

June 2022

Retail Analytics: Snacking Chips

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Classification: Confidential



Executive summary

01

Chip Category Review

Retirees and Older and Young Singles/Couples Make Up the Largest Proportion of Snacking Chips Shoppers

People are Eager to Try New Chip Flavors

Most Snacking Chips Customers are Middle Class Customers

The Most Advertised Brands are the Most Popular Among Chip Buyers. Some New Brands Start to Catch Up.

02

Trial store performance

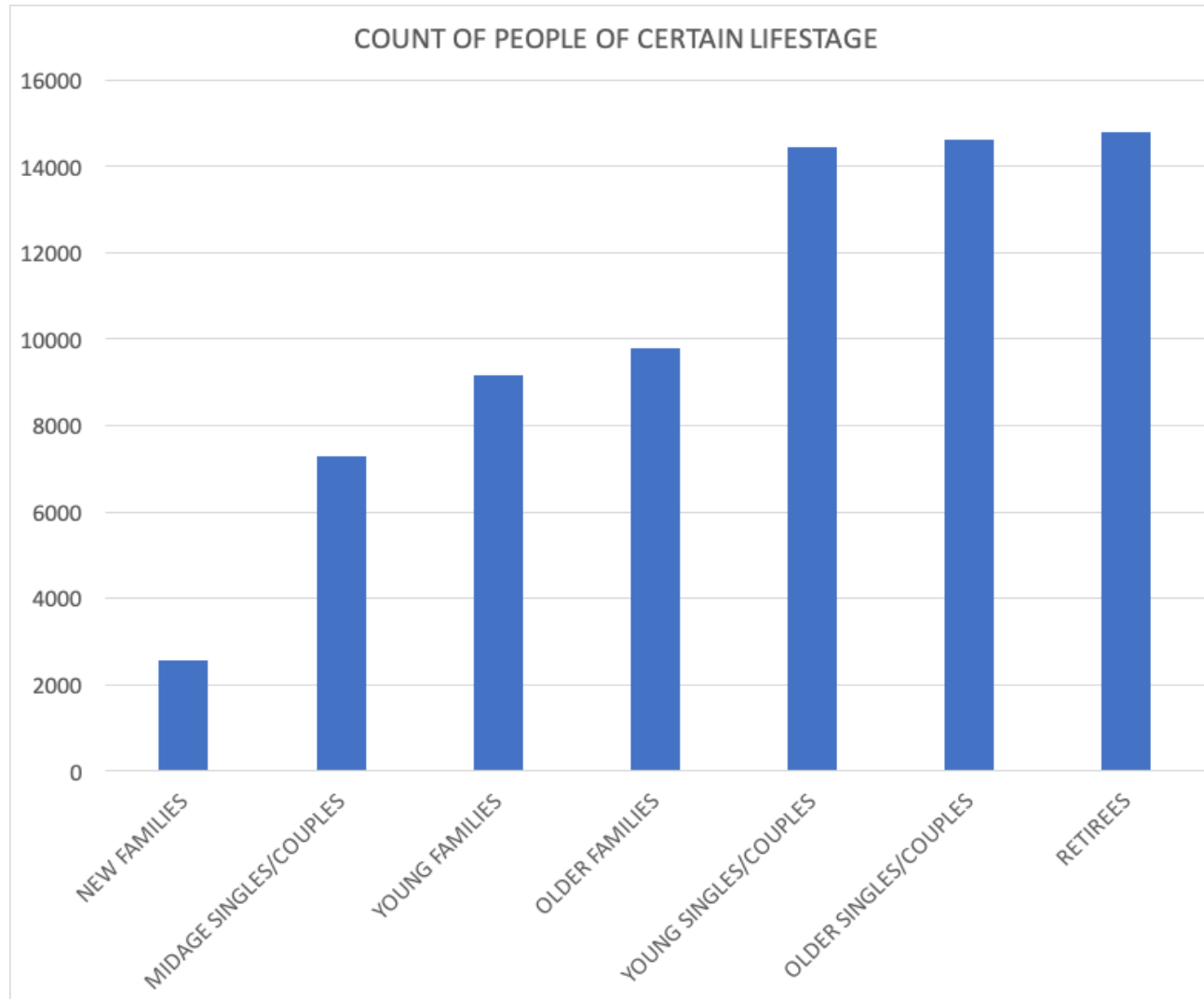
A control store was constructed to reflect the prior performance of the selected trial store.

Based on the Pearson Correlations Scores, the Trial Stores Outperformed the Control Store Highlighting the Success of the New Store Layout

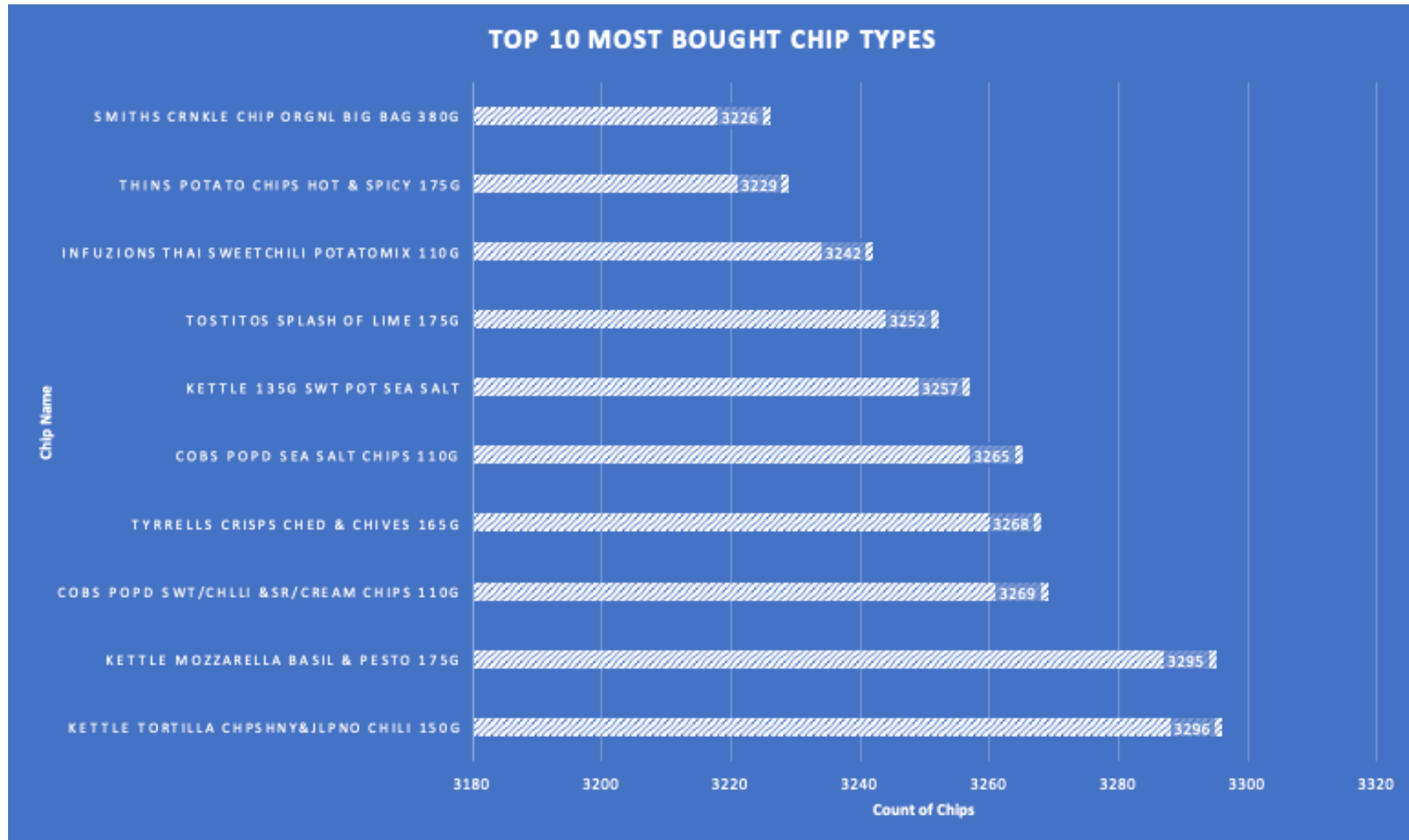
01

Chip Category Review

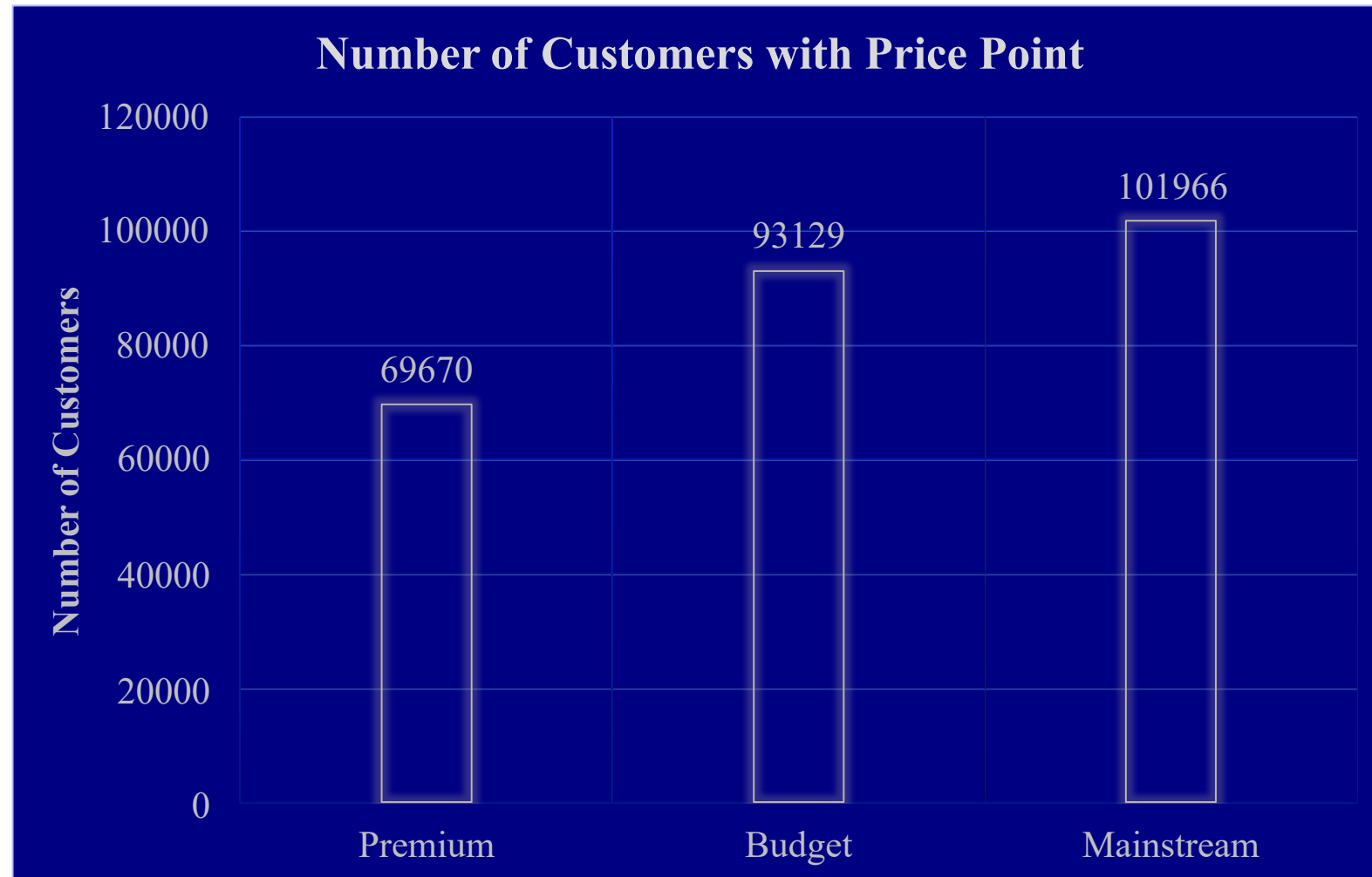
Retirees and Older and Young Singles/Couples Make Up the Largest Proportion of Snacking Chips Shoppers



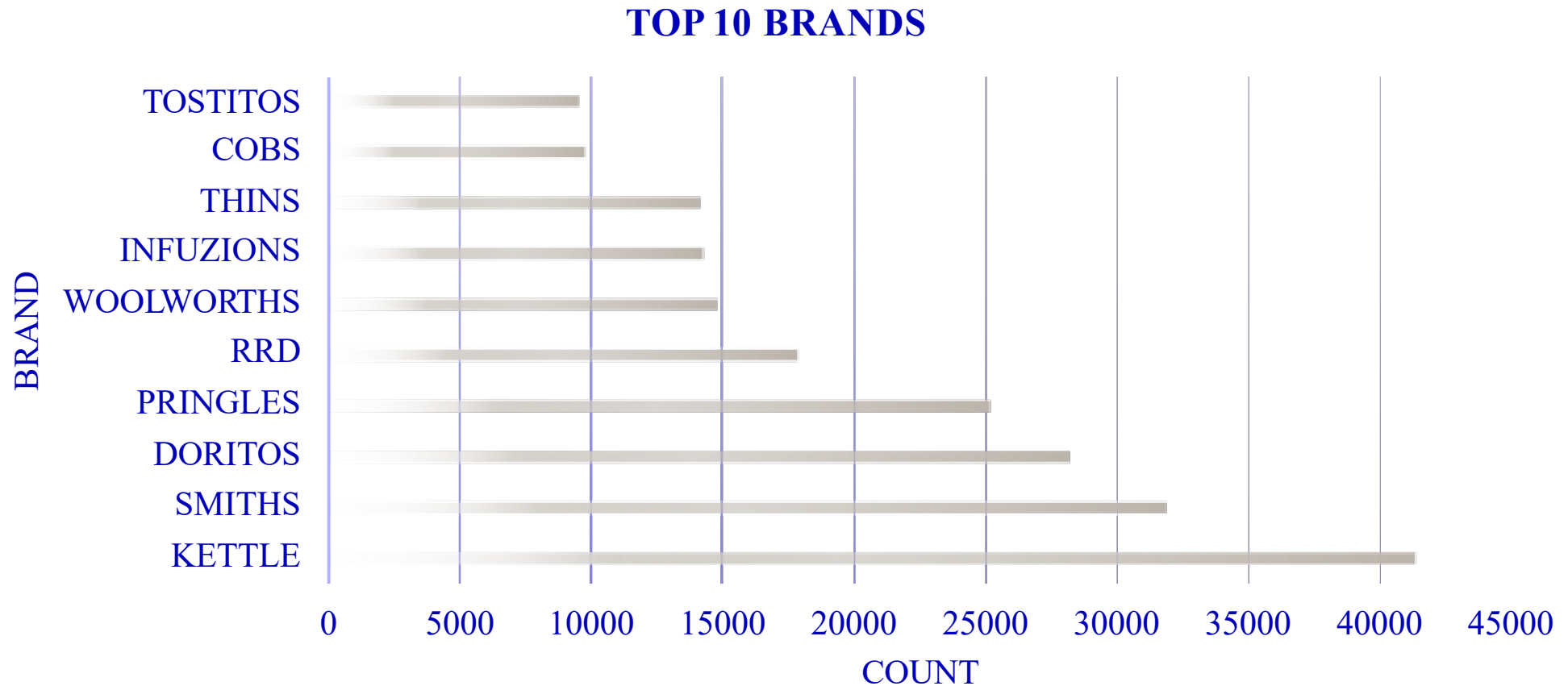
People are Eager to Try New Chip Flavors



Most Snacking Chips Customers are Middle Class Customers



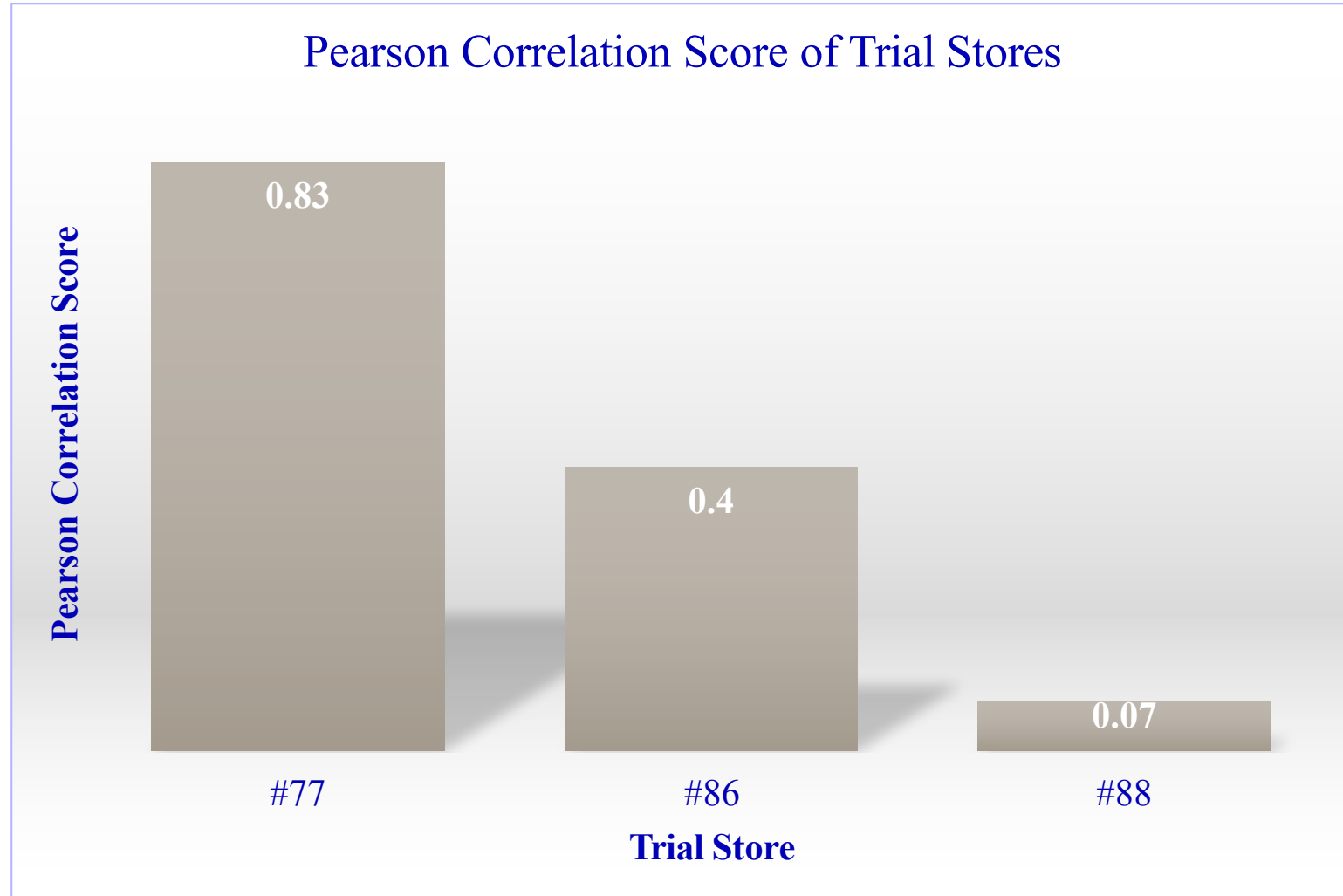
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Trial store performance

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Recommendations

- Stock up with the most advertised popular brands as well as the unique new flavors
- Develop strategies to win over retirees and the older and young single/couple chip buyers
- Create advertisements that target the middle-class market
- Conduct in-depth analysis on what factors contribute to the trial store performance difference



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