

Strategic Recommendation for Chip Category

Insights:

- Mainstream young singles and couples purchase the highest quantity of chips, but spend less per unit.
- Premium older families purchase larger pack sizes more frequently and have the highest average spend per transaction.
- Doritos and Kettle are the top brands among high-spending segments.

Recommendations:

1. Focus promotional efforts on premium families — they show high loyalty and willingness to spend.
2. Offer larger pack discounts for mainstream segments to increase revenue per transaction.
3. Increase shelf visibility and in-store displays for Doritos and Kettle brands.
4. Consider seasonal campaigns targeted to young singles for smaller packs.