AAU & Consumer Segmentation

FOR A NATIONAL COMMODITY BOARD

Established a new Attitudes, Awareness & Usage baseline designed for repeat tracking, with overlaid psychographic segmentation and usage analysis to identify audiences and opportunities for category growth.

01 **A baseline for tracking progress**
Benchmarked awareness, perceptions, purchase, and usage among users and nonusers, creating a foundation for evaluating future shifts.

02 **Mindsets defined the audiences**
Built segments around attitudes and lifestyles, then overlaid demographics and behavior to clarify who to reach and what could motivate them.

03 **Usage revealed different growth paths**
Combined segment receptivity with current usage to distinguish opportunities to recruit consumers, re-engage them, or increase frequency.

04 **Barriers clarified what needed to change**
Connected motivations, perceived benefits, and obstacles to usage, identifying ways to strengthen the value proposition and support engagement.

05 **Growth priorities linked to volume**
Modeled changes in user mix, frequency, and amount consumed to estimate potential volume gains and inform target-audience priorities.

REPORT EXCERPTS



Psychographic audience profiles



Barriers across usage levels



Growth scenario assumptions

RENEGAR CONSULTING

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