

FMCG & CONSUMER GOODS | TWO NORDIC MARKETS

Grocery-buyer interviews across two Nordic markets

Sixteen online in-depth interviews with main household grocery buyers, split between smaller households and families.



AT A GLANCE

CLIENT

International food brand

INDUSTRY

FMCG & Consumer Goods

MARKET

Two Nordic markets

METHOD

Online in-depth interviews, 60 minutes

SAMPLE

16 key grocery buyers, 8 per market

THE CHALLENGE

An international food brand needed to understand the people who do the household grocery shopping, covering both smaller households without children and families. Two target groups, a main-buyer requirement and an even split of brand users and non-users made balanced recruitment the core task.

OUR APPROACH

We screened on shopping responsibility and balanced brand users and non-users in each cell.

- 1 Confirmed each recruit was the main household grocery buyer
- 2 Ran 60-minute online interviews in each market
- 3 Filled two cells: smaller households and families
- 4 Balanced brand users and non-users and verified every recruit

THE RESULTS

- ✓ 16 interviews completed, 8 per market
- ✓ Screening on responsibility reached the real decision makers
- ✓ Two household types showed clearly different needs

SERVICES USED

Qualitative recruitment Online data collection Respondent recruitment Global fieldwork coordination

ABOUT RESEARCH AND METRIC

Research and Metric is a market research fieldwork partner for research agencies and insight teams, with offices in the USA, India and Singapore. We recruit the right people, collect data by the method each study needs and deliver clean, documented outputs your analysts can use straight away.

Recruitment

- Respondent recruitment
- Qualitative recruitment
- Quantitative recruitment
- Hard-to-reach audiences

Fieldwork

- Online data collection
- Survey programming
- CATI telephone interviewing
- Face-to-face CAPI
- Product placement and IHUT
- Global fieldwork coordination

Data and support

- Data processing and tabulation
- Open-end coding
- Survey weighting
- Extended team services

WHY AGENCIES CHOOSE US



Verified respondents, never self-reported



One accountable team from screener to final tables



ESOMAR-aligned processes and GDPR-compliant data handling

Planning a similar study?

Send us your brief and get feasibility, timelines and costs within 24 hours.

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SEND A BRIEF

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Client project. Client details are anonymised.