

# SMART REPORT

## ➤ Grocerants and Retailer Prepared Foods Shopper Insights 2017

While grocery stores have long featured coffee, wine or beer bars and café-style service, the growth of dine-in—and particularly full-service restaurants—at supermarkets is a fairly new phenomenon. Plus, prepared foods (ready-to-heat and ready-to-eat) continue to gain in popularity in retail, thanks to chef- or health-driven preparations and restaurant-quality merchandising/ambiance—all for check averages that typically beat local and chain restaurants.

Several mainstream supermarkets have introduced full-service and quick-service restaurants under a single roof. Wegmans, H-E-B, Kroger and Lunds & Byerlys have recently ramped up their foodservice options with build-your-own pizza stations, burrito bars, and pub/upscale grille concepts. Whole Foods, considered a leader in the “Grocerants” trend, offers everything from to-go barbecue and fresh pasta dishes to its East Lansing Green State Bar and Grill, which serves burgers, sandwiches and breakfast with a rotating selection of hard-to-find Michigan craft beers.

Q1 Consulting’s research of **1,000 consumers/shoppers of retailer prepared foods** provides immediate insights into this lucrative channel.

### REPORT CONTENT:

#### Market Overview

- Retail Segment Definitions
- Market Share and Store Counts (Grocery and Consumables)
- Top Food Retailers – Acquisitions and the Millennial Shopper
- Historical and Projected Sales Increases – Prepared Foods
- Prepared Food Items Sold/Offered
- 2017 Retail Prepared Food Sales at Retail

#### Consumer/Shopper Insights

- Venues Used for Prepared Foods
- Anticipated Shopper Changes in Prepared Foods Purchasing – By Retail Segment
- Changes in Prepared Food Purchasing: Reasons
- Prepared Food Ordering – Methods Used
- Factors That Influence Prepared Food Selection
- Mealparts Prepared Foods are Purchased
- Mealparts Prepared Foods are Purchased – By Segment
- Best Prepared Foods by Mealpart
- Venue Ratings – Overall Prepared Foods
- Ratings of Venues by Various Factors
- Last Occasion Purchase- Venue
- Last Occasion – Food Purchased
- Consumption Period – To-Go Orders
- Number of Items Purchased – Last Occasion
- Last Occasion – Amount Spent
- Reasons for Last Occasion Purchasing

- Reasons for Prepared Food Purchase – Last Occasion by Geography
- If Prepared Food Had Not Been Purchased – Last Occasion
- Brand, Banner Impact on Prepared Food Quality

#### Appendix - Consumer Survey Composition and Additional Findings

- Consumer Survey Comp. – Gender, Age, Race
- Consumer Survey Comp. – Education, Income, Region
- Consumer Survey Comp. – Marital Status and Household Composition
- Consumer Composition – Primary Shopper and Meal Preparer
- Frequency of Prepared Food Purchases
- Last Occasion Food Purchased – Cold Sandwiches
- Last Occasion Food Purchased – Hot Sandwiches
- Last Occasion Food Purchased – Hot Breakfast Sandwiches
- Last Occasion Food Purchased – Hot Entrées
- Last Occasion Food Purchased – Side Dishes
- Last Occasion Food Purchased – Prepared Salads
- Last Occasion Food Purchased – Sauces, Dips, Spreads
- Last Occasion Food Purchased- Soups
- Last Occasion Food Purchased – Fully Cooked Meats
- Last Occasion Food Purchased – Fresh Cut Fruits
- Last Occasion Food Purchased- Pizza
- Last Occasion Food Purchased – Fresh Bakery Items
- Last Occasion Food Purchased – Desserts
- Last Occasion Food Purchased – Appetizers

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