



Segmenting The Market For Asian Sauces

Business goal: Target marketing efforts to particular groups of consumers

Research objectives:

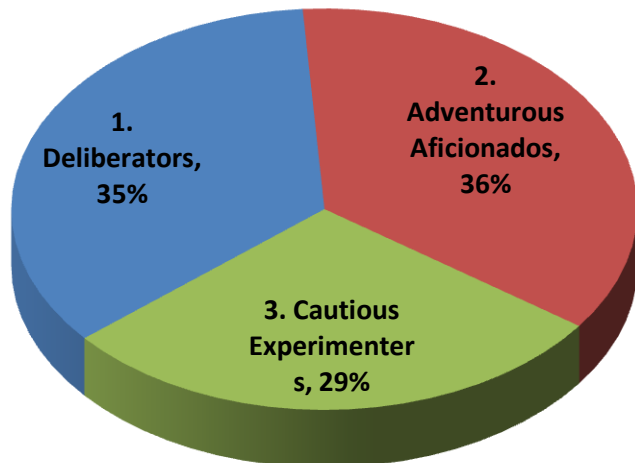
- Identify market segments
- Profile segments with respect to shopping and usage habits for this category

Analytical approach:

- Cluster analysis and Z-scores

Sample of Results:

Market Segments



Planned vs. At Shelf Decision-Making	ASIAN SAUCES		
	SEGMENT 1 %	SEGMENT 2 %	SEGMENT 3 %
Whether or not to buy Asian sauces			
I know before I enter the store	86%	64%	48%
I usually decide when I'm at the shelf	14%	36%	52%
Which brand of sauce to buy			
I know before I enter the store	62%	42%	42%
I usually decide when I'm at the shelf	38%	58%	58%
Which flavor of sauce or variety to buy			
I know before I enter the store	70%	39%	37%
I usually decide when I'm at the shelf	30%	61%	63%