MRI | SIMMONS

Food & Beverage

Client
Food Company

Challenge

Needed detailed DMA and market analysis to support the launch of a new product.

Solution

Market Sizing Analysis
Market Ranking Analysis
Segmentation Analysis

Results

Client successfully launched product in target DMAs and identified key distribution partners to distribute the product in over 3,000 locations.

Dedicated Solutions Case Study:
Food Company Achieves the Impossible

In 2015, a start-up food company was getting ready to launch an innovative new burger using plant-based substitutes for meat. They were planning to conduct an initial launch of the new product in the San Francisco market, and needed help identifying the DMAs to expand into next. Based on prior research, the client had identified four segments of eaters and needed help identifying which segments were the best targets to expand and grow their business.

Solution

MRI-Simmons developed two custom reports for the client. The first was a market sizing report using data from the Simmons National Consumer Study, identifying the size of each segment within the total US population, and the demographic profile and key features that made each segment ideal to target, such as word of mouth propensity, and willingness to try new food products. The second report was a market ranker that used data from SimmonsLOCAL studies in all 209 DMAs, showing the DMA market propensities for each target. This allowed the client to identify the best markets to target for future rollouts of their product marketing initiatives.

Results

- Market analysis helped the client focus on the ideal markets for expansion, increasing ROI and eliminating wasted investments in the wrong markets.

- Market analysis also helped identify distribution partners across the US to aid in expansion efforts.

- By the summer of 2018, the burger was available in 3,000 locations across the US and Hong Kong, Additionally, the client has grown revenue to around $75m.