

Category review: Chips

Retail Analytics



EXECUTIVE SUMMARY

1

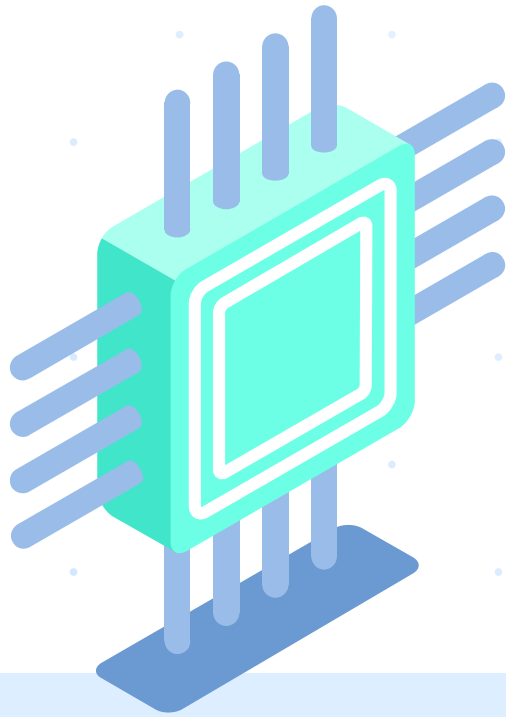
Customer Analytics

- Kettle is the highest selling brand.
- Mainstream - mid age and young singles and couples are the highest spenders on average and are willing to pay more per packet of chips compared to their budget and premium counterparts.

2

Trial Store Performance

- We've found control stores 233, 155, 14 for trial stores 77, 86 and 88 respectively.
- The results for trial stores 77 and 86 during the trial period don't show a significant difference.



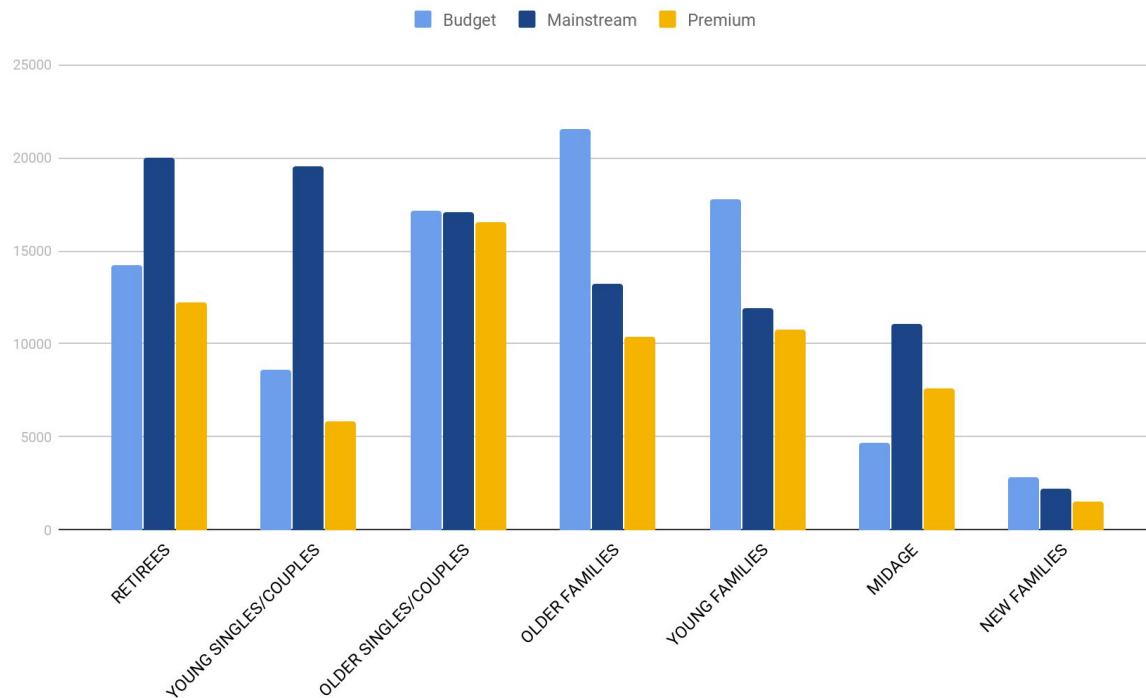
CUSTOMER ANALYTICS

1

Mainstream - mid age and young singles and couples are the highest spenders on average

LIFESTAGE	PREMIUM CUSTOMER	mean
MIDAGE SINGLES/COUPLES	Mainstream	7.64
YOUNG SINGLES/COUPLES	Mainstream	7.55
RETIREEES	Premium	7.46

Number of Customers by Affluence



Mainstream - mid age and young singles and couples are:



15%

More likely to purchase Kettle chips



14%

More likely to purchase Twisties chips

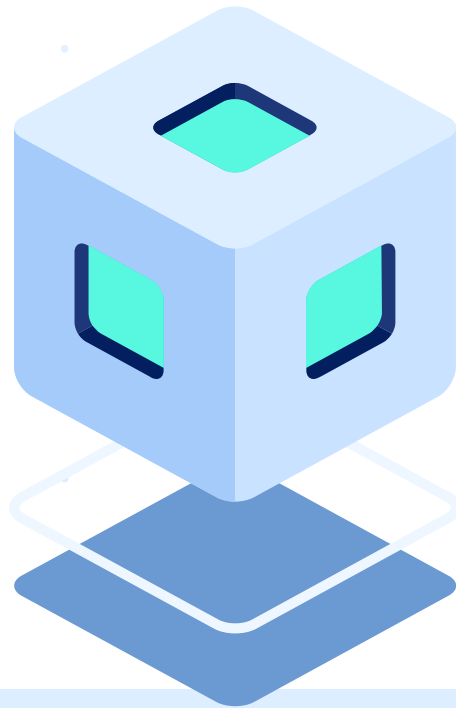


50%

Less likely to purchase Sunbites

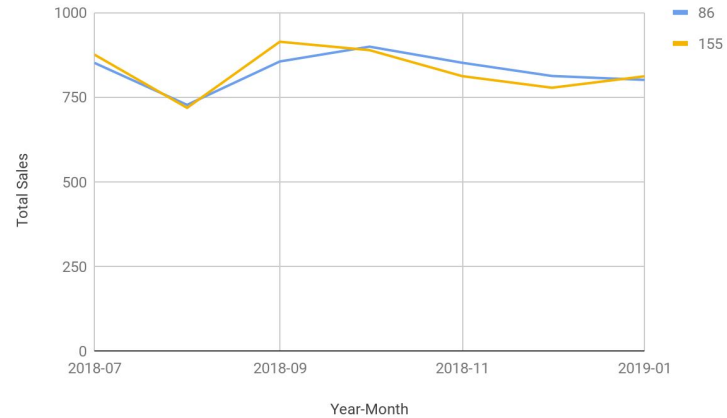
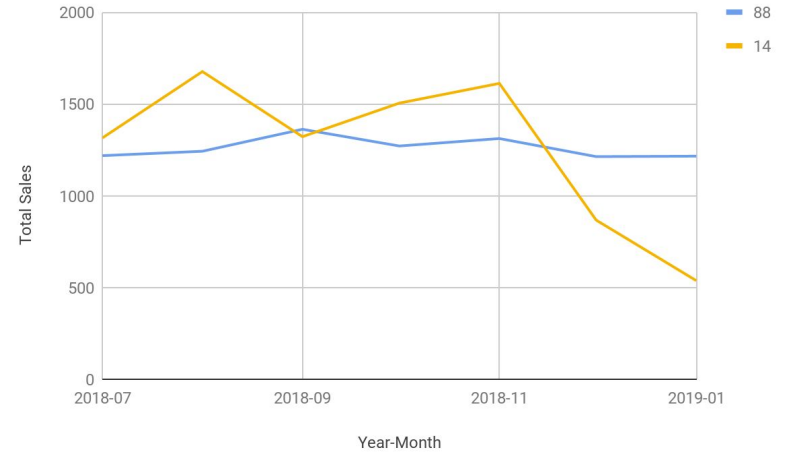
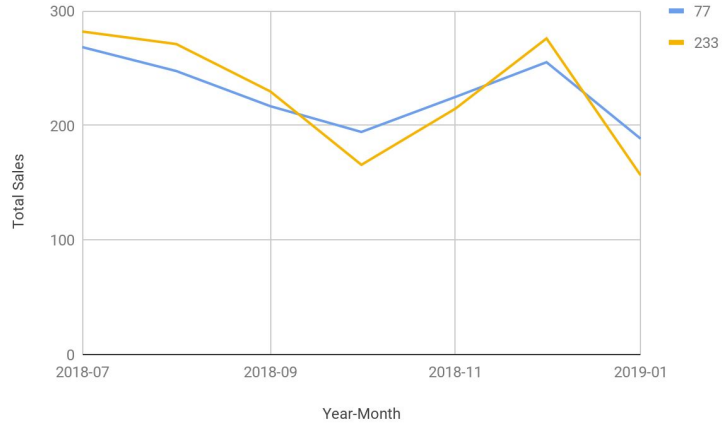


2

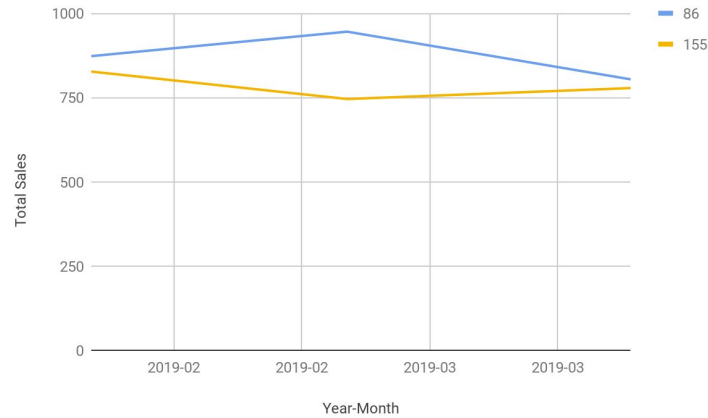
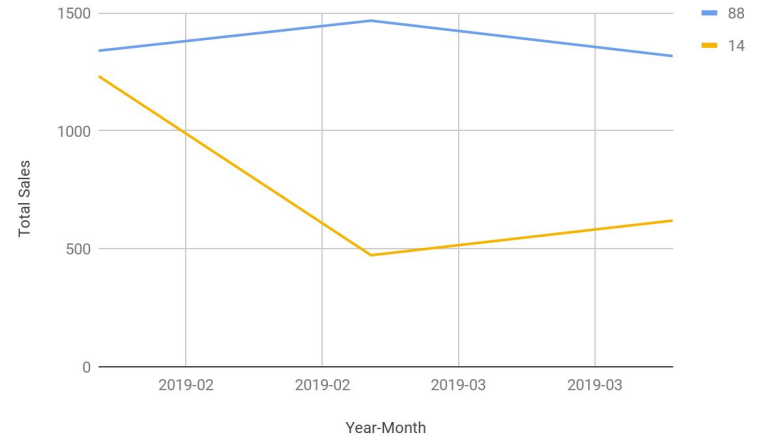
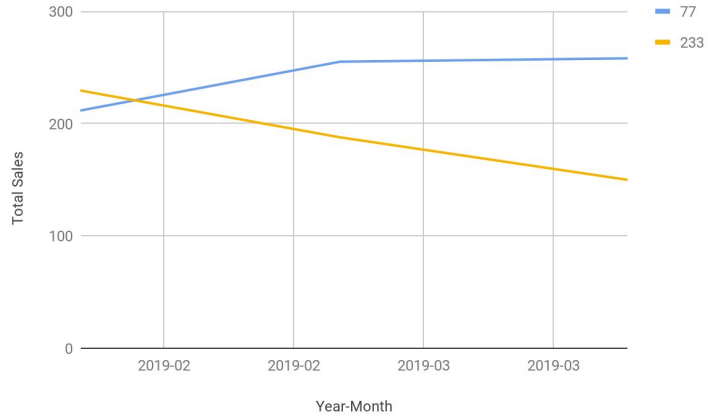


TRIAL STORE PERFORMANCE

PRE-TRIAL



TRIAL



THANKS!

Do you have any questions?



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