



MARKETING GUIDE

WATERMELON CONSUMER ATTITUDES AND USAGE RESEARCH

NOVEMBER 2023



WHO IS THE WATERMELON BUYER?

DEFINING CHARACTERISTICS



They have a positive outlook



Many are adventurous but appreciate structure



Family is more important than anything



Self-motivated and take charge



Active, but want a healthier lifestyle



Prefer home-cooked meal to eating out

DEMOGRAPHIC PROFILE



54%
45+ Years Old
(average age 48)



63%
Have No
Children at Home



22%
\$50-74,999
Household
Income



53%
Female



74%
White/Caucasian





ENGAGE WITH CONSUMERS TO CAPTURE ATTENTION

Creating key points of engagement is vital to attracting new users to the watermelon category and driving repeat usage among existing consumers

3 out of 4 watermelon users seek new information about the category, and many are open to new ways to use watermelon



KEY ACTIONS AND OPPORTUNITIES

1. SHARE RECIPES TO DRIVE USAGE

- Utilize social platforms for recipe-sharing and provide content for retailers to share on their social platforms
- Provide recipe cards or booklets with merchandising displays to encourage in-store purchases

2. DRIVE IMPULSE PURCHASES WITH IN-STORE PROMOTIONS, SIGNAGE AND PRODUCT SAMPLING

- Cross promote with other products to capture new users and trial
- Include QR codes in-store to drive consumers to NWPB website for usage ideas

3. CREATE EXPERIENCES FOR YOUNGER CONSUMERS

- Partner with retailers for in-store activities such as cooking classes, interactive events, rind carvings and product promotions
- Use video platforms such as Youtube and TikTok to show recipes and usage ideas of the whole watermelon



EDUCATE CONSUMERS TO INCREASE ENGAGEMENT

Many watermelon consumers seek information about watermelon across digital platforms. Consumers want to better understand the health and nutritional benefits of watermelon and learn how to gauge quality when shopping in-store.

Among those who seek information about watermelon:



69%
turn to
search engines
(e.g. Google)



29%
consult with
health
professionals



35%
use health
and wellness
publications
or apps

KEY ACTIONS AND OPPORTUNITIES

1. PROMOTE THE HEALTH AND NUTRITIONAL BENEFITS OF WATERMELON

- Utilize health and wellness publications/apps and health professionals to promote the health and nutritional benefits of watermelon
- Key health messages include good for hydration and promotes healthy blood flow*
- Key nutrition messages include source of vitamin B6, vitamin A and potassium

2. DEVELOP RESOURCES THAT ENGAGE CONSUMERS THROUGHOUT THEIR SHOPPING JOURNEY

- Create in-store signage, recipe booklets and selection guides for watermelon
- Educate consumers on key indicators of quality and ripeness
- Provide watermelon ripeness indicators on the merchandising display (QR codes to how-to content, leaflets or header cards)

*For more on heart health: <https://www.watermelon.org/nutrition/watermelons-benefits>

Source: NWPB 2023 Watermelon A&U Research Study
Surveyed watermelon consumers are among a group of 805 participants recruited from a nationally representative online consumer panel.





STIMULATE CONSUMERS' CRAVING FOR WATERMELON

Engage and educate watermelon consumers on the usage and health benefits of watermelon to generate interest and additional eating occasions to create more opportunities for them to develop a craving for the fruit.

Nearly 9 out of 10 consumers agree that watermelon satisfies their craving for something sweet



KEY ACTIONS AND OPPORTUNITIES

1. CREATE CONSUMER MESSAGES THAT CARRY OVER TO IN-STORE MERCHANDISING AND SIGNAGE FOR SYNERGETIC MESSAGING

- Key messages can tap into feelings of comfort, nostalgia and happiness to create opportunities to develop a craving for watermelon
- Promote watermelon for seasonal holidays and events (e.g. community events, BBQs, trips to the beach or park)

2. PROMOTE WATERMELON AS A HEALTHY WAY TO SATISFY SWEET CRAVINGS

- Remind consumers that watermelon is a refreshing fruit that is great for hydrating
- Promote the kid-friendliness of fresh cut watermelon as a convenient, sweet and nutritious snack

3. DEVELOP CREATIVE WAYS TO SHOW WATERMELON'S VERSATILITY

- Partner with retailers to host cooking demonstrations with unique ingredients to appeal to creative home cooks
- Feature watermelon pizza as a unique dessert idea and a perfect opportunity for cross promotions with other fruit

