Out of Home Purchase

"Explore the true vast world from outside the house"

In home only is not enough

INDONESIA

"Quote of the day"

- *Some categories are mostly consumed In Home but **there are also some big categories that are very skewed toward Out of Home consumption**, such as Ready to drink beverages*
- ***The category preferences in different age group could be different.** For kids, more than half of their consumption are for liquid milk, biscuit and ice cream. Is it different with teens and adults?*
- *FMCG players could see **how different their consumer behave for in home and out of home, even in different age groups.** They can apply some strategies that need to be routed for different age groups. To kids categories, could be by educating parents (moms) of the nutrition offered. What other strategies can be applied?*
- *By having additional "out of home panel", **manufactures can do complete and thorough analysis on the consumer purchase, since there are so many purchases made out of home.***
- *Find out more in the article....*

The Quote

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As one of the most attractive country in Asia, Indonesia Fast Moving Consumer Goods (FMCG) market show double digit growth in Urban (13% value growth compare to last year). Zooming into FMCG segment trends, all segments capture positive movement.

"World cannot be truly seen from inside of your house only". Some categories are mostly consumed In Home but there are also some big categories that are very skewed toward Out of Home consumption, such as Ready to drink beverages

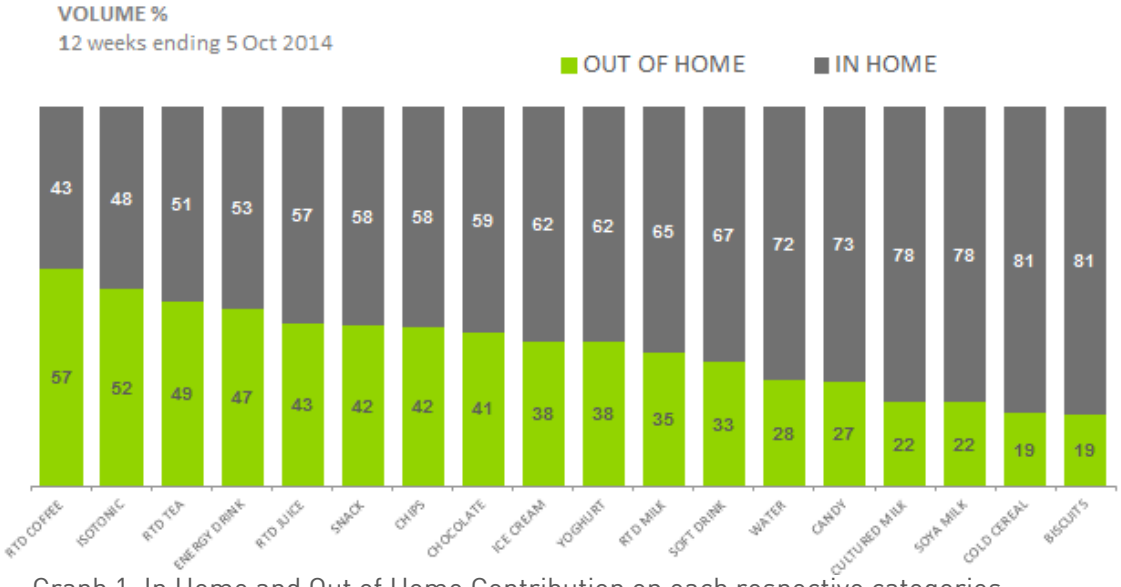
FMCG players could see how different their consumer behave for in home and out of home. New research released by Kantar Worldpanel Indonesia on Out of home purchase research, reveals that "out of home purchase" to Ready to drink Coffee, Isotonic and energy drink categories have quite a big contribution

The strategies created could be different, for examples in the pack size that need to be pushed. Biscuit for instance, the big pack size (more than 30 gr contribute more than 80% of in home consumption for biscuit. While 50% of the out of home purchase in biscuit, is more to the smaller pack size. The single serve definitely attract more consumer for the "out of home" purchase.

Based on Kantar Worldpanel Indonesia research, the purchasing pattern of the out of home purchase is also different in each different group segment. Some interesting findings for "out of home purchase" on the categories that contribute the most across age groups:

1. For children up to 10 Years old, 55% of their out of home purchased skewed towards Liquid Milk, biscuit and ice cream.
2. For teenagers 11- 20 years old, 52% of their purchase are mostly for RTD Tea, biscuit, liquid milk and ice cream.
3. For Young adult 21-30 years old, the categories that contribute the most are RTD Tea, RTD Juice, isotonic and also biscuit.
4. As for the adult >30 Year old, their category preference are RTD tea, mineral water and isotonic.

- FMCG players can apply some strategies that need to be routed for different age groups. For instance, on kids categories, they need to educate parents (moms) of the nutrition offered by the products. In general, they need to make sure the availability of the product in the stores, since those categories shared consumer share of wallet. FMCG players need to ensure to attract and induce more consumer to purchase the category by in-store promotions, right shelf positioning could (store shelf and portfolio management



Graph 1. In Home and Out of Home Contribution on each respective categories.
Out of home consumption capture quite a big contribution

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OUT OF HOME PURCHASE

DEFINITION

Out of home helps to track consumer purchasing outside the home. Its combination with in home data could give more comprehensive picture of consumer purchase behavior

OUT OF HOME HELPS YOU TO

UNDERSTAND
The behavior of your consumer when it comes to out of home purchasing

ANALYSE
How to more effectively do the market strategy for out of home consumption

KNOW
The category competitors for out of home purchase

BENEFITS

TARGET
The right buyers in out of home purchasing

BUILD
Better strategies in out of home marketing mix

IMPROVE
Your brand performance by understanding the consumer behavior comprehensively

CLIENT QUESTIONS

How big is the contribution of out of home to my category?

What are the strategy to win the out of home competition?

Which categories are the competitors in my buyers' out of home shopping basket?

Who are my real target buyers for out of home purchase?