

A Tale of TWO STORES

Trader Joe's & Whole Foods used to be on parallel trajectories, but are now crossing paths more than ever. We asked consumers their perceptions of each grocer, as well as their initial reactions to 365 by Whole Foods Market, a new store set to launch in early 2016.



TRADER JOE'S



WHOLE FOODS

SOMETHING FOR EVERYONE

Trader Joe's is primarily viewed as a "hip" specialty grocery store that offers a multitude of organic, healthy, and unique products.



Core Offering

HEALTH & SUSTAINABILITY

Whole Foods shoppers' priority is organic, local, non-GMO foods. Whole Foods is above par when it comes to freshness and quality.

HEALTHY ECLECTIC

It offers ringing bells, Hawaiian shirts, chalkboard signs and cookie butter, but the top unique benefit identified is healthy food.



Key Differentiator

THE GOLD STANDARD

This superior quality and expansive selection motivates consumers to visit despite inconveniences, such as driving out of their way.

HIPSTER IN A GOOD WAY

While many describe Trader Joe's shoppers as granola-eating hipsters, they do so in a quirky, positive light.



Customer Profile

FOR EGOTISTICAL TYPES

Shoppers' willingness to shell out top dollar is seen as obnoxious and makes them come off as elitist, "egotistical yuppies."

INTERNATIONAL RANGE

Although its products are niche, it delivers on wholesome snacks, international food, gluten-free items, and more.



Added Benefit

CULINARY HEAVEN

Whole Foods provides exclusive products and obscure ingredients that expand culinary options for those with allergies or intolerances.

FAMILY-FRIENDLY PRICES

Trader Joe's delivers a great value, something that definitely sets it apart from Whole Foods.



Price Point

WHOLE PAYCHECK

Although consumers agree that Whole Foods carries premium products, they're not sold on the value of the food they're buying.

"Fun and different items I wouldn't find anywhere else. I enjoy the unique atmosphere. Lots of great frozen goods and healthy (or otherwise) unique snack items. I say Trader Joe's corners the market on adventuresome dining." - Female



Customer Quotes

"A store filled with local, organic, and fair trade goods. Fresh produce, deli, health and beauty. Eateries and bakeries. Beer and wine. A natural and wholesome variety of products." - Male