



Plant Based Starter Bundle: Who, What, Where

Today's consumers are **more conscious** of their **shopping behavior** including ingredients, diets and environmental impacts



What is it?

The starter package bundle combines shopper insights and sales data with rich product attributes, consumer need states, and growth drivers to reach these consumers and where they shop. Combined with Trending Attributes you can identify what consumers are typing into the search engine to have further visibility into their online behaviors.

Who

Uncover shopper demographics and their leisure and media activities. Where are they more likely to shop and what do they typically purchase. **Hint: Plant based shoppers are more likely to watch The Marvelous Mrs. Maisel, Ozark, ESPN SportsCenter**

What

Discover where your trend ranks among shoppers. What are the top categories shoppers are searching and is the search growing or declining compared to last year? **Hint: Included in the top 10 retailers are Ralph's and Giant Food.**

Where

Identify the size of the trend and quantify the growth these products bring to the category. Understand top brands performance to size up the competition. **Hint: Pasta, Rice, Dry Beans & Grains are one of the categories plant-based shoppers are more likely to purchase.**

Did you know?

Breakfast Sandwiches and Meals **search volume grew 1,396%** ranking it #14 in plant-based search categories.

There have been **621K online searches** for Plant Based in the last twelve months

Let us show you how it works and how you can use the data to stay ahead of the competition. **[Book a complimentary data consultation](#)**