

Research Aim

1. Exploring the use of **large-scale consumer panel** to extract **consumption patterns**
2. Identifying the consumption patterns that **differentiate** regional and geodemographics groups

Hypothesis/Assumption:

Geodemographics -> "birds of a feather flock together"

- Similar sociodemographic compositions
- Similar shopping needs and habits
- (Dis)similar responses to marketing stimuli and local food environment



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KANTAR **WORLD**PANEL

Kantar WorldPanel

- Continuous Consumer Panel in the UK
- 7642 individuals: representative/residential postcode sector
- 1.7 millions unique shopping basket
- First week of 2017 to last week of 2019
- In theory: complete consumption records
- 271 unique merchant name: 24 Store/Food Environment Categories
- 773 products ID: 42 Food On the Go (FOTG) Categories defined by Kantar Worldpanel



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