

Can you cluster Europeans based on their food shopping, eating, cooking and seasoning habits?

KNOTs Research identified seven distinctive pan European consumer targets and marketing approaches towards food seasoning.

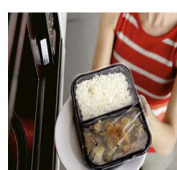


Challenge

Profile the whole European population eating and cooking habits, and usage of soy sauce in order to estimate market potential and create marketing strategies to raise brand awareness and increase the purchase frequency of Kikkoman soy sauce.

Approach

KNOTs Research created sophisticated market segmentation based on food & cooking attitudes; and lifestyle. 7 distinct food attitude clusters as well as 6 lifestyle clusters were identified, which were used to explain differences in awareness, popularity and consumption of soy sauce and other seasonings in both Western and Eastern European markets.



Insights

Soy sauce is already well established in the European market, however attitudes towards it and consumption vary widely across different countries and food attitude clusters. Results were mind-blowing and extremely rich. The way Russians season their food might surprise many and while it is very different from Italians, it is actually pretty similar to the way Swiss season their food. Results greatly helped client to fine tune marketing strategy for individual countries and succeeded to attract new customers and increase the purchase frequency.