

Black Consumers and Shopping the Perimeter of the Store - US - November 2019

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This report looks at the following areas:

- Perimeter-of-store shoppers are segmented by interest in store innovations and shopping purpose
- Meal ingredient staples drive perimeter-of-store purchases
- Better quality perimeter-of-store food found at traditional grocers
- Fresh produce are recipe staples, but some may be persuaded to shop other perimeter areas
- Online shopping for perimeter-of-store items is a stretch



"Black perimeter-of-store shoppers are segmented into consumers who enjoy the convenience of prepared food and other innovation along the edges and those who simply want the best quality meal ingredients that are integral to their recipes. Price is a consideration for all, but food quality is just as important since perimeter-of-store foods are staples in their shopping basket."

- Toya Mitchell, Sr Analyst,

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- **Shoppers find greater value in prepared food vs restaurants**

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