

Research Objectives

- Identify and quantify the major factors affecting consumer behaviour towards fresh and processed potatoes in New Zealand.
- Review recent New Zealand market developments surrounding fresh and processed potatoes.
- Determine what triggers consumer purchase of fresh and processed potatoes within the key categories.

Executive Summary

There are four key underlying trends that effect the entire market;

- Variety
Fresh potatoes are still part of the diet, but they face growing competition.
- Health & diet
Perception that potatoes are not as healthy as alternatives.
- Time poverty
Fresh potatoes perceived as needing more preparation and taking longer to cook.
- Availability of fresh produce and perceptions of quality
Buying smaller quantities of fresh potatoes.

However, people have different ideals when it comes to the meals they cook. When we group people who have similar ideals we have six distinct segments in the market. These are identified on page 4.

Key Findings;

- 97% of the population are eating fresh potatoes
 - 53% of New Zealanders consume fresh potatoes four times a week or more
 - 41% of New Zealanders consume processed potatoes fortnightly or more
 - 21% of New Zealanders are eating fresh potatoes every day.
- 44% of the population have decreased their fresh potato consumption in the past few years
 - life stage is a contributing factor.
- Supermarkets are still the most common place to buy potatoes.
- The visual appearance of the potatoes and purpose or usage are the main reason for selecting fresh potatoes.

Fresh – The Success & Challenges;

- Potatoes are a staple of the New Zealand diet and 97% of New Zealanders eat them. However, the regular fresh potato consumer is a declining market. They are an older consumer with shrinking households.
- Even amongst these 'loyal' consumers there is a majority that still branch out into new types of carbohydrate alternatives because what we crave is variety.
- **Variety** is the real challenge for the fresh potato market.

Processed – The Success & Challenges;

- Processed potatoes have that fantastic feature of being convenient and kids love them!
- Processed potatoes have a loyal following amongst Quick Solution Seekers and Fun Pragmatic Parents and these are large households. These groups are driving consumption.
- There is a growing proportion of traditionally fresh eaters, Classic Providers, that are branching into processed.
- However processed potatoes are not eaten by a large proportion of New Zealanders because of strong perceptions that they are unhealthy.
- **Unhealthy perceptions** is the real challenge for the processed potato market.