



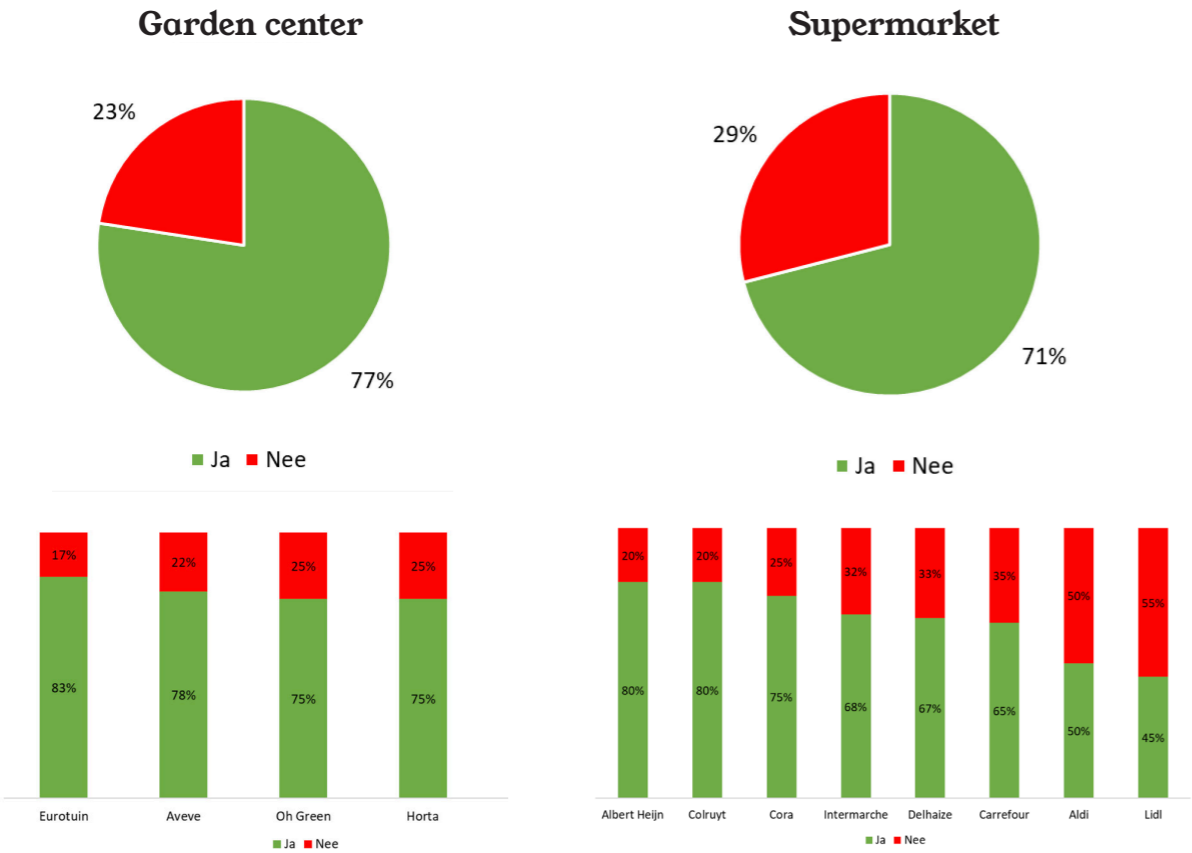
mwm
BELGIAN • MUMS

Storecheck: BE - NL - FR - DE

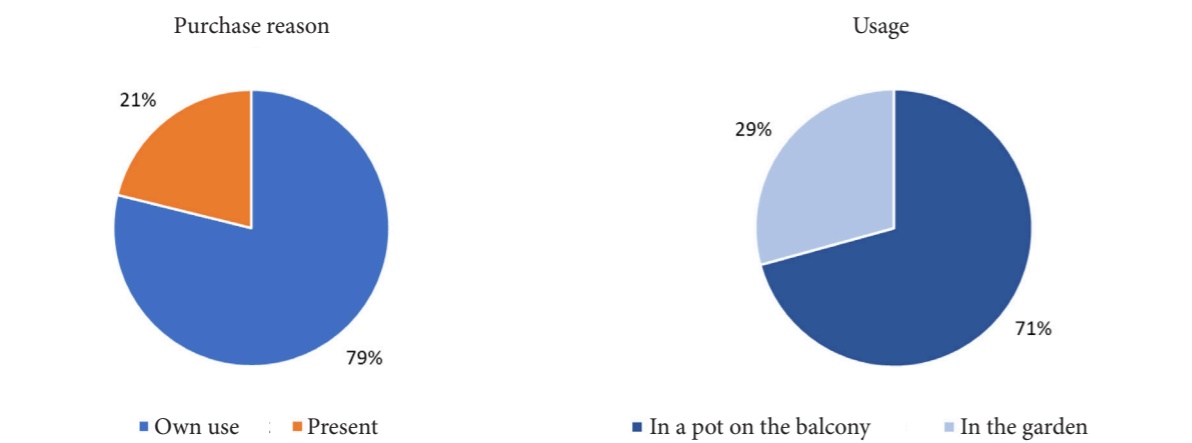
Storecheck Belgium

Week 39 – 44
 130 storechecks
 Supermarkets & garden centers

Willingness to buy



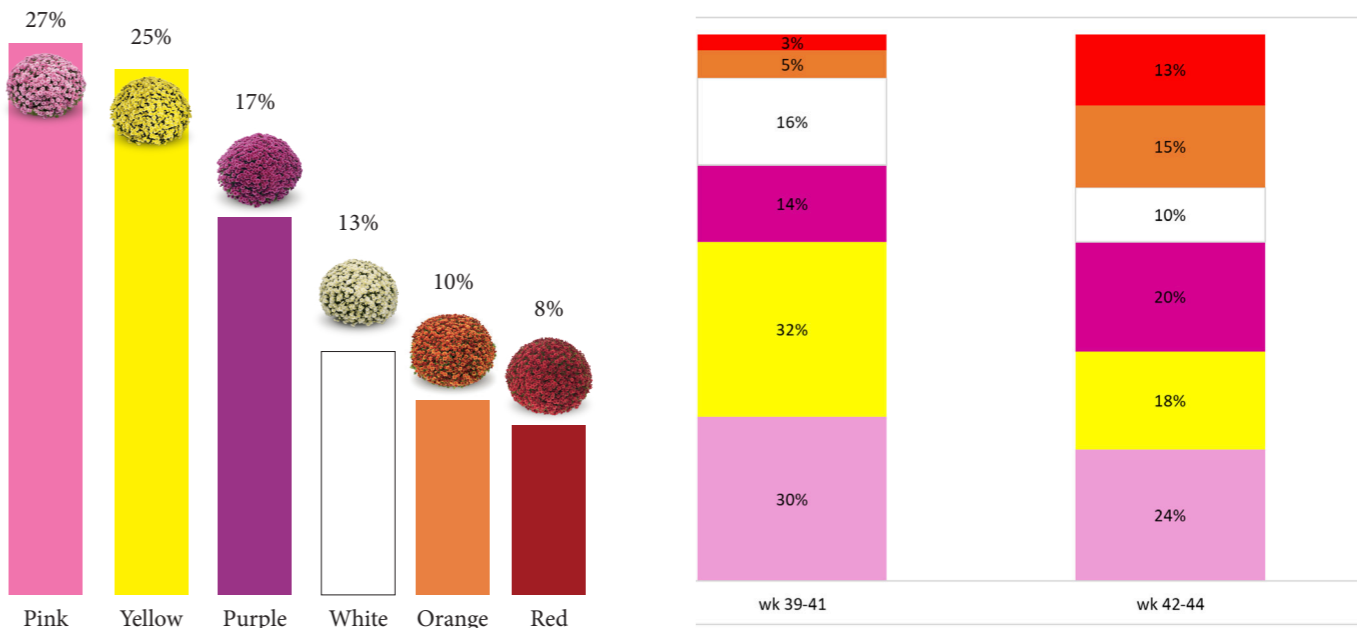
Purchase reason



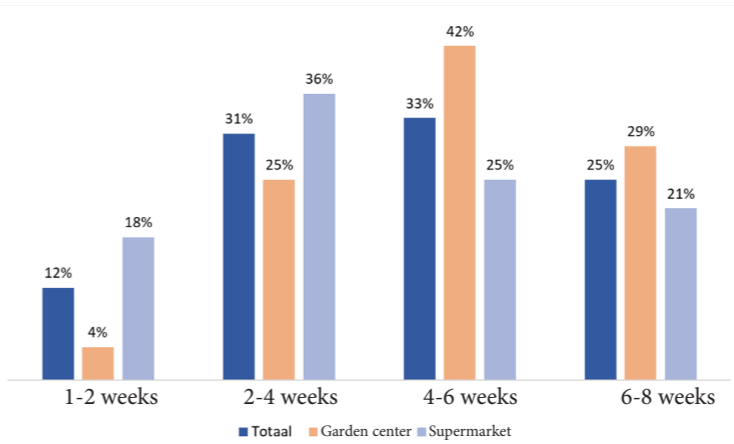
Purchase criteria

- 1. Color
- 2. Flowering stage
- 3. Ball shaped form
- 4. Price
- 5. Packaging

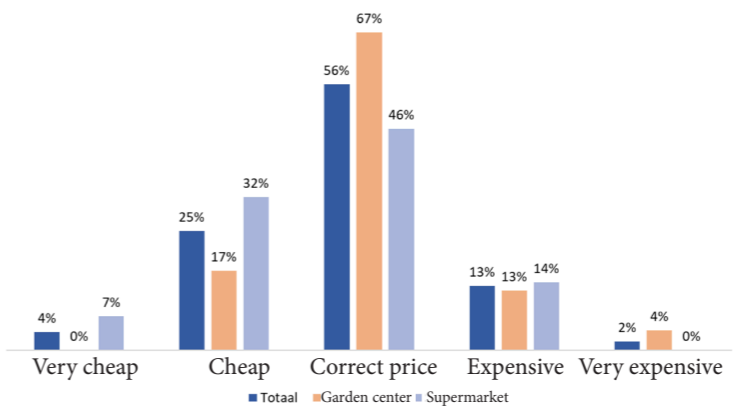
Color preferences



Life expectancy



Price perception



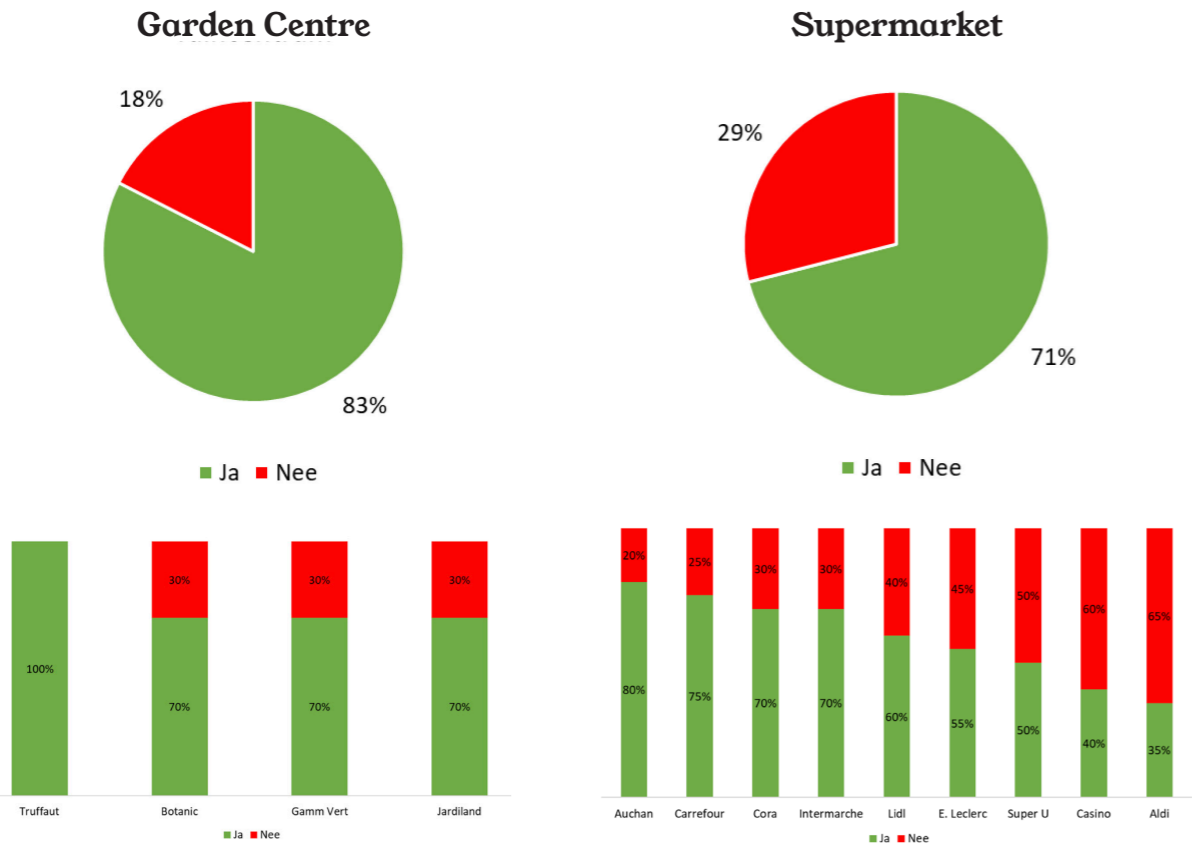
Improvement areas

- Better presentation
- Better care on the shelf
- More colours available
- More choice in different sizes

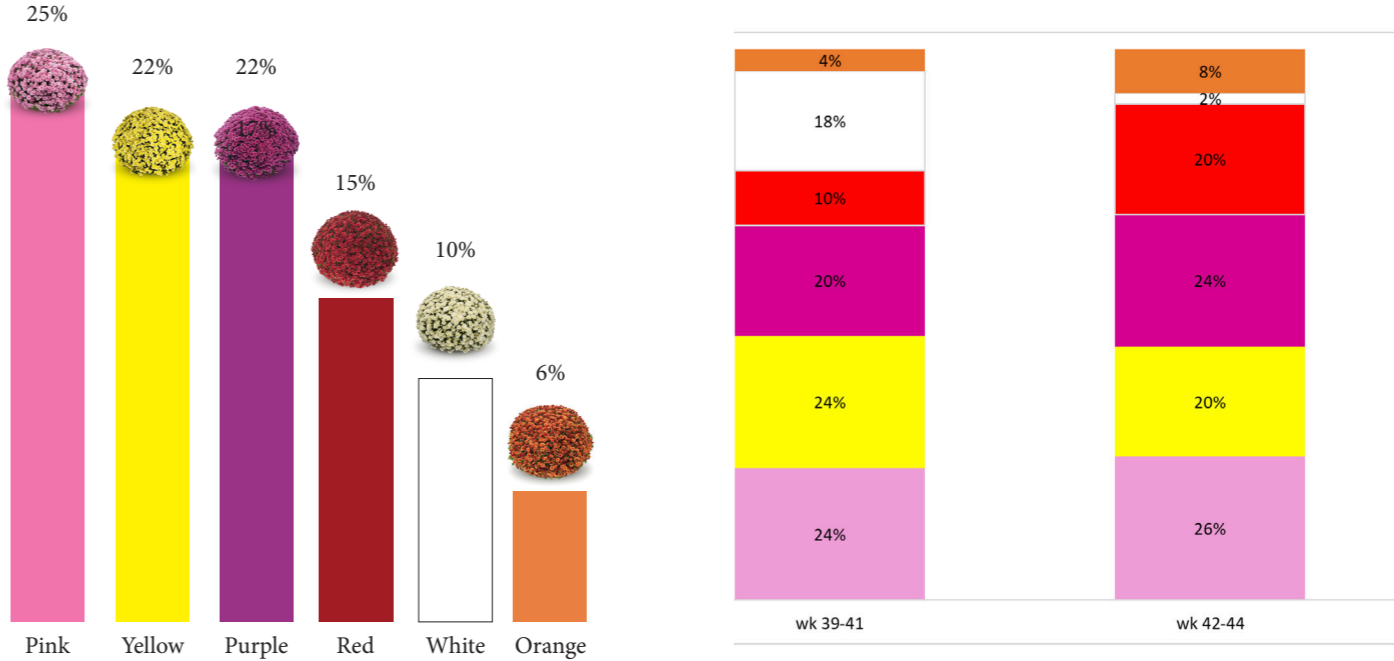
Storecheck France

📅 Week 39 – 44
📝 130 storechecks
📍 Supermarkets & garden centers

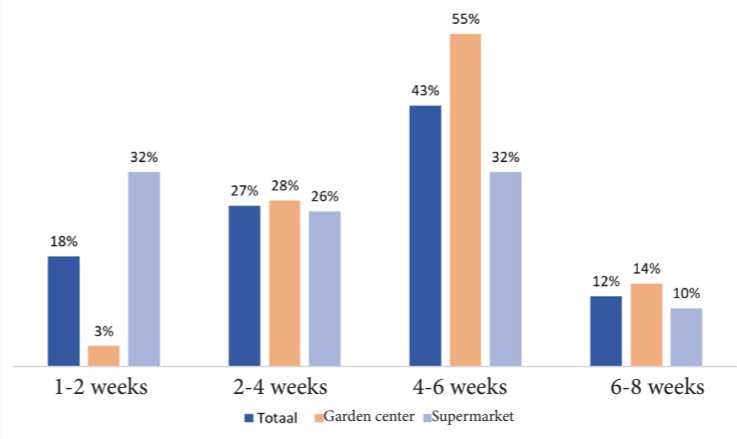
Willingness to buy



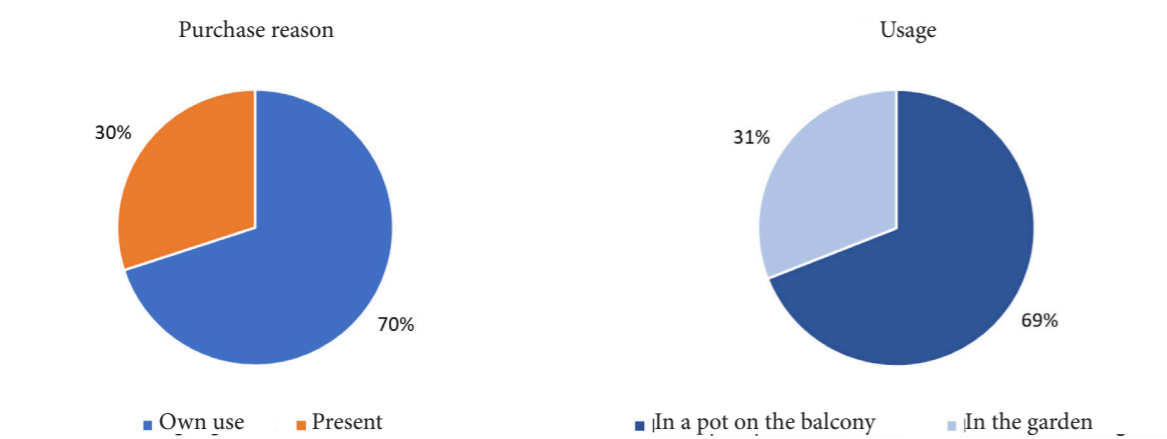
Color preferences



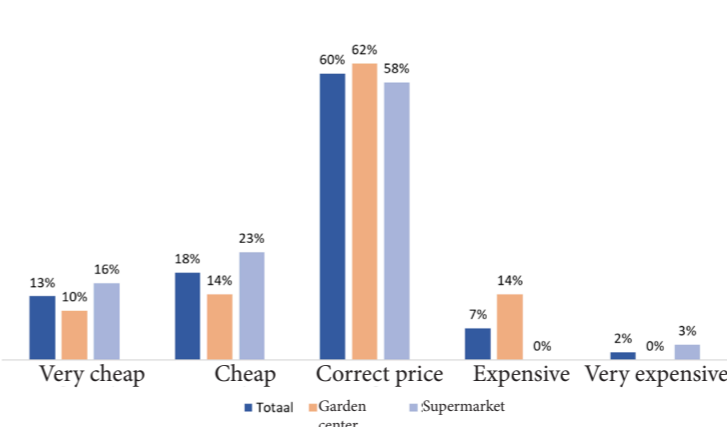
Life expectancy



Purchase reason



Price perception



Purchase criteria

1. Color
2. Flowering stage
3. Ball shaped form
4. Price
5. Packaging

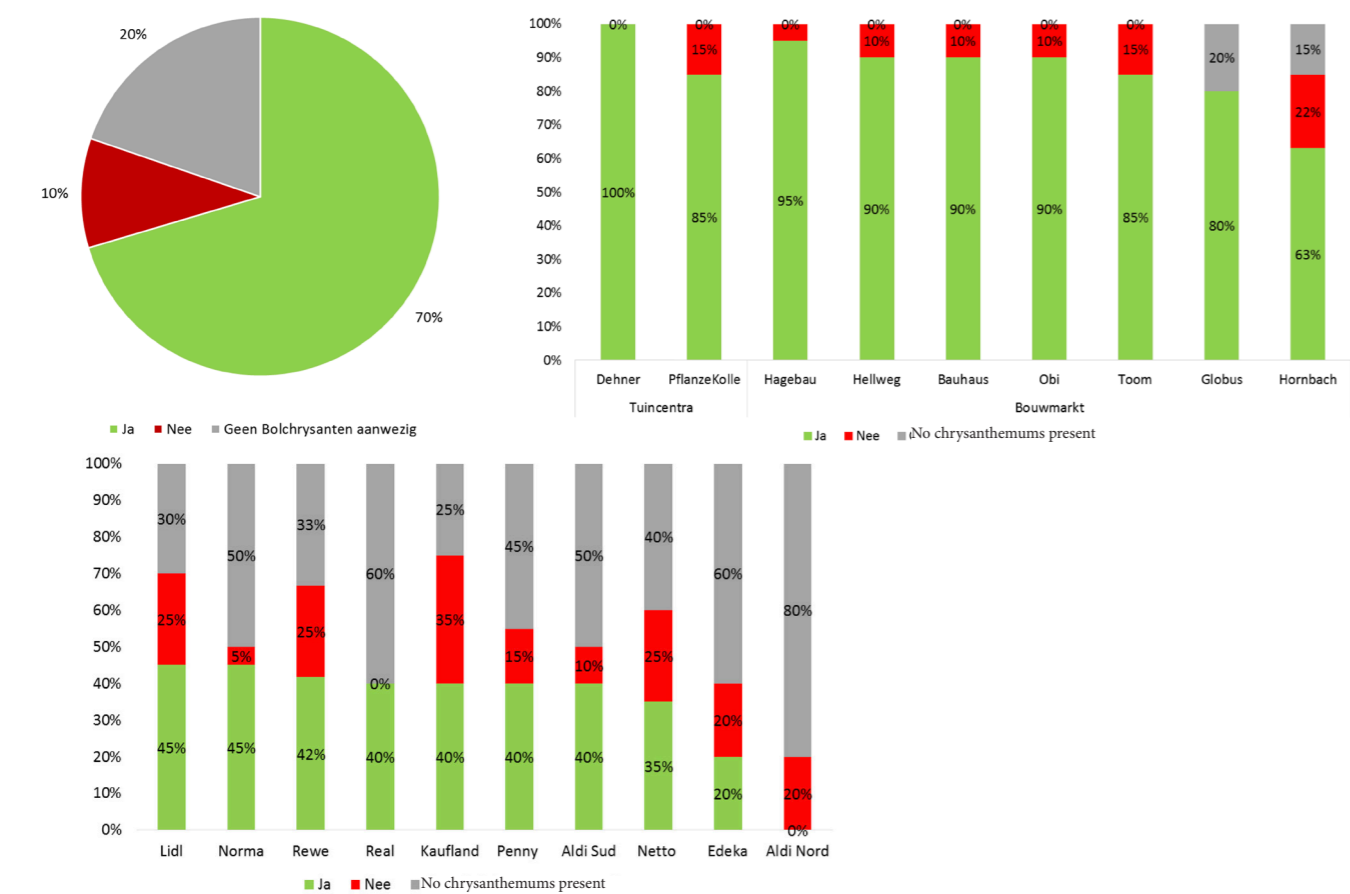
Improvement areas

- Make sure that more colours are available
- Nicer packaging
- Make sure that care instructions are available
- Nicer presentation
- Make sure that different pot sizes are available

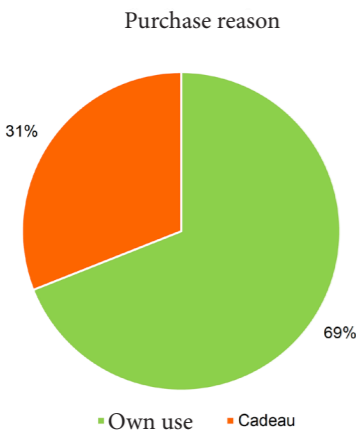
Storecheck Germany

📅 Week 34-38
📋 175 storechecks
📍 Supermarket, garden center & DIY stores

Willingness to buy

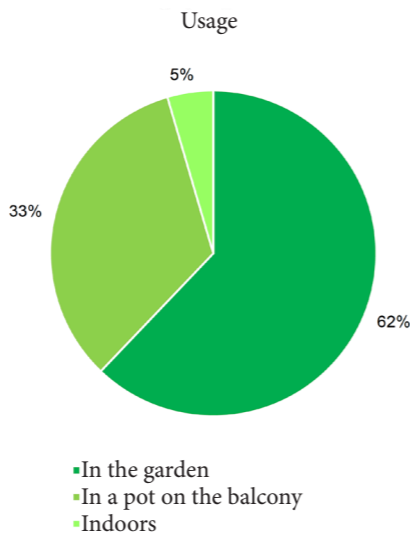


Purchase reason

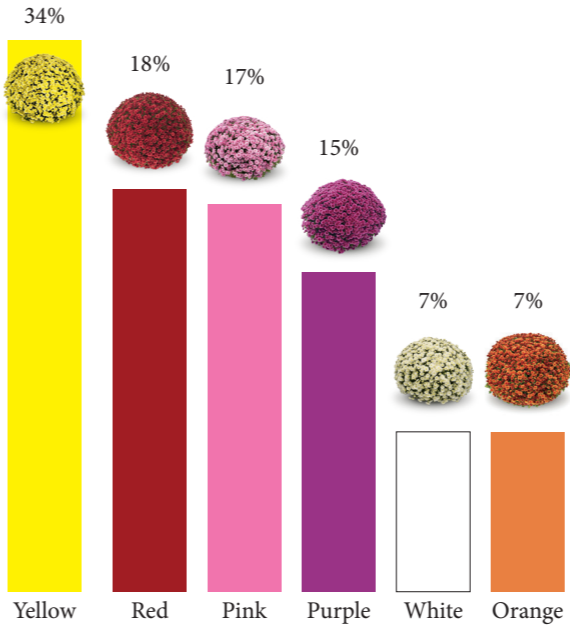


Purchase criteria

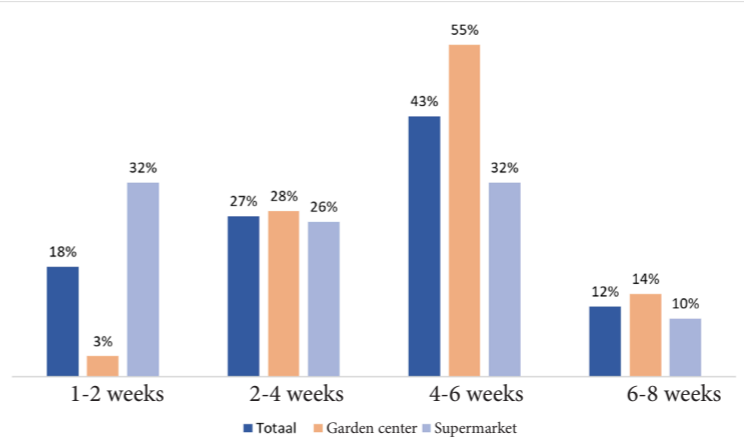
1. Color
2. Price
3. Ball shaped form
4. Flowering stage
5. Packaging



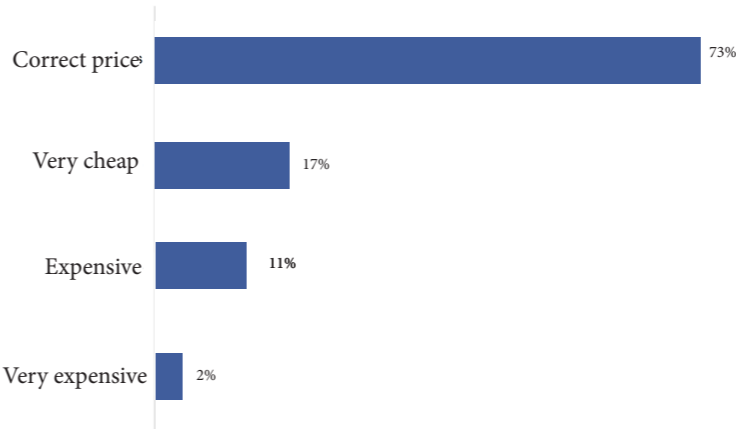
Color preferences



Life expectancy



Price perception



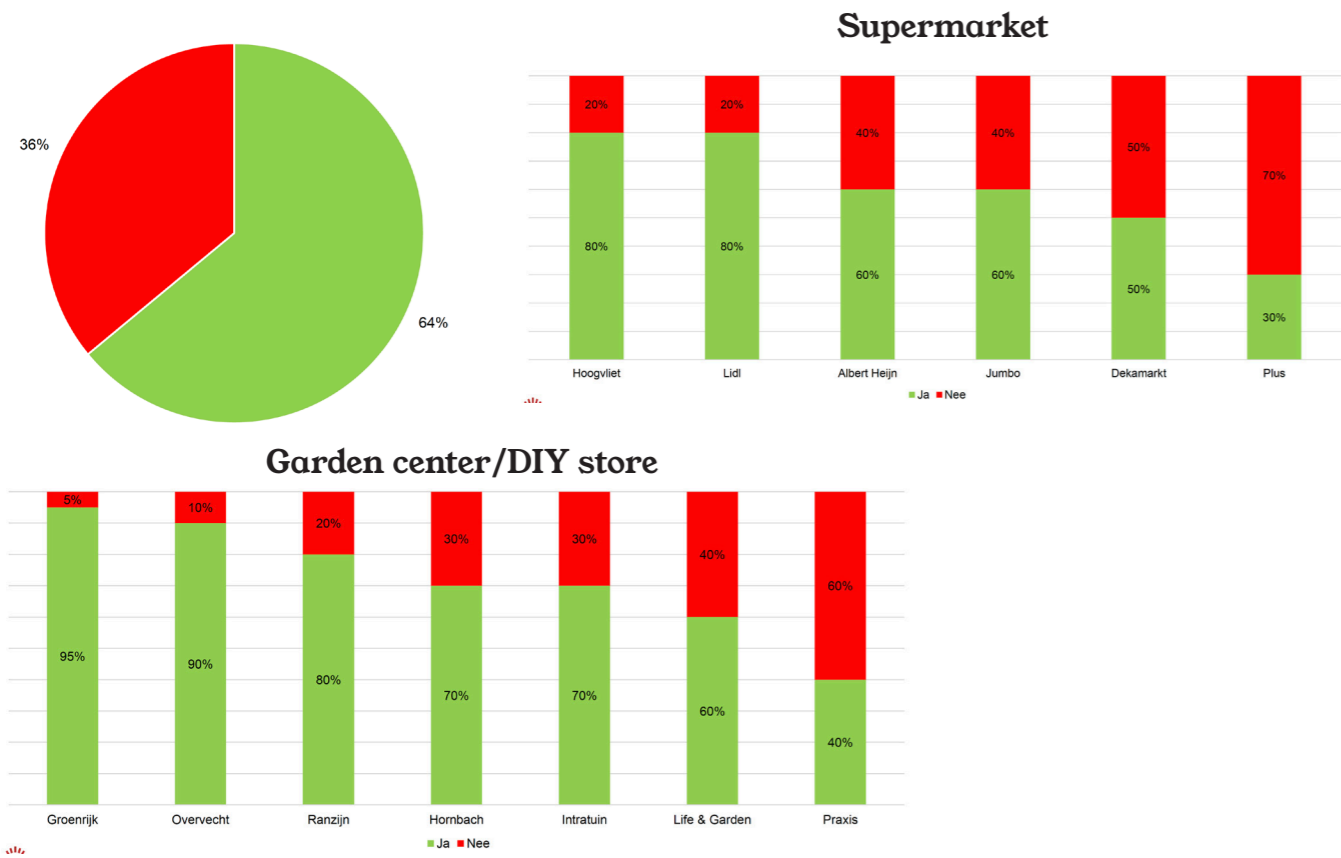
Improvement areas

- Plants are too green
- Indicate the price on packaging
- Nicer presentation
- More information on packaging

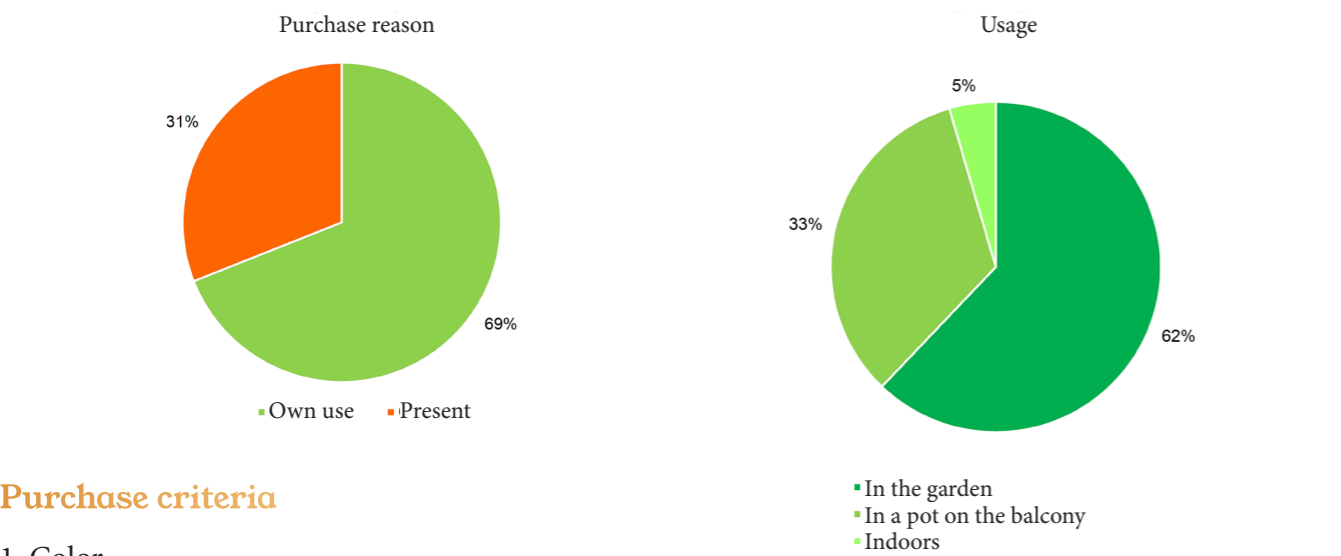
Storecheck the Netherlands

 Semaines 34-38
 150 storechecks
 Supermarket, garden center & DIY stores

Willingness to buy



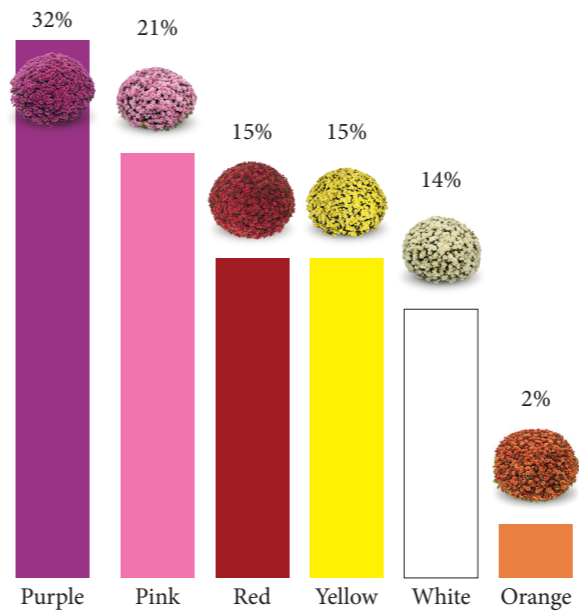
Purchase reason



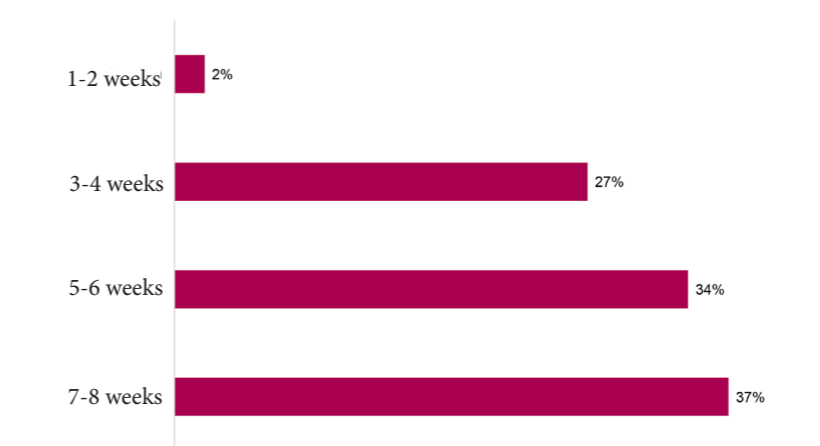
Purchase criteria

1. Color
2. Flowering stage
3. Ball shaped form
4. Price
5. Other

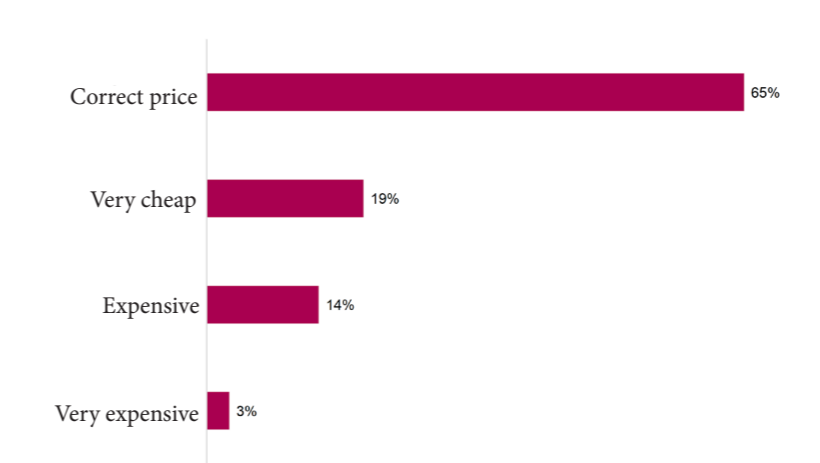
Color preferences



Life expectancy



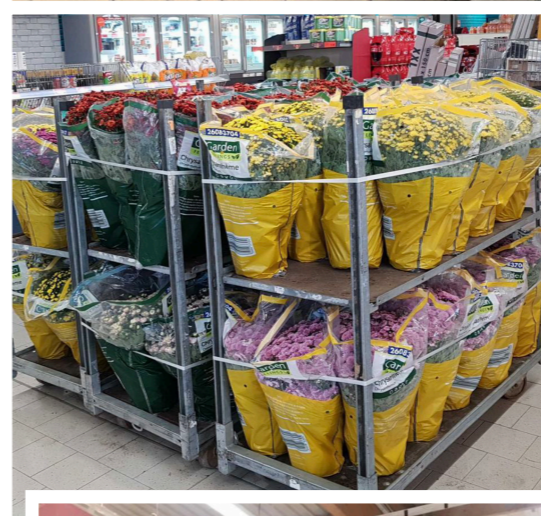
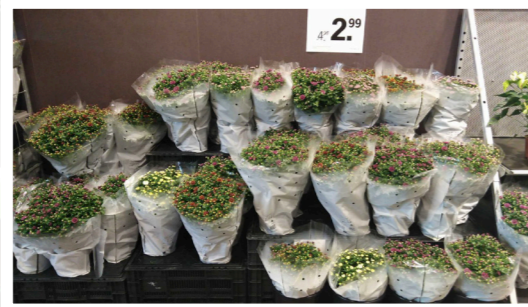
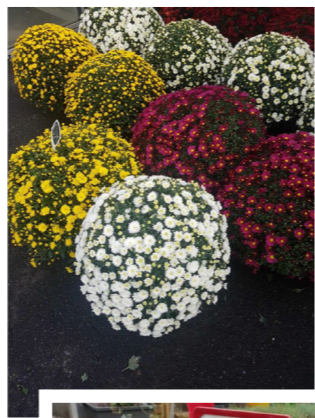
Price perception



Improvement areas

- Make sure tha colour of the chrysanthemum is visible
- Trendier packaging
- Water the plants more often in the shop
- More information in the shop

Do



Don't

