

CAPTURING OPPORTUNITIES IN MICROMARKETS

The Micromarket concept has brought significant innovation to the vending channel, introducing an approach better aligned with contemporary consumer preferences. With this model, customers benefit from being able to select a broader range of food and beverage items, including an expanded selection of fresh and better-for-you selections and more meal-oriented options in addition to snacks. Micromarkets give operators and suppliers the ability to target time-crunched, 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 the concept offering minimal risk and nearly double the net profits of traditional vending. Our study will provide a thorough assessment of the Micromarket industry, delivering a roadmap for successfully leveraging its untapped growth potential.

STUDY OBJECTIVES

- Identify, further define and provide a comprehensive assessment of "Micromarkets"
- Identify and understand expectations of consumers who shop at Micromarkets
- Provide the market size for specific Micromarket products
- Develop insights and perspectives for sponsors to most effectively and efficiently identify, target and sell products to Micromarkets
- Profile the top Micromarkets

APPROACH

- **Kickoff/Proprietary Needs** - FSIP met privately with each sponsor to review the proposal and discuss study goals, issues and deliverables.
- **Existing Data Review** - An exhaustive review of available information provided deep contextual perspectives on industry dynamics.
- **Consumer Research** - FSIP conducted a nationwide survey of 500 moderate to heavy users of Micromarkets.
- **Host Organization Qualitative Interviews** - FSIP completed interviews with this stakeholder group.
- **Operator/Distributor Interviews** - Interviews of 20 primarily included vending, FSM and OCS will be interviewed.
- **Analysis and Report Delivery** - Report content includes common-interest and proprietary sections.

NEXT STEPS


To buy our 2024 Capturing Opportunities in Micromarkets study please complete the agreement on the following page or contact:

TIM POWELL
Managing Principal
312.602.9899
tpowell@foodserviceIP.com


JOYCE BAIRD
Director of Sales
312.955.0437
jbaird@foodserviceIP.com


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

PURCHASE AGREEMENT

Capturing Opportunities in Micromarkets

YES, I'd like to buy 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!