



## **Driving Growth for Australian Raspberries & Blackberries**

**Hort Innovation Australia**

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# Keys to unlocking growth for Raspberries & Blackberries

## 01 Build Value

- Price is a significant barrier for driving both penetration amongst non-buyers and frequency amongst current buyers – we need to make ourselves worth paying more for

## 02 Differentiate from other berries

- Raspberries and Blackberries lack relevance vs. other berries so are easily substitutable when not available/too expensive and are less likely to be on people's shopping list prior to entering the store

## 03 Leverage occasions beyond snacking

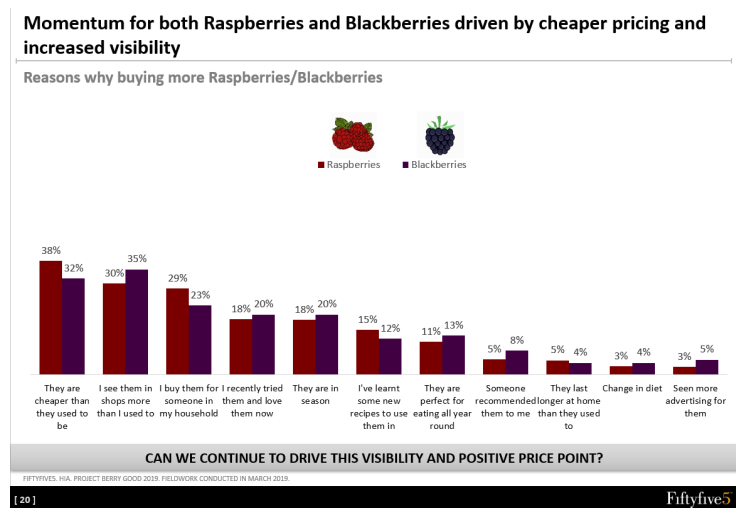
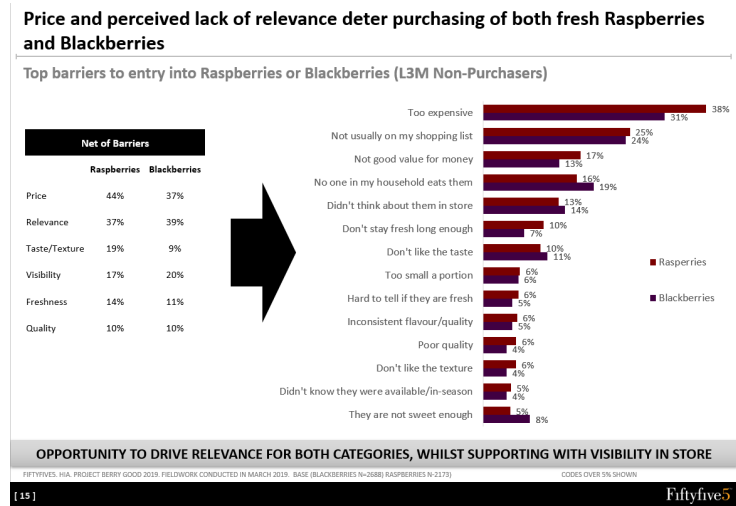
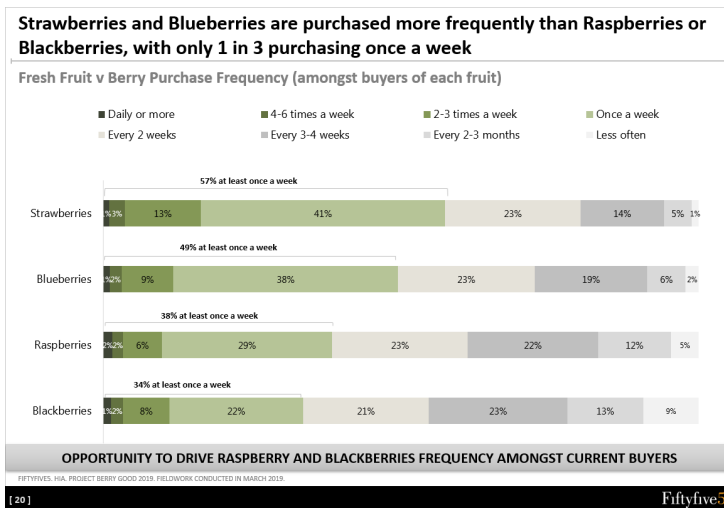
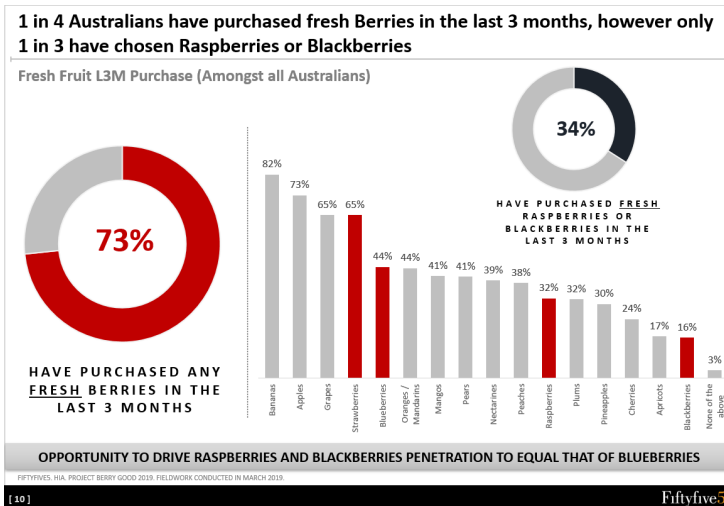
- Blackberries and Raspberries aren't seen to be as versatile as other berries, but 50% of consumers used them for something beyond snacking on the last occasion

## 04 Drive freshness

- Perceived inconsistent quality and freshness of Raspberries and Blackberries reduces intention to purchase (especially if at a high price point)

# 01 Build Value

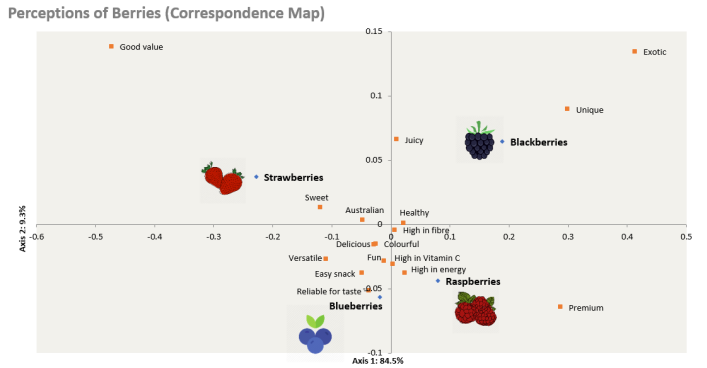
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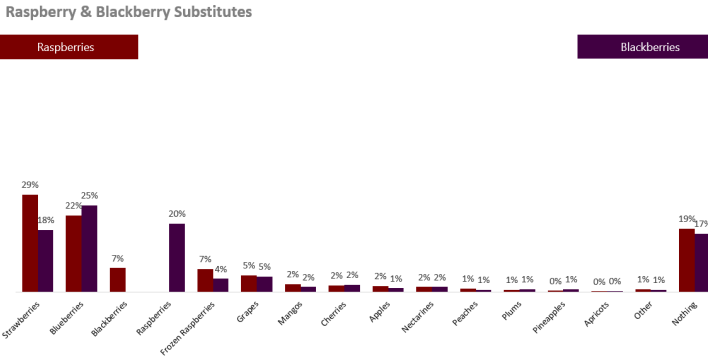
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The berry category is largely pulled apart by the level of perceived ‘premiumness’, with Strawberries better value, and Raspberries and Blackberries more exotic



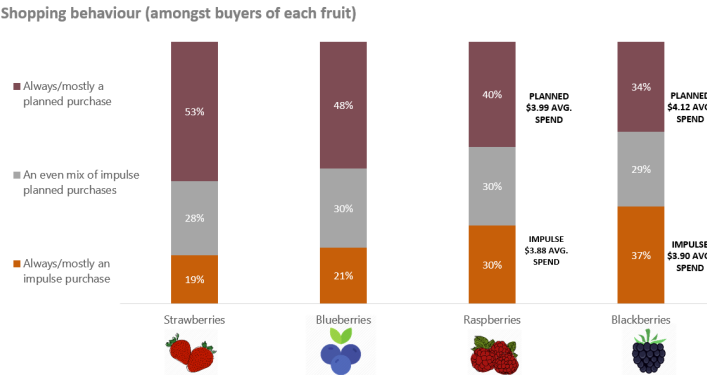
**BLACKBERRIES AND RASPBERRIES NOT SEEN TO BE AS VERSATILE AS STRAWBERRIES OR BLUEBERRIES**  
FIFTYFIVES, HIA, PROJECT BERRY GOOD 2019, FIELDWORK CONDUCTED IN MARCH 2019  
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Both Raspberries and Blackberries being substituted with other fruits when not available (or at an appropriate price point)



**LACK OF DIFFERENTIATION MEANS WE'RE NOT ABLE TO JUSTIFY OUR HIGHER PRICE POINT**  
FIFTYFIVES, HIA, PROJECT BERRY GOOD 2019, FIELDWORK CONDUCTED IN MARCH 2019, BASE: RASPBERRIES (2000), BLACKBERRIES (200)  
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Raspberries and Blackberries more likely be purchased on impulse vs. Strawberries and Blueberries

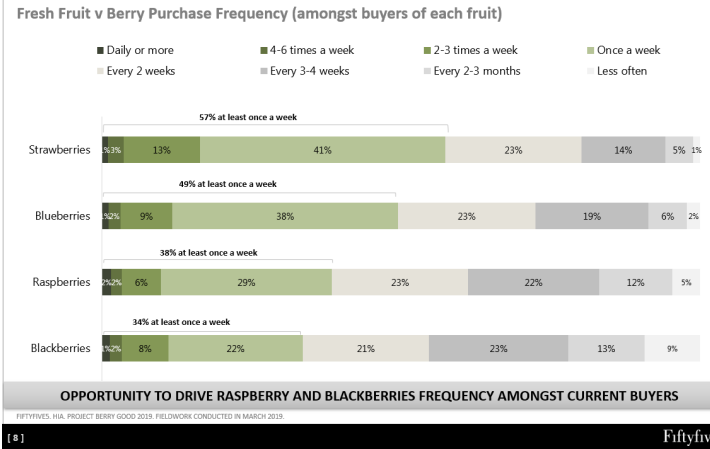


**INCREASE THE PLANNED PURCHASING REDUCES PRICE SENSITIVITY**  
FIFTYFIVES, HIA, PROJECT BERRY GOOD 2019, FIELDWORK CONDUCTED IN MARCH 2019  
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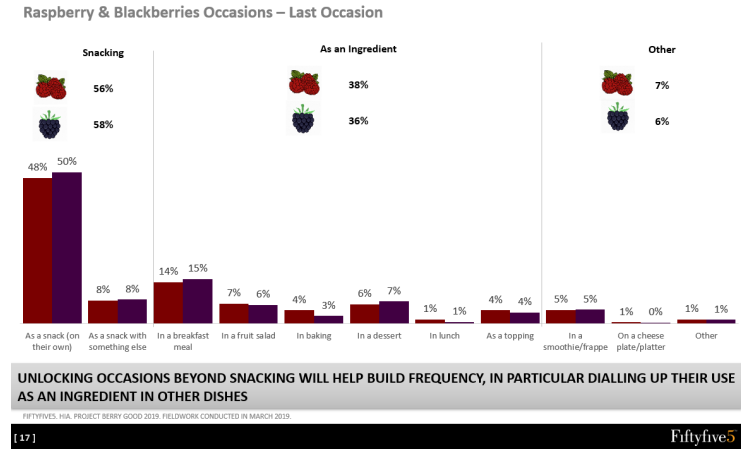
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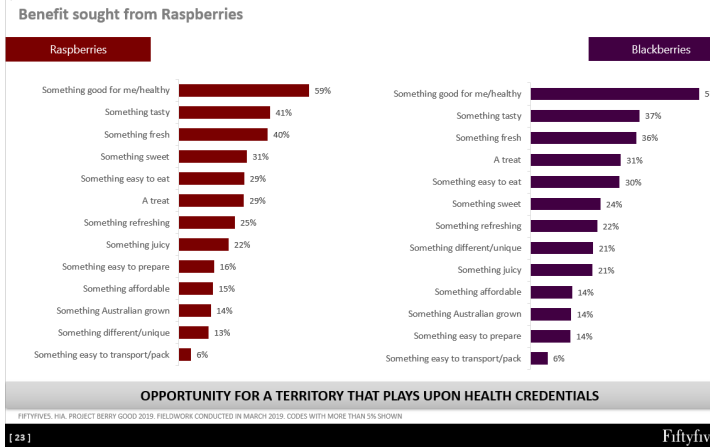
## Strawberries and Blueberries are purchased more frequently than Raspberries or Blackberries, with only 1 in 3 purchasing once a week



## Snacking accounting for half of uses on the last occasion, with 1 in 3 using them as an ingredient on the last occasion



## Over half of shoppers looking for something healthy/good for them when purchasing Raspberries/Blackberries, followed by taste and freshness





### Best things about Raspberries/Blackberries

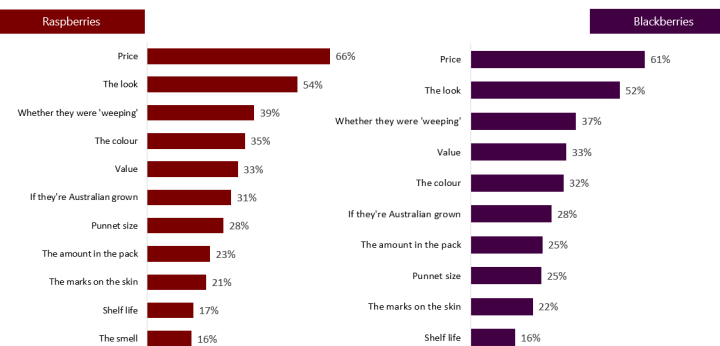


FIFTYFIVE. HIA. PROJECT BERRY GOOD 2019. FIELDWORK CONDUCTED IN MARCH 2019.

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### In-store evaluation



**BEING ABLE TO CLEARLY SEE THE FRUIT IN PACK IMPORTANT TO DRIVE CONVERSION IN STORE**

FIFTYFIVES, HIA, PROJECT BERRY GOOD 2019. FIELDWORK CONDUCTED IN MARCH 2019. ONLY TOP 10 FOR EACH SHOWING

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### Worst things about Raspberries/Blackberries



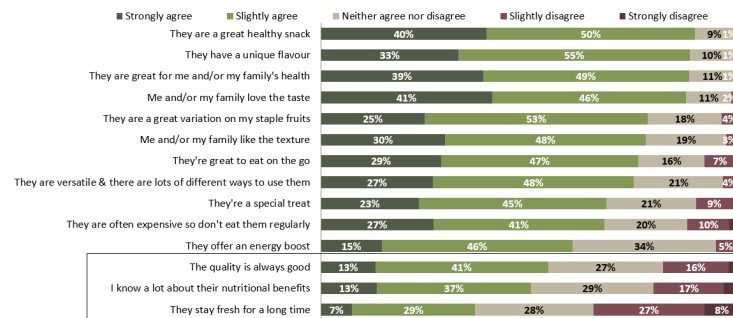
NEED TO DRIVE BETTER VALUE PERCEPTIONS FOR RASPBERRIES/BLACKBERRIES

FIFTYFIVES, HIA, PROJECT BERRY GOOD 2019, FIELDWORK CONDUCTED IN MARCH 2019

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### Perceptions of Raspberries/Blackberries



OPPORTUNITY TO COMMUNICATE SPECIFIC NUTRITIONAL BENEFITS, DRIVE STRONGER VERSATILITY AND ADDRESS QUALITY/FRESHNESS CONCERNS

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