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.



Review of opportunities and threats for product categories



Truly strategic guidance around foodservice initiatives



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@foodservicelP.com JOYCE BAIRD Director of Sales 312.955.0437 jbaird@foodserviceIP.com

FSIP DELIVERS

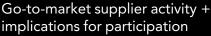
We offer deeper strategic insights at a price that beats the competition:

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



PURCHASE AGREEMENT

Capturing Opportunities in Micromarkets

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

ACCEPTANCE
Name
Title
Company
Address
Phone
-ax
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!

