

Consumer Decision Hierarchy



A segmentation of products in a category based on real shopper behaviour. The output shows how a category should be structured to simplify the shopper experience.

It helps you to

Understand

how shoppers actually buy a category and what the major sub divisions are.

Analyse

how to more effectively manage your portfolio to maximise buying opportunities.

Know

how to layout the category fixture to make the experience easier for shoppers.

Benefits

Build

better customer relationships by offering an evidence led fixture layout.

Improve

your portfolio planning by understanding gaps and opportunities.

Include

a shopper dimension for more compelling and wide-ranging arguments.

Questions

How do shoppers shop my category?

Which competitors do my products compete with?

Is my portfolio covering all shopping requirements?

Is each retailer adequately covering shopping requirements?

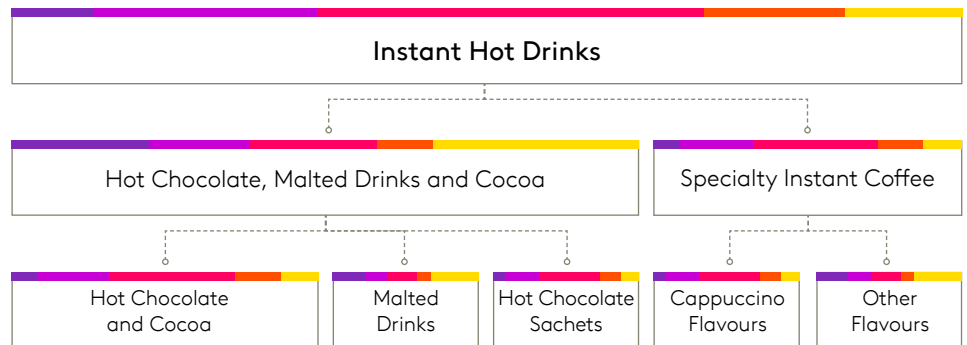
Can I build a shopper led listing or ranging argument?

How should I organise the fixture in store?

Is the market brand or product led?

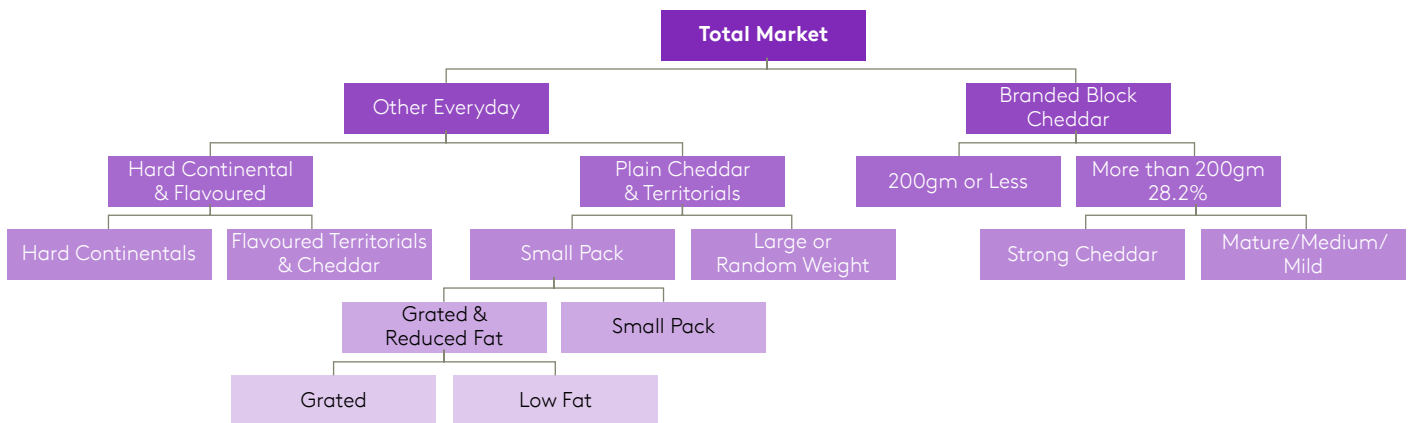
Identify real life shopper-based competitive sectors

- Size, growth and consumer measures – where are the best opportunities?
- Demographics of buyers – who is the target?
- Brand & manufacturer shares – where are there gaps or overlaps in portfolio?
- Retailer performance and over/under trade – which retailers do I need to engage?
- Promotional levels and average prices – am I in line with my competition?



Is the market brand or product led?

Everyday cheese – Product Led. In everyday cheese no one brand fulfils a need. All brands are grouped together fundamentally forming a sector based around a price point. Elsewhere in the tree it is entirely product led, sector, size, format etc.



Food for Thought



Winning Omnichannel: Finding growth in reinvented retail



Generating incremental growth through promotions



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