



Monthly Metrics #3: Why understand shopper missions?

Top-up Shop



Main Shop



Monthly Metrics is a new series from Shopper Intelligence aimed at enhancing your **Category Management teams'** understanding of shopper metrics and helping them to draw meaningful implications for your category and customer strategy. This month's instalment looks at the significance of Shopper Missions.

For **what purpose is your shopper in the store** when they buy **your category**?

- Are they buying for a specific consumption occasion or is it part of their regular top-up or main shop?
- Are they buying just for themselves, or is it a decision they are making on behalf of the whole family?

Understanding your shopper missions can help you to ensure you're offering the right products, in the right place at the right time.

The main shopper missions we're all familiar with are broadly defined as "**Main Shop**", "**Top-up Small Shop**" and "**Immediate use**".

Knowing the **proportion of your shoppers on each mission** can already give us **crucial insight** into what is required from the category for example: *do I need larger pack sizes for main shop shoppers or on the go packaging solutions for shoppers looking for immediate consumption?*

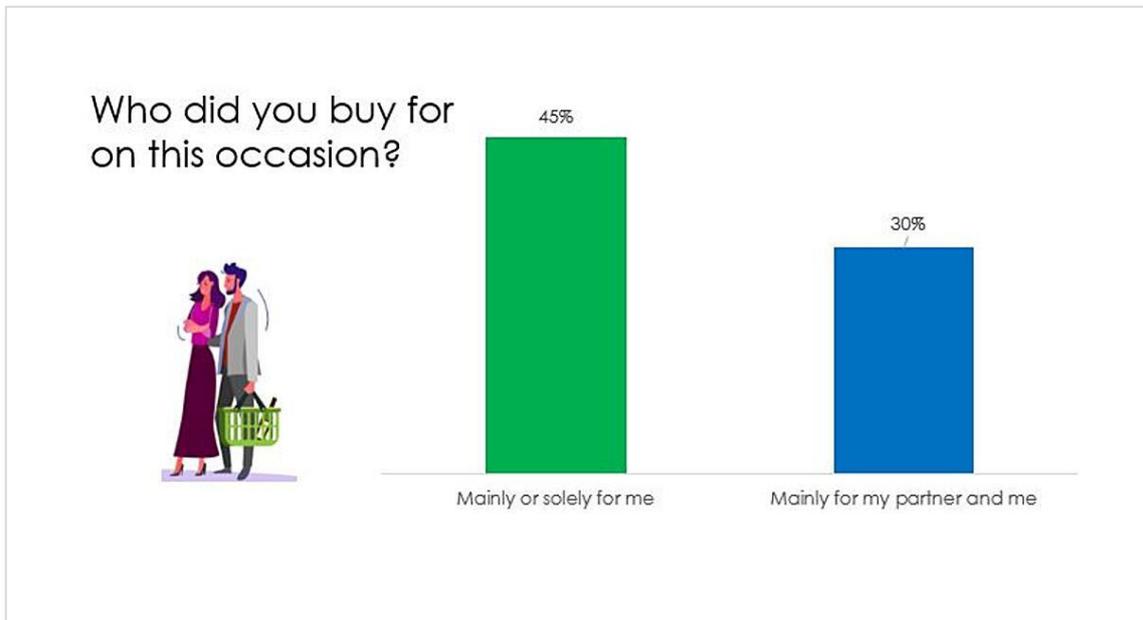
Mini Case Study: Chilled Soup category



Chilled Soup is mostly bought as part of the **larger shopping missions** (“main shop and “large stock up”), over three quarters of category shoppers fall in to one of these two camps. Thus, we might choose to focus our attention on these larger missions when we consider things like **pack sizes and formats**. But it’s worth **digging a little deeper** first.

To get closer to the intended use of the product being purchased and perhaps confirm that larger pack sizes might be a good development we can next identify **who the category is being bought for**. In the case of Chilled

Soup 45% of shoppers are buying for themselves with another 30% buying for two.



The next step then is to identify the **main occasion** the product is being bought for. For Chilled Soup 50% of Shoppers are buying for '**Lunch at home**', clearly a critical occasion which ranks the category at **#9 out of 161 categories!**

With a significant over index on 'Lunch at home' we might consider pack sizes and merchandising that calls out this occasion.

Actions for Chilled Soup category, based on these shopper insights:

- *multi-pack 'single portion' solutions* that are easily shopped as part of a main shop and can cater to the intended consumption throughout the week.
- *Merchandising campaigns* that encourage shoppers to 'keep the fridge stocked' for you and your partner.

As we always say, these are just a few metrics from our toolkit that can help **drive more shopper centric category management** and **elevate discussions with your buyer**. Of course, there's lots more we'd suggest you explore from our data set to build this story further!

Download our other Monthly Metrics from our website:

- Monthly Metrics 1: [Traffic Drivers and Spend Drivers](#)
- Monthly Metrics 2: [Shopping Mode \(Grab 'N' Go or Browse\)](#)