KANTAR WORLDPANEL

a CTR service in China

家庭饮食样组助力场景营销
FOOD Usage – in Home Occasions to Inspire Growth

WINNING THE FUTURE

消费者行为变化
Consumer habit is changing

数年前
Years Ago

现在
Now

选取样本户，进行为期一周的购买和在家消费信息记录。
Panelists record both household purchase and in home consumption everyday across one week.

覆盖从早到晚6个消费场景
Covering 6 occasions from morning to night.

早餐
Breakfast

上午茶
Morning Break

午餐
Lunch

下午茶
Afternoon Break

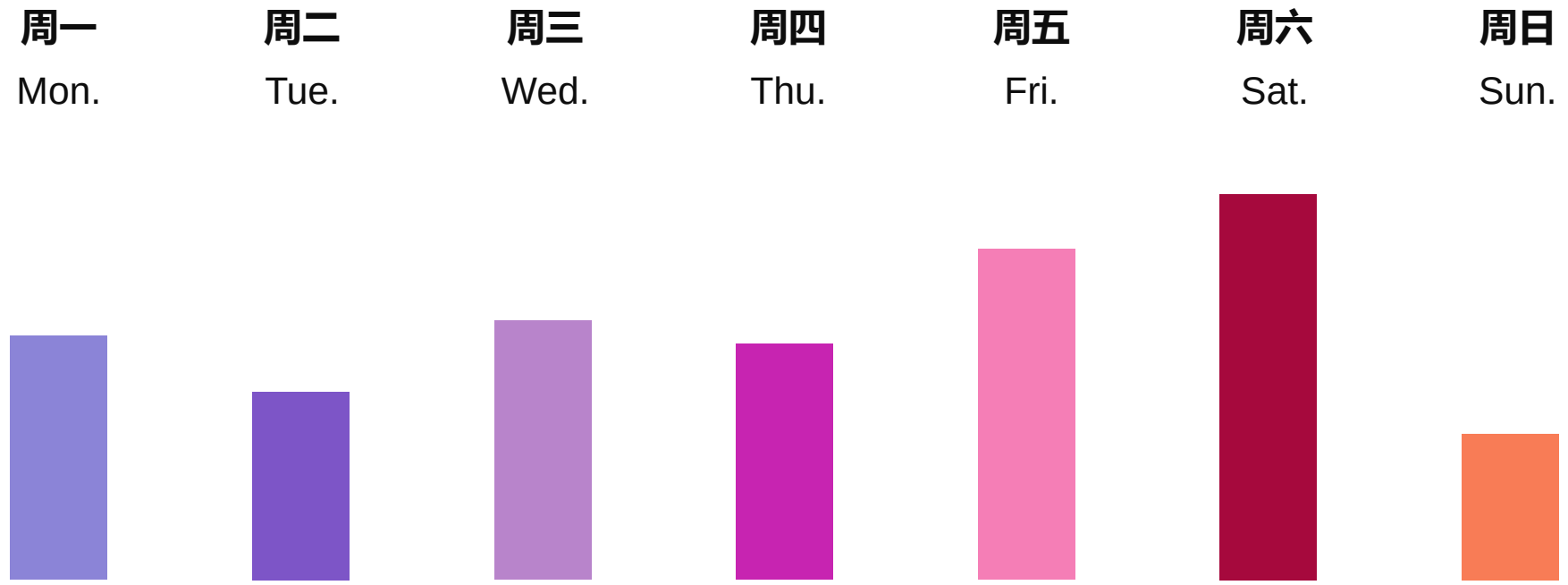
晚餐
Dinner

夜宵
After Dinner

一周中哪天在家就餐的人次最高？
Which day have the highest # of occasion at home?

什么时间?
When

消费人次
Occasion



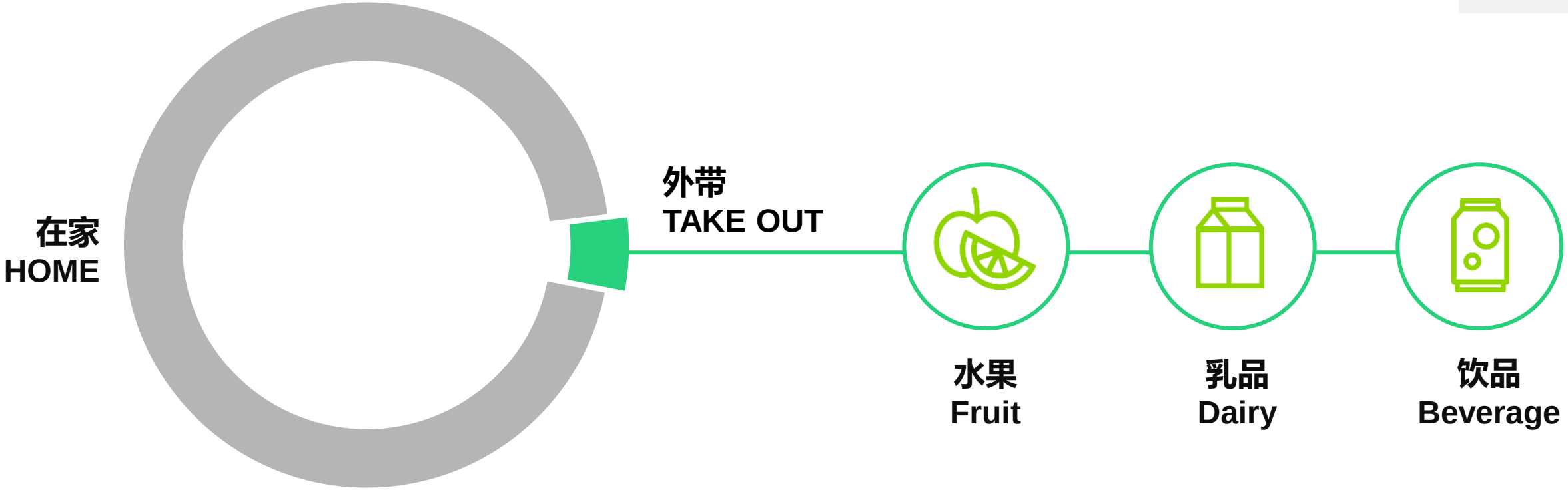
在沟通和执行上贴近消费者的居家饮食习惯，唤起消费者的共鸣来促进消费。

Deep understanding on consumption at home and help execution in-store and media communication.

数据源：凯度消费者指数家庭饮食样组，2017年1季度，基于全国600个家庭户Data Source: Kantar Worldpanel Food Usage 2017Q1, National, 600 Sample

外带食品中，偏休闲类产品如水果、乳品和饮品相对重要。
Fruit, dairy and beverage are top categories for take-out.

在哪里?
Where



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休闲餐中最受欢迎的三类产品是？
What are the TOP 3 Categories in Snacking Moments?

什么产品?
What

A

饼干
Biscuit

饮料
Drinks

水果
Fruits

B

鸭脖等
Savory
Snack

茶
Tea

膨化食品
Crispy
Snacks

C

1
水果
Fruit

2
坚果
Nuts

3
酸奶
Yogurt

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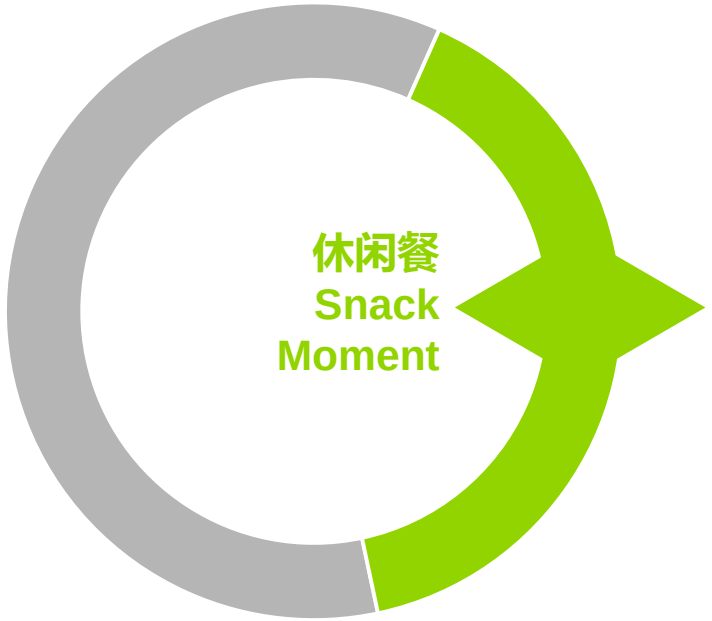
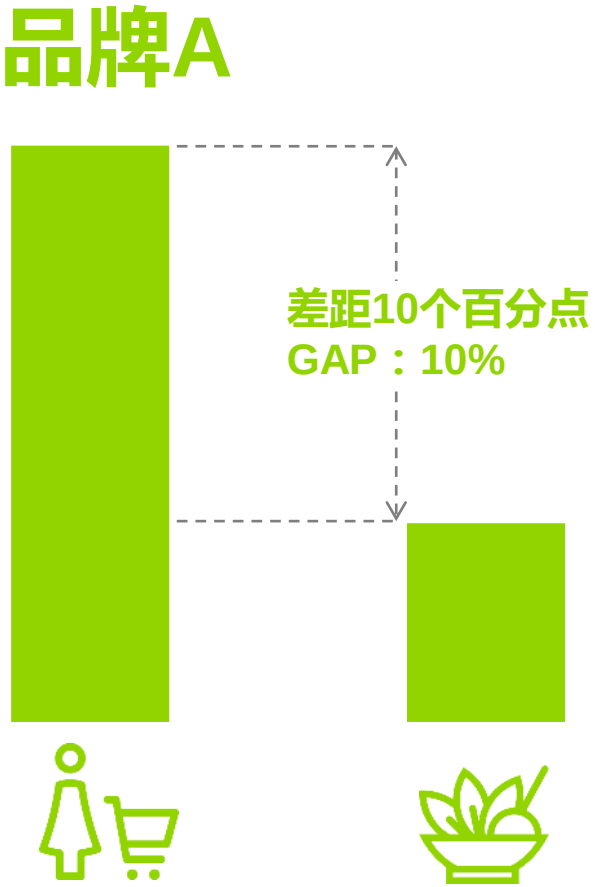
休闲餐对我有多重要？
How important is Snack Moment?

酸奶
Yogurt



210 亿
21 Billion RMB



销售额份额
Market Share
+2%

“

发现并量化机会。

Define and quantify
OPPORTUNITY

数据源：凯度消费者指数家庭饮食样组，2017年1季度，基于全国600个家庭户Data Source: Kantar Worldpanel Food Usage 2017Q1, National, 600 Sample

休闲餐场景中，谁对我更加重要？
Who is more important to me in Snacking Occasions at home?

谁?
Who

酸奶
Yogurt

年龄 Age :	<=24	25-44	45-54	>=55
休闲餐 Snack Moment				
人群重要性指数 Buyer Importance Index	116	88	98	99

数据源：凯度消费者指数家庭饮食样组，2017年1季度，基于全国600个家庭户Data Source: Kantar Worldpanel Food Usage 2017Q1, National, 600 Sample

他们选择酸奶和休闲餐的原因是什么？
What’s the reason for cosuming Yogurt and Snack moment?

为什么?
Why

年龄Age: <=24

酸奶
Yogurt

1
产地
Origin

2
营养
Nutritious

3
助消化
Digestive

休闲餐
Snack
Moment

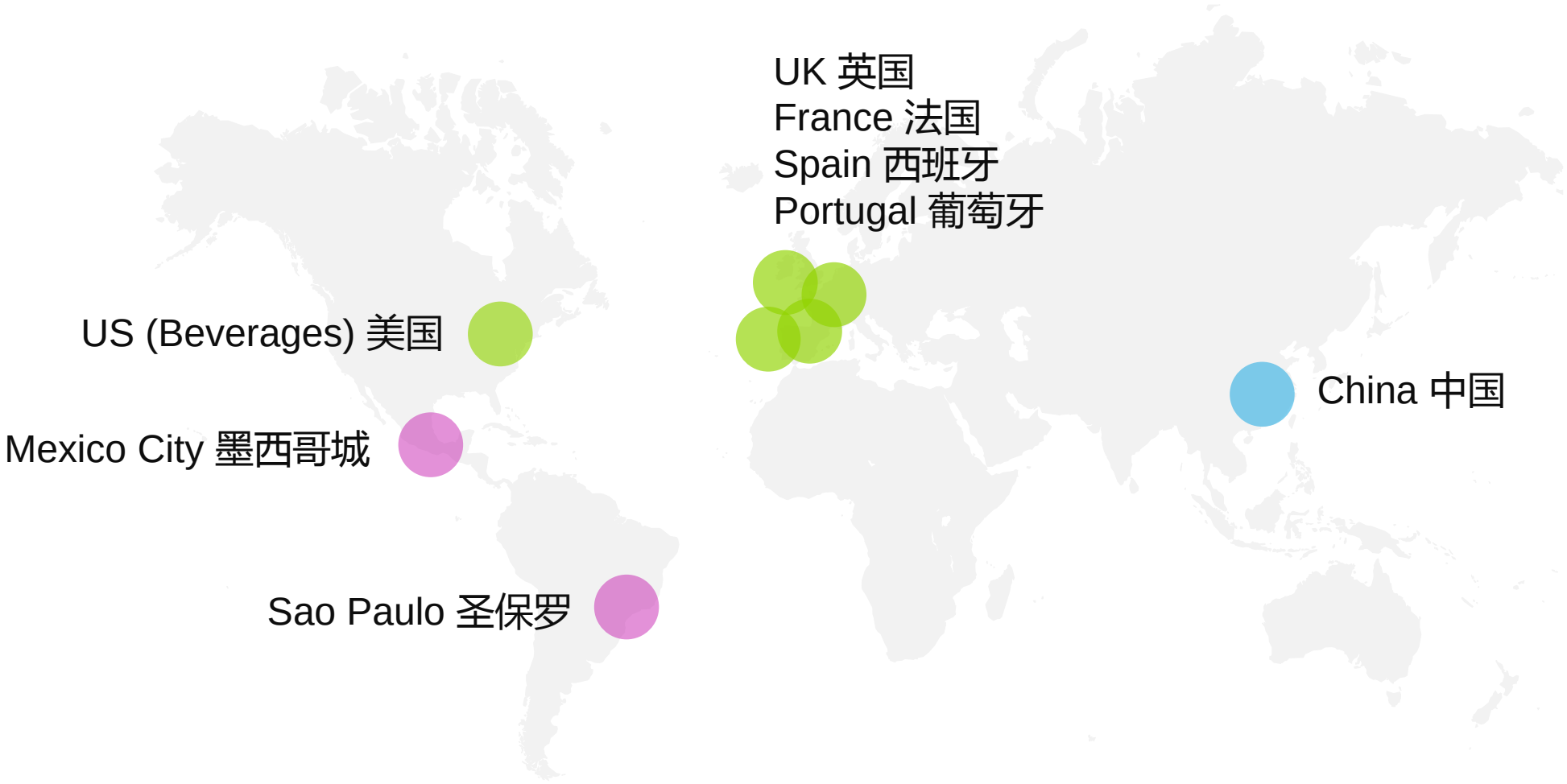
1
补充能量
For Energy

2
亲子
With Kids

3
学习/工作
Study / Work

“ 深入了解重要人群，其就餐原因和产品选择原因，便于我们与消费者更有效的沟通
Understand my end consumers – meal reasons and product reasons, to have the right products for right consumers.

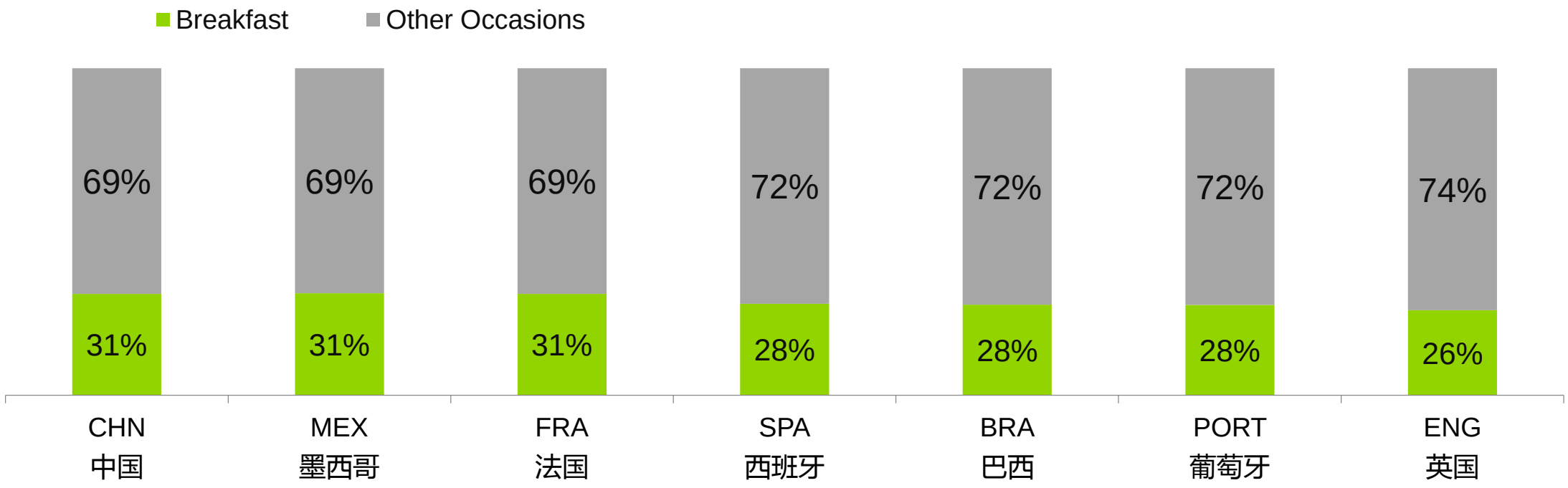
家庭饮食样组全球格局
Food Usage Global



全球资源，便于对比 Easy to compare consumption at home globally.

与英国的消费者相比，其他国家的消费者更愿意在家食用早餐
Breakfast occasions represent the biggest moment accross all countries except UK

CONSUMPTION AT HOME | FOOD & BEVERAGES | %OCCAS | 2016



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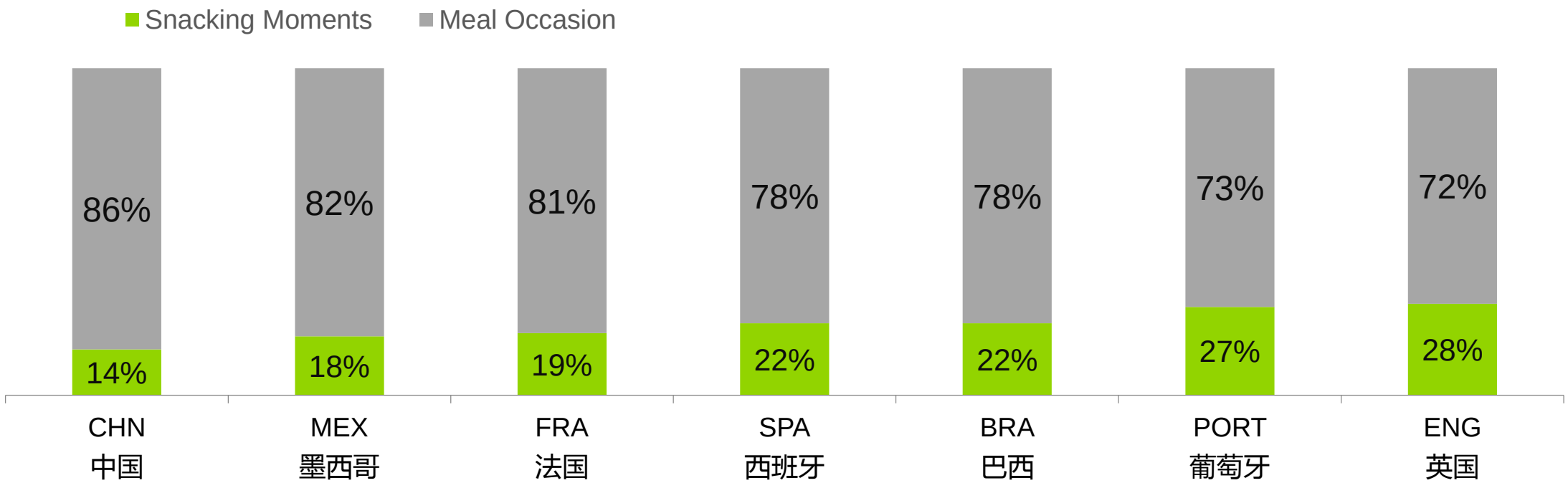
全球资源，便于对比 Easy to compare consumption at home globally.

居家饮食中， 休闲餐占比在14-28%之间
Snacking occasion represents 14 to 28% of In Home consumption

CONSUMPTION AT HOME | FOOD & BEVERAGES | %OCCAS | 2016



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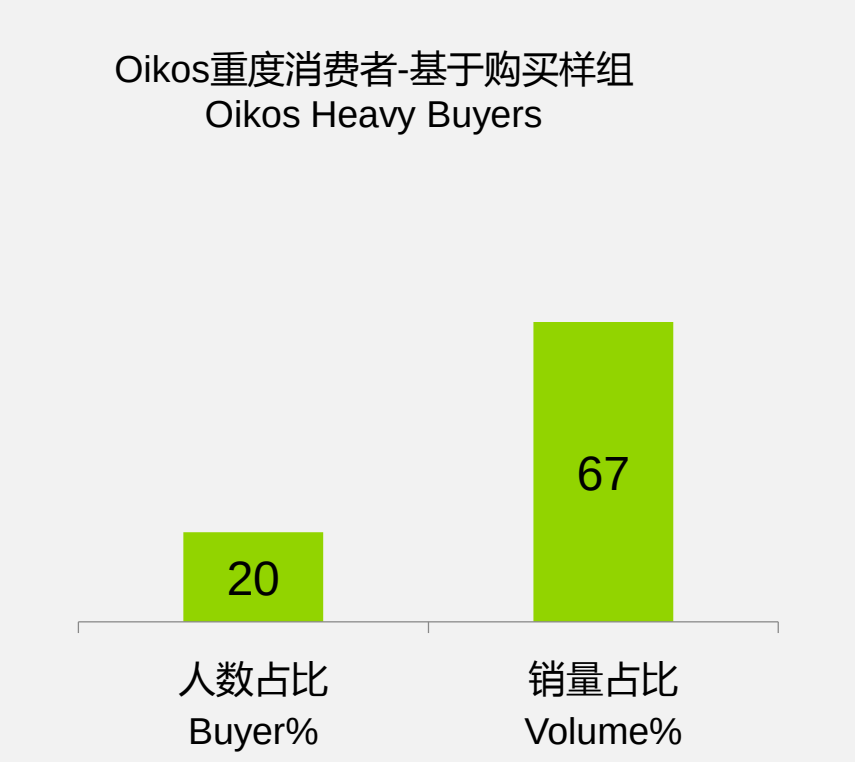
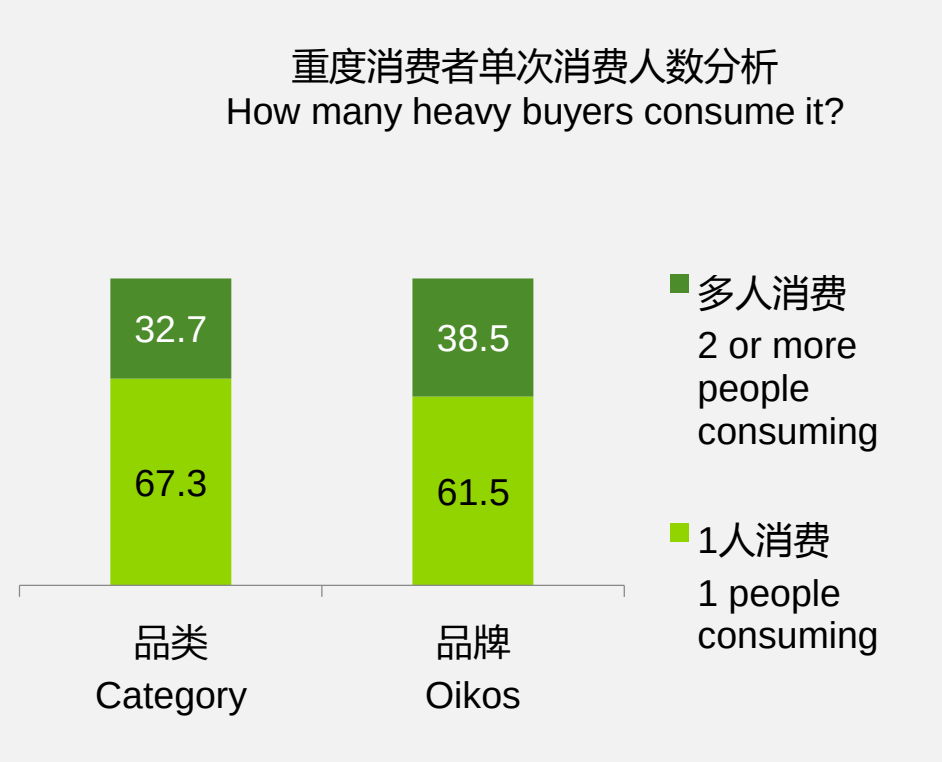
购买和使用样组结合 From Purchase to usage

深入理解我的重度消费者 – 是消费的人数多，还是单次消费多？

Deep understanding on my heavy buyers – does the number of people matter or per consumption volume matter?





Oikos 销售增长7%，渗透率增长2个百分点。

Oikos **+7%** sales uplift with **+2** points of penetration ever since.

主要结论 Key Take Away

1

同源数据，结合消费者购买行为还原消费者在家饮食的场景。

Single source panel to optimize category development and brand direction based on consumption patterns.

2

日记数据，依据不同场景的产品组合和消费人群，发现并量化市场潜在机会。

Consumption tracking allows to classify moments of consumption based on the context of consumption and demographic information

3

对不同场景的深入了解，优化终端执行和媒介沟通。

Unlock in-store activation opportunities and media communication through understanding of usage occasions.

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THANKS!