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BUSINESS CHALLENGE

The profitability of the toilet tissue category was in decline. Our client, a manufacturer of a leading toilet paper brand, needed to understand how to bring value back to the category.



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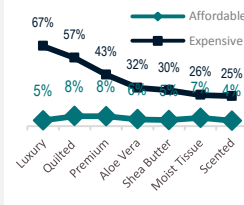
OUR APPROACH

To provide our client with the full view on how the category is perceived and shopped, we conducted a robust online survey, providing recommendations on the following topics:

What are the core category needs?



How do shoppers segment the category?



How is the category defined? Personal care vs Household?



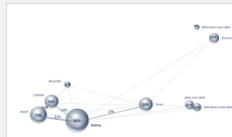
What is the role of Discounters in the category...?



How planned are category purchases?



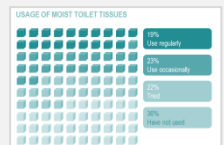
What are shoppers' brand repertoires..?



What are the influencing decision factors when shopping the category?

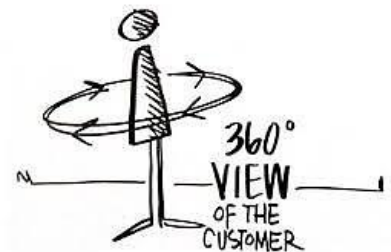
	ALL SHOPPERS	BRAND A SHOPPERS
1	Price per pack	Price per pack
2	Amount of rolls per pack	Price per roll
3	Softness	Amount of rolls per pack
4	Price per roll	Softness
5	Promotion	Promotion

What is the role of moist tissue? Can it help to deliver sustained growth?



OUTCOME

Mapping the shoppers journey and providing a 360° view of the market allowed our client to set the key pillars for their future category strategy.



WHO ELSE HAS BENEFITED FROM OUR SHOPPER RESEARCH?

