



Dairy category shopper behaviour project

Welsh dairy producers are invited to attend the Dairy Category Project

It will help your business:

- Understand shoppers in today's competitive retail environment
- Strengthen retailer pitches with robust insight
- Build a more compelling story around products and brands
- Contribute to the future growth of the Welsh dairy industry

Key Dates

Accompanied Shops

16th & 17th September

Experience real-time shopper behaviour in-store and see first-hand how decisions are made.

Workshop & Focus Groups

Thursday 6th November – Aberystwyth

Led by David Warren, IGD. This full-day session includes:

- 2 Live Focus Groups covering Butter, Cheese, Milk, Yogurts & Desserts

- Insight-rich discussions into what matters most to shoppers at the dairy fixture
- Tools to help you position your products, build your brand story, and present stronger growth proposals to retailers or internally

What's Involved?

- **Online survey:** Explore shopper missions, occasions, and decision hierarchies in the dairy aisle
- **Accompanied shops:** Real-life insight into how shoppers behave at fixture
- **Live focus groups:** Direct consumer feedback on core dairy categories
- **Workshop with IGD:** Turn insights into action for your brand and business

Be part of this opportunity to grow and shape the future of Welsh dairy. Register by contacting [Sophie Colquhoun](#).