

# What do consumers look for when deciding which products to buy?

## TRADE-OFF\* ANALYSIS REVEALS THE KEY DRIVERS

- Decision making is influenced by different factors depending on product type, but overall consumers want the **best quality they can afford**.
- They don't necessarily look for the cheapest on shelf, but the product that is 'good for the money'.
- Quality is a subjective measure but factors such as freshness and familiarity, as well as branding, are often used as a reassurance of quality.



## HOW DOES THAT DIFFER BY PRODUCT TYPE?

- Quality is essential across all categories, but most particularly for a Premium line, whether that be a Box of Chocolates or a Chilled Ready Meal.
- Healthiest Ingredients is a key consideration for Chilled Premium Ready meals, as is freshness and familiarity.
- Freshness is paramount for Bread, with branding, indulgence and presentation more important for a Premium Box of Chocolates.
- A Value can of Sweetcorn is influenced by pack size, while for a Frozen Everyday Pizza often bought for the family, the fact it's been bought before and 'everyone likes it' is a crucial factor in deciding which variant to buy.

