# CPG MARKETING WHEN EVERYTHING IS NEW AND NOTHING IS NORMAL

What drives consumers' choices when it comes to the products they buy? How is this shifting as the COVID-19 pandemic unfolds? What role will ecommerce play in the future? AI-driven data gives us a look into the motivations that drive consumers and the impact of reopening on sentiment.

## THE MOTIVATIONS THAT DRIVE SHOPPING BEHAVIOR

If you're a CPG marketer looking to connect with today's shoppers, you need to go beyond flat demographics — particularly during a time when consumers are shopping in-store less and the competition for in-store and online eyes is fierce.

Resonate connects you with the values, motivations, behaviors and purchase drivers that will make an impact as you look at marketing strategy and product development in this time when everything is new and nothing is normal. Our continuously updated insights are mined from the proprietary National Consumer Study™. **We use over 13,000 dynamic attributes scaled to 200 million U.S. consumers using AI and 10 billion daily online events to get at the Human Element — the *why* that drives consumers.** This is the powerful, impactful data you need behind your decisions.
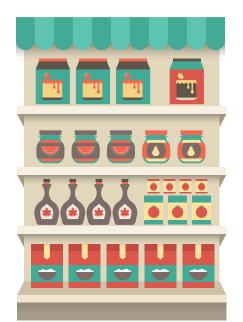
### WHAT DO WE KNOW ABOUT TODAY'S GROCERY SHOPPER?

- Approximately 141 Million U.S. adults who identify as the primary grocery shopper in their household
- 58% female
- 44% have children under the age of 18 at home

But that's just the tip of the iceberg. At Resonate, we hone in on the specific segments that matter most to CPG brands. As an example, we can easily subdivide the total universe of primary grocery shoppers into males and females to tease out differences in motivations, values, preferences, habits and online behavior. It's these nuances that inform the hyper-targeted brand decisions that will bring focus to navigating an uncertain reality.

# WHAT TYPES OF PRODUCTS DO MALE VS. FEMALE GROCERY SHOPPERS PREFER?

- **MALE GROCERY SHOPPERS** are more likely to respond to messages that emphasize innovation, high-quality, dependability
- **FEMALE GROCERY SHOPPERS** are more likely to respond to messaging around: family-friendliness, cost-effectiveness, health

This information is certainly useful in understanding what might convince someone to choose a product when they are staring at options on a grocery shelf. However, the last 7 months have seen the shopping experience undergo an irreversible transformation, and we are still measuring the impacts.

## EVOLUTION OF IN-STORE SHOPPING

The symbiotic relationship enjoyed between retail locations and the CPGs that stock their aisles and shelves has several new dimensions of complexity that need to be addressed.

First, COVID has added an additional layer of friction into the shopping process. As part of our **ongoing COVID research** we are tracking changing sentiments and behaviors related to shopping behavior. When it comes to male vs. female primary grocery shoppers, both groups expect to see reduced occupancy to feel comfortable. **However, females are 24% more likely than male primary grocery shoppers to say that nightly disinfecting is a major driver to feel comfortable grocery shopping.**

## THE IMPACT OF ONLINE GROCERY SHOPPING OPTIONS

The massive disruption to traditional CPG sales channels has accelerated digital transformation efforts. CPGs are looking for ways to connect with consumers who are not out and about as much, and who are not spending as much time physically shopping. How do you get your product in front of consumer eyes when they aren't browsing grocery aisles?

As online continues to play a more prominent role in the CPG marketing conversation, it's helpful to see what types of products consumers are ready to buy online. Resonate tracks hundreds of brands and categories to understand what products people are likely to buy online. **When we look at the data across major CPG categories, we see that both males and females are highly likely to click "add to cart" on items like baby supplies and beer/wine/alcohol online (perhaps there is a subtle correlation there).**

Conversely, males and females diverge in their likelihood to buy things like soda or dairy products. Males are 22% more likely to buy soda online, while females are 20% more likely to buy milk and dairy products online.

# MOVING FORWARD

Recent events have caused an irreversible shift in consumer behavior and has accelerated the digital transformation that many CPGs already saw on the horizon. As consumer behavior continues to evolve, CPGs must adjust how they work with traditional sales channels and take a consumer-centric approach to personalization. This will enable brands to fully optimize their marketing budgets based on real-time consumer feedback.

**At a time when nothing is normal and everything is new, powering your decisions with targeted data is the best way to adapt to a world where online carts are increasingly replacing grocery carts.**

## ABOUT RESONATE

Resonate is a pioneer in A.I.-driven consumer data & intelligence. The Resonate Ignite Platform seamlessly enriches any data with the deepest understanding of the U.S. consumer and then integrates into the marketing ecosystem to drive insights into action. Resonate Elements, our proprietary consumer data set, has more than 13,000 attributes, including the Human Element that describes why consumers choose, buy or support certain brands, products or causes. Hundreds of leading brands and agencies use Resonate to better understand their customers and prospects and power decision-making from strategy and execution to drive growth and revenue across the customer lifecycle.

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