

FOODSERVICE MONITOR “FSM”



Daily tracking and market measurement of individual consumers' eating and drinking spend, habits, attitudes and item choices at foodservice.

WHAT IS FSM?

An industry disrupting syndicated consumption behaviour tracker in Canada subscribed by market leaders in Foodservice and Manufacturing sectors. Launched in 2014, FSM is an ongoing daily syndicated consumption diary that captures eating and drinking behaviour across all foodservice channels yesterday. It provides occasion-based insight at both a macro and micro level typically not cost-feasible with a proprietary study. FSM links consumer needs with consumer behaviour to offer subscribers a 360 degree look at the commercial foodservice experience in Canada.

WHAT DOES FSM MEASURE?

Total spending and consumption dynamics based on:

- Sales
- Traffic
- Cheque
- Operators Visited
- Detailed menu capture
- When/Time of Day
- Where You Were
- Who You Were With
- What You Were Doing
- Why Did You Consume
- Psychographics
- Promotions
- Environmental Priorities

HOW IS FSM USED?

The dedicated and experienced FSM servicing team use their decades worth of knowledge of the industry and the study to tailor analysis to address specific business issues. Example analysis include but are not limited to:

- Trended Market Landscape
- Future Market Outlook
- White Space Opportunities
- Behavior Change
- Daypart Evaluations
- Drivers of Growth or Decline
- Annual Planning Initiatives
- Operator Presentation Enhancements

UNDERSTAND CONSUMPTION BEHAVIOR BY:

- Menu Items (all foods, all beverages)
- Operator Brands (250+ brands tracked)
- Occasion profiles
- Segments/Demand Spaces (demographics behavioral, attitudinal, occasions)

VIEW INSIGHTS THROUGH DIFFERENT LENSES:

- Traffic (individual)
- Dollars (sales by occasion)
- Visits (occasion)
- Menu Item (category)

HOW WE DO IT:

- 365/12 Continuous survey field
- N=36K p.a. Captured behavior for a single day (yesterday) among ages 2+
- Projected to Stats Can and calibrated to operator sales

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