

CAPTURING OPPORTUNITIES IN MICROMARKETS

The Micromarket concept has brought significant innovation to the vending channel, introducing an approach better aligned with contemporary consumer preferences. Through this model, customers benefit from a broader selection of food and beverages, including a wide array of fresh/better-for-you items, meal-oriented offerings, as well as craveable snacks. Micromarkets provide operators and suppliers the opportunity to attract convenience-driven consumers and impulse purchasers, with a flexible, minimal-labor format that can operate unattended 24 hours a day.

Foodservice IP has identified Micromarkets as a high-interest target for suppliers seeking new growth avenues across a variety of categories — with minimal risk and nearly double the net profits of traditional vending. Our study will deliver a thorough assessment of the Micromarket industry and a roadmap for successfully tapping into its promising growth potential.

STUDY OBJECTIVES

- Identify, define, and provide a comprehensive Micromarket assessment
- Understand expectations of consumers who shop at Micromarkets
- Assess the market size for specific Micromarket products
- Develop insights and perspectives for sponsors to most effectively and efficiently target and sell products to Micromarkets

APPROACH & DELIVERY

- **Kickoff/proprietary needs:** meet privately with each sponsor to review the proposal and discuss study goals, issues, and deliverables
- **Existing data review:** exhaustive assessment of available information to provide deep contextual perspectives on industry dynamics
- **Consumer research:** in-depth nationwide survey of 500 moderate-to-heavy Micromarket users
- **Qualitative research:** approximately 50 interviews within host organizations
- **Micromarket research:** 20-30 foodservice Micromarket operator interviews
- **OCS and vending research:** 20-30 vending, bottling, and OCS interviews
- **Analysis and report delivery:** common-interest and proprietary sections with robust Micromarket profiles for sales targeting

NEXT STEPS

To sponsor our 2024 Capturing Opportunities in Micromarkets study and add your firm's confidential and proprietary questions to our surveys, please complete the sponsorship agreement on the following page or contact:

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FSIP DELIVERS

We offer deeper strategic insights at a price that beats the competition:



Robust reporting and analysis of the current Micromarket foodservice landscape and its future outlook



Detailed perspectives around key Micromarket foodservice players



Trends and dynamics impacting the Micromarkets and individual product categories



Go-to-market supplier activity + implications for participation



Review of opportunities and threats for product categories



Truly strategic guidance around foodservice initiatives

SPONSORSHIP AGREEMENT

Capturing Opportunities in Micromarkets

YES, I'd like to sponsor the study for \$15,000.

ACCEPTANCE

Name _____

Title _____

Company _____

Address _____

Phone _____

Fax _____

Email _____

Signed _____

Date _____

Once approved, please sign, scan, and email this form to your FSIP representative:

TIM POWELL
tpowell@foodserviceIP.com

JOYCE BAIRD
jbaird@foodserviceIP.com

Thank you for your business!