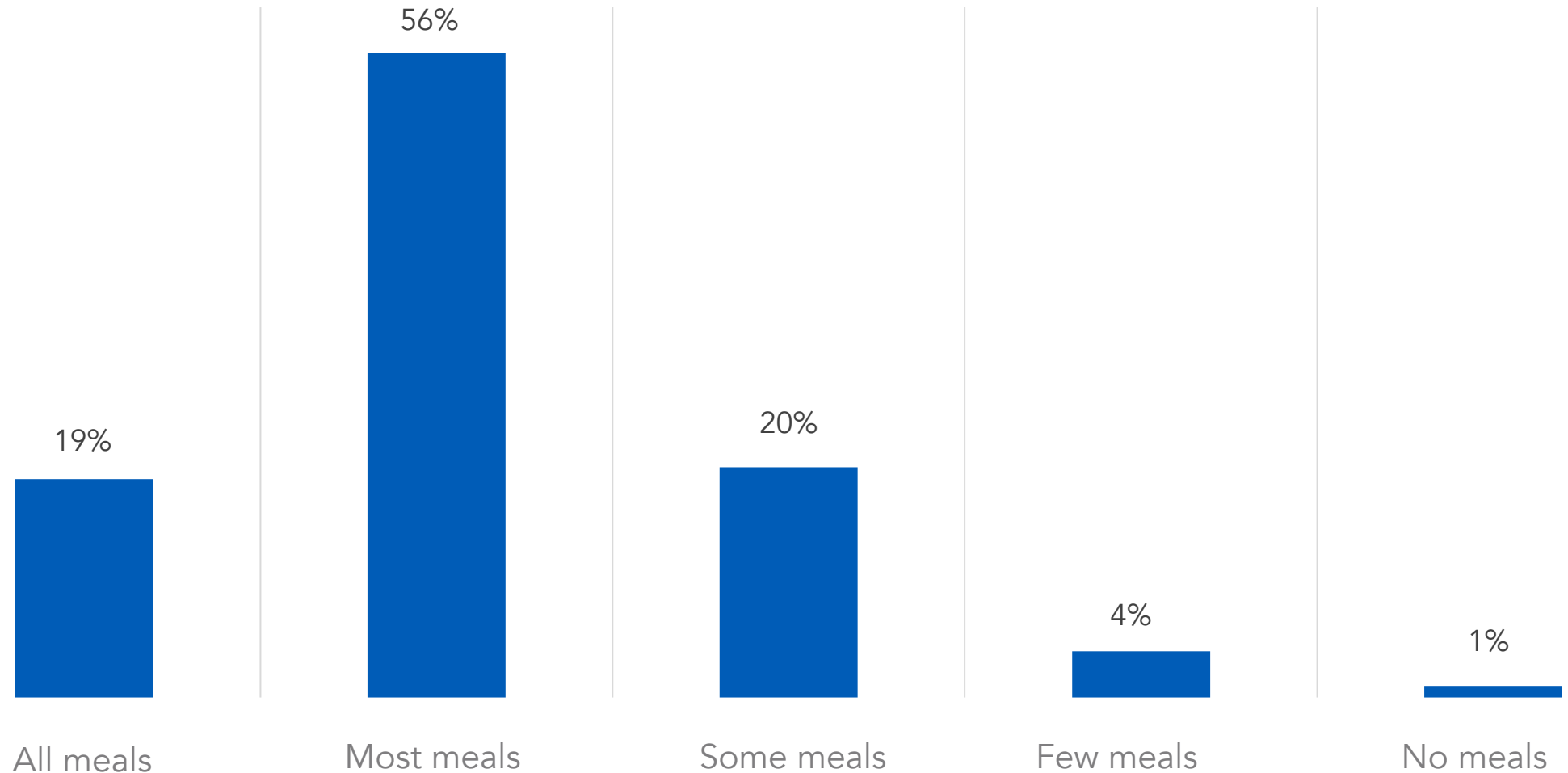




# Most meal prep is also happening at home.



In general, how many meals do you prepare at home during the week?



Base: 200



# About MFour.



MFour introduced Surveys On The Go® in 2011.

As the nation's largest, highest-rated consumer panel, it tracks 10 million daily consumer journeys.

Clients use our panel to speak with any buyers they want—in-store, online, or on an app.

The result? Accurate data based on consumers' actions: and context on why they made them.







# Brick & Mortar.

MFour tracks 10 million daily consumer journeys through our app Surveys On The Go®.

We GeoValidate® 12.5 million U.S. locations. Consumers who enter a GeoValidated® retail site are verified as having visited that location.

As they exit your store, shoppers are instantly pushed a survey via the Surveys On The Go® app. You get Point of Emotion® insights.



**Choose better market research.**