Packaged foods research: Campbell’s + Mondelez.

March 4th, 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.
Breakfast is still the most important meal of the day.

Do you usually eat breakfast?

- Yes, 94%
- No, 6%

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

- Eggs – 67%
- Cereal – 65%
- Toast – 56%
- Fresh fruit – 52%
- Bacon – 44%

Base: 200
Oreo really is milk’s favorite cookie.

Which brand do you prefer to purchase for cookies?

- **49%** Oreo
- **31%** Chips Ahoy
- **20%** Pepperidge Farm

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.

Base: 200
Life’s rich for Ritz, the most popular cracker brand.

Which brand do you prefer to purchase for crackers?

- 29% Ritz
- 20% CheezIt
- 15% Goldfish
- 10% Triscuit
- 10% Club
- 9% Wheat Thins
- 5% Honey Maid Graham Crackers

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.

Base: 200
Campbell’s is “M’m! M’m better” than Progresso.

Which soup brand do you prefer to purchase for soup?

- **Campbell’s, 53%**
- **SpaghettiOs, 12%**
- **Progresso, 35%**

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.
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...

- Less processed: 66%
- Low sugar: 53%
- Low salt: 47%
- Low calories: 44%
- High protein: 38%
- Low fat: 37%
- No GMOs: 30%

Base: 200
At-home cooking is up in 2021.

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

- More, 41%
- Less, 11%
- Same, 48%

Base: 200

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

- More, 60%
- Less, 9%
- Same, 31%
Most meal prep is also happening at home.

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

- **All meals**: 19%
- **Most meals**: 56%
- **Some meals**: 20%
- **Few meals**: 4%
- **No meals**: 1%

Base: 200
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.
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.