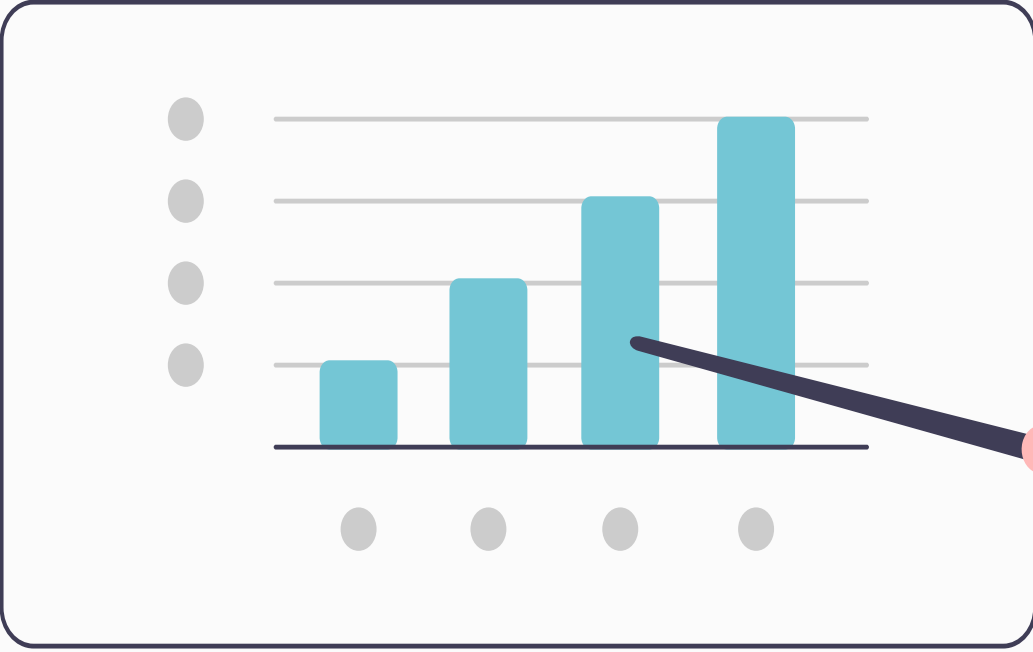


Attitudes & behaviors towards BIO products

July 2021



Our Ambition for the Project



Objective 1

The purpose of the study is to investigate the general perception of BIO products.

Objective 2

Investigation of some important KPIs for the category of BIO products, among which: frequency of purchase, frequency of consumption, motivations and barriers in consumption of BIO products, price perception, etc.

What insights would you obtain from this study?



Investigation the category in depth (consumption habits: what they consume, how they consume, how much, how they make the purchase decision, from which stores etc.)

In addition to investigating the category in depth, we will see the perspective of those who have not consumed BIO products in the last 12 months, but intend to do so in the next 12 months: the reasons for not consuming BIO products, the perception of price, etc.



Methodology

When?

- Data collection: 4th of May – 18th of May 2021

How many?

- 367 respondents who have consumed BIO products in the last 12 months – *Users of BIO products*
- 89 respondents who have not consumed BIO products in the last 12 months, but intend to consume BIO products in the next 12 months – *Non Rejectors of BIO products*

How?

- CAWI (Computer Assisted Web Interviews)

How much?

- 11 minutes average length of the interview

Who?

- Relevant sample in terms of age, gender and stratification. Men and women, 18-65 y.o., medium and high education, living in urban area, internet users, responsible for making purchases in the household, who have consumed BIO products in the last 12 months (*Consumers of BIO products*) or have not consumed BIO products in the last 12 month, but intend to consume BIO products in the next 12 months (*Non Rejectors of BIO products*)

Content

I. INTRODUCTION

- 1.1. Our ambition for the Project
- 1.2. What you get from this study?
- 1.3. Methodology
- 1.4. Socio-Demo Profile

II. RESEARCH RESULTS

- 2.1. BIO Concept. Frequency of buying BIO products
- 2.2. Users of BIO products
 - 2.2.1. Categories of BIO products purchased in the last 12 months
 - 2.2.2. Frequency of buying / consumption categories of BIO products
 - 2.2.3. Reasons for buying BIO products
 - 2.2.4. Price perception
 - 2.2.5. Buying habits
- 2.3. Non Rejectors of BIO products
 - 2.3.1. Reasons for buying BIO products
 - 2.3.2. Price perception
 - 2.3.3. Categories of BIO products you would buy

III. CONCLUSIONS



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EXACT

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