

# Shelf-Level Shopper Insights

52% of Shoppers Say Price Sensitivity is the Primary Purchase Barrier

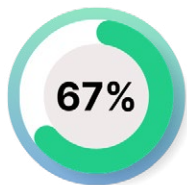
Winning in today's competitive retail environment starts with understanding shopper behavior at the shelf level.

Dive into our latest research to learn the key factors driving salty snack purchases and what barriers do brands face in the aisles.



## KEY FINDINGS

### GROCERY STORES:

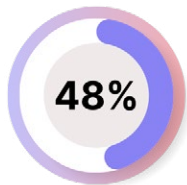


Make impulse purchases driven by promo signage.

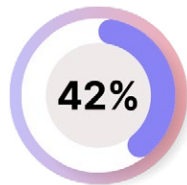


Show strong purchase intent for snacks when they visit.

### CONVENIENCE STORES:

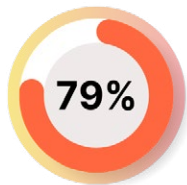


Rely on loyalty rewards for repeat purchases.

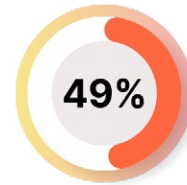


Prioritize finding their favorite salty snack flavor.

### MASS STORES:



Make salty snack purchases due to discounted prices.



Shop for salty snacks here due to this channel's low pricing.

## BARRIERS TO PURCHASE



**1 in 3** shoppers face in-store barriers when making purchases.



**52%** of shoppers say price sensitivity is a primary barrier to purchase.



**38%** of mass store shoppers experience frustration with out-of-stock items and unclear pricing, leading to abandoned baskets.

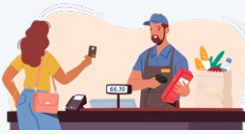


**41%** of C-Store shoppers chose a competitor's brand if their preferred brand is unavailable.



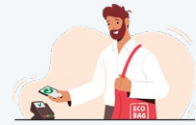
**53%** of grocery shoppers skip salty snack purchases due to high prices.

## KEY FINDINGS



### **Shoppers' Purchases are Influenced by Store Environment.**

Each retail channel attracts shoppers with different priorities. Understanding these differences allows businesses to tailor their strategies based on the channel to maximize sales potential.



### **Promotions and Pricing are Purchase Motivators & Key Barriers**

While discounts, loyalty programs, and promotional signage all encourage shopper purchases, price sensitivity remains a significant obstacle across all channels.



### **Validated Shopper Insights Help Brands Shape Business Strategy**

Store shelves are an evolving battlefield,. What worked last month may not work next week. Our Point of Emotion® validated surveys capture insights from real shoppers in real time, helping brands bridge the gap between what shoppers say and what they do.

## RESEARCH APPROACH

### **Target Audience:**

Adults (18+) responsible for food shopping.

### **Sample Size:**

500 respondents across grocery, convenience, and mass retail channels.

### **Methodology:**

Point of Emotion® In-Store & Post-Shopping survey.

### **Objective:**

Capture real-time shopper insights from validated consumers across various in-store channels to assess salty snack purchasing behavior.



## ABOUT MFOUR

MFour is a consumer market research company that aims to solve the issues of data fraud in the industry by providing validated consumer data. Through the use of MFour's proprietary Surveys On The Go® app, they combine validated survey data with consumer behaviors to deliver insights that brands can trust.

**Schedule time to dive into the full report and to learn more about how MFour's validated consumer insights can help your brand.**

**SPEAK WITH A CONSULTANT**