



Case Study: Uncovering a growing demand for plant-based meats

Opportunities:

- The PBFA identified casual consumers of plant-based foods – “flexitarians” as a high-potential growth group.
- They hypothesized that shelving products popular with this group in the Meat department would accelerate adoption and drive even more customers into plant-based foods through increased product visibility and an improved shopping experience.

Solution:

- 84.51° designed an in-store test for 2 markets which was executed in partnership with Kroger group.
- The impact of the test in driving key KPIs was measured via causal impact analysis.
- Shopper interviews, an email and education for store personnel were conducted/launched in parallel with the test

Results:

- PBFA uncovered a better understanding of flexitarian shoppers and motivations and learned that reasons for shopping plant-based vary by generation.
- The quantified impact across KPIs guided merchandising and marketing decisions for plant-based meats, as well as other plant-based alternative products.



23% uplift in sales

for the plant-based items that were moved into the test stores compared to control stores.