



A strong category and consumer review for this large fruit supplier

Bringing fresh produce insight for a tender pitch

Primafruit, a major fresh produce supplier needed help preparing to tender for the fruit category at Waitrose. They needed to demonstrate a deep understanding of consumer needs, emerging trends, and opportunities to drive category value.

An insight driven approach

We gathered research into the UK public's fruit consumption habits, emerging health and lifestyle trends, and Waitrose customer expectation, from in-store observations, futurologist insights and qualitative groups to identify spaces for innovation and category growth.

A consumer-first, insight-rich perspective to their tender, shaping a compelling, forward-thinking vision for the future of fruit at Waitrose. By showing how they could drive loyalty, relevance, and value in the category, they were able to differentiate themselves and strengthen their pitch.

