



“A MORE NATURAL FIT” POSITIONING

Provamel

GAME CHANGERS





The Challenge

Provamel, a brand of organic, oat-based food products wants to optimize its positioning towards two consumer segments: 'pure eaters' and 'eco conscious', in order to broaden its consumer base and leverage the organic growth of these two segments in the current context of Healthy Food trends.

Process & Outputs

2 focus groups of each segments in both UK, Germany and Italy were arranged in order to understand the motivations of the two segments and to what extent Provamel fits them.

The Eco Conscious are seeking a bond of trust with the brands and products they consume. They want a holistic and ethical brand (the way they perceive Provamel), and they are willing to go the extra mile (paying more money, searching for trusted brands and products). The Pure Eaters do not deliberately visit specialty shops, specific stores nor are they willing to spend more money and so are less likely to buy Provamel. Pure eaters have got a clear say-do gap profile and this is a major issue for Provamel.

The Results

Danone, owner of Provamel since 2016 (through Whitewave) plans to triple its worldwide Plant-Based sales from €1.7 billion to around €5 billion by 2025 by using Ipsos insights in order to remove Pure Eaters' barriers to purchase.

Do you want to know more?

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