

INTRODUCTION

We rarely attain all we aspire, we also rarely eat the way we aspire to eat, live as healthily as we aspire to, or even care for the planet as much as we aspire to do. This gap between what we aspire to do and what we actually do amounts to a series of tradeoffs we are willing to make each and every day. These in-the-moment tradeoffs show us what kind of person we are as well as how strongly we will hold to our aspirations. They also tell us a lot about the environment we live in and create unique opportunities for innovators to make it easier for people to fulfill their aspirational goals.

The biggest gaps in aspirations today are related to sustainability. We are seeing the consumers and the industry change in tandem, driving change toward a more sustainable future.

KEY LEARNINGS - Understanding Shopping Diversity

Aspirational-Based Personas

- **Casual Followers and Pioneers (47%)** Seeking products positioned as "sustainable." Seeking novelty in maturing categories (e.g. plant-based ground meat). Address the sustainable claims gap!
- **Committed Trekkers and Claim Stakers (19%)** will buy more sustainable food alternatives (e.g. plant-based) if these products are positioned as clean label or address specific health and wellness concerns.
- **Path Seekers (8%)** will buy products positioned as sustainable if merchandized at an affordable price.
- **Day Trippers and Base Campers (35%)** will buy more sustainable products only if merchandized as lower cost alternatives that are equal in taste and/or more convenient.



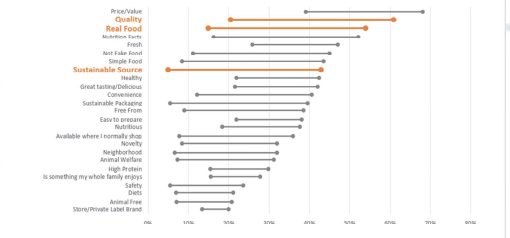
RESEARCH GOALS

- Identify consumers' aspirations vs reality when shopping for products targeted at specific moments of their life
- Understand trade-offs shoppers are making when they are faced with competing priorities
- Identify opportunities to create whitespace by filling gaps between aspirations and actual purchases

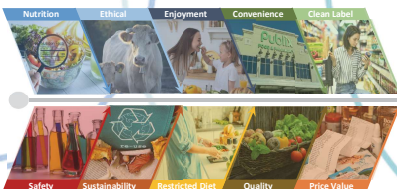
BEHAVIORAL GAP DEFINED



Primary Shoppers Aspirations and Gaps



Aspirational Themes – All Shoppers



ASPIRATIONAL COMPASS METHOD

- 2891 USA primary shopper (August 2022)
- Mobile platform aspirations and actuals with words associated with aspirational shopping themes.
- Shoppers answered for overall shopping moment and specific moments they qualified for based on past category purchase.
- Trade-offs through forced choice in a shopping context.

