



**RESEARCH
FOUNDATION**

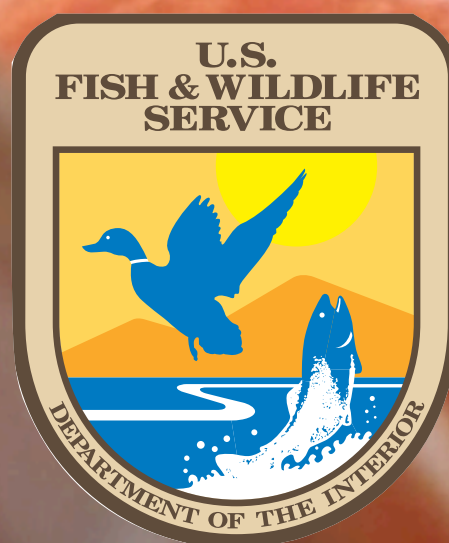
USA & CANADA
WILD BIRD FEEDING INDUSTRY
BENCHMARK RESEARCH 2013

By Ask Your Target Market - AYTM.com



PAST RESEARCH

RESEARCH METHODOLOGY AND “KNOWN FACTS”



**U.S.
FISH & WILDLIFE
SERVICE**



**RESEARCH
FOUNDATION**

2011

2013



U.S. Fish & Wildlife Service

2011 National Survey of Fishing, Hunting, and Wildlife-Associated Recreation

National Overview

Issued August 2012

2011-2012

Wider topic of research

More targeted sample:

potential anglers, hunters & wildlife watchers

Several waves with more frequent test

16+ y.o.

USA only

2013

More focused topic of research

Broader sample

One wave benchmark study

18+ y.o.

USA & CA

N = 3200

Balanced by region

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KEY FINDINGS

MARKET SIZE

USA



118 MM ➔

ESTIMATED NUMBER OF
HOUSEHOLDS IN 2013

40.5 MM (34.3%)

OF HOUSEHOLDS BUY WILD BIRD FEED
AT LEAST SOMETIMES



🏠 = 1,000,000 HOUSEHOLDS

USA



$$\$79.60 \times 40.5 \text{ MM} = \$3.22 \text{ BN}$$

MEAN (USD) AMOUNT THAT AVERAGE US HOUSEHOLD SPENDS ON WILD BIRDS' **FEED**

$$\$32.60 \times 36.1 \text{ MM} = \$1.18 \text{ BN}$$

MEAN (USD) AMOUNT SPENT ON WILD BIRDS' **FEEDERS**

CA



13.6 MM ➔

ESTIMATED NUMBER OF
HOUSEHOLDS IN 2013

8.4MM (61.5%)

OF HOUSEHOLDS BUY WILD BIRD FEED
AT LEAST SOMETIMES



🏠 = 1,000,000 HOUSEHOLDS

CA



$$\$94.45 \times 8.4_{\text{MM}} = \$0.79_{\text{BN}}$$

MEAN (USD) AMOUNT AVERAGE US HOUSEHOLD SPENDS ON WILD BIRDS' **FEED**

$$\$46.13 \times 7.8_{\text{MM}} = \$0.36_{\text{BN}}$$

MEAN (USD) AMOUNT SPENT ON WILD BIRDS' **FEEDERS**

MARKET SIZE

ESTIMATED TOTALS

\$4.40BN

ESTIMATED OF **USA** MARKET OF
WILD BIRD FEED & FEEDERS

\$1.15BN

ESTIMATED OF **CANADIAN** MARKET
OF WILD BIRD FEED & FEEDERS

\$5.55BN

ESTIMATED OF **US & CA** MARKET
OF WILD BIRD FEED & FEEDERS

THESE NUMBERS ARE **ESTIMATES ONLY** BASED ON CONSUMERS' RECOLLECTION OF HOW MUCH THEY'VE SPENT IN THE PAST YEAR. IT ALSO BASED ON ESTIMATED POPULATION SIZE & NUMBER OF HOUSEHOLDS IN US & CA 2013

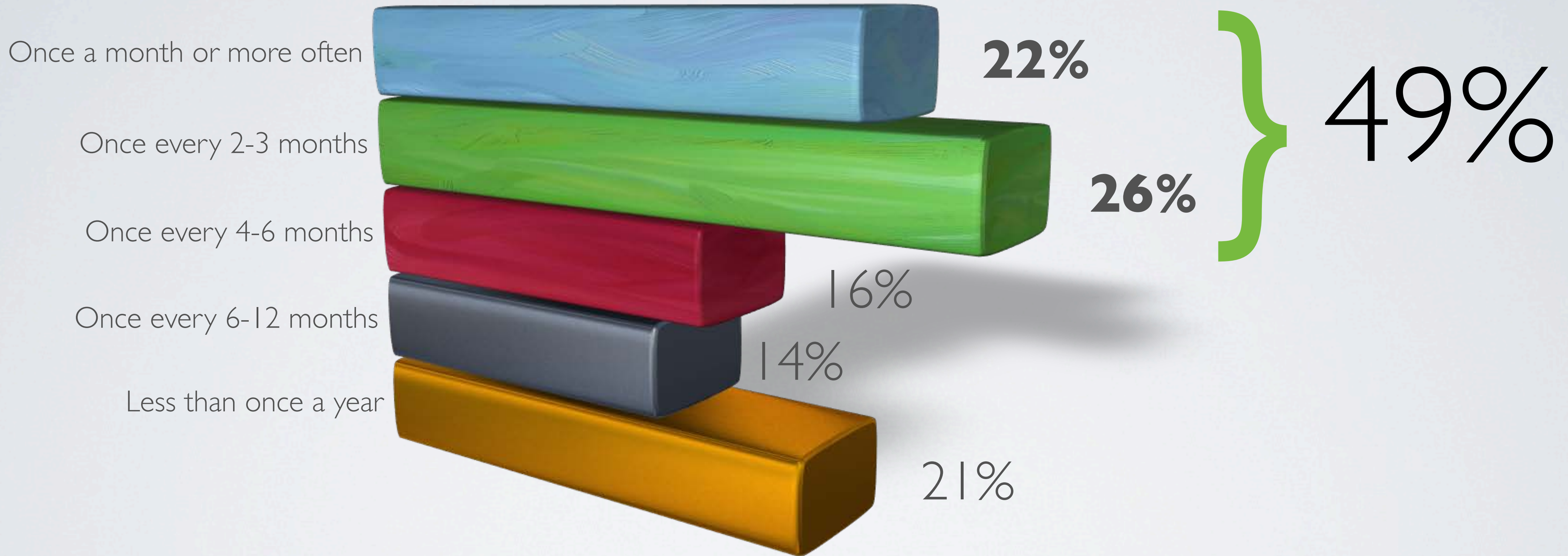
ADDITIONAL MARKET FINDINGS

- **48%** OF HOUSEHOLDS PARTICIPATES IN WILD BIRD FEEDING, EQUATING TO A MARKET OF **48.9 MILLION** HOUSEHOLDS IN US & CA.
- CANADIANS ARE **1.8X MORE** LIKELY TO REGULARLY BUY WILD BIRD FEED THAN THEIR US COUNTERPARTS
- ON AVERAGE CANADIANS SPEND **18% MORE** ON WILD BIRD FEED THAN AMERICANS (\$94 VS. \$80)
- ON AVERAGE CANADIANS SPEND **39% MORE** ON WILD BIRD FEEDERS THAN AMERICANS (\$46 VS. \$33)

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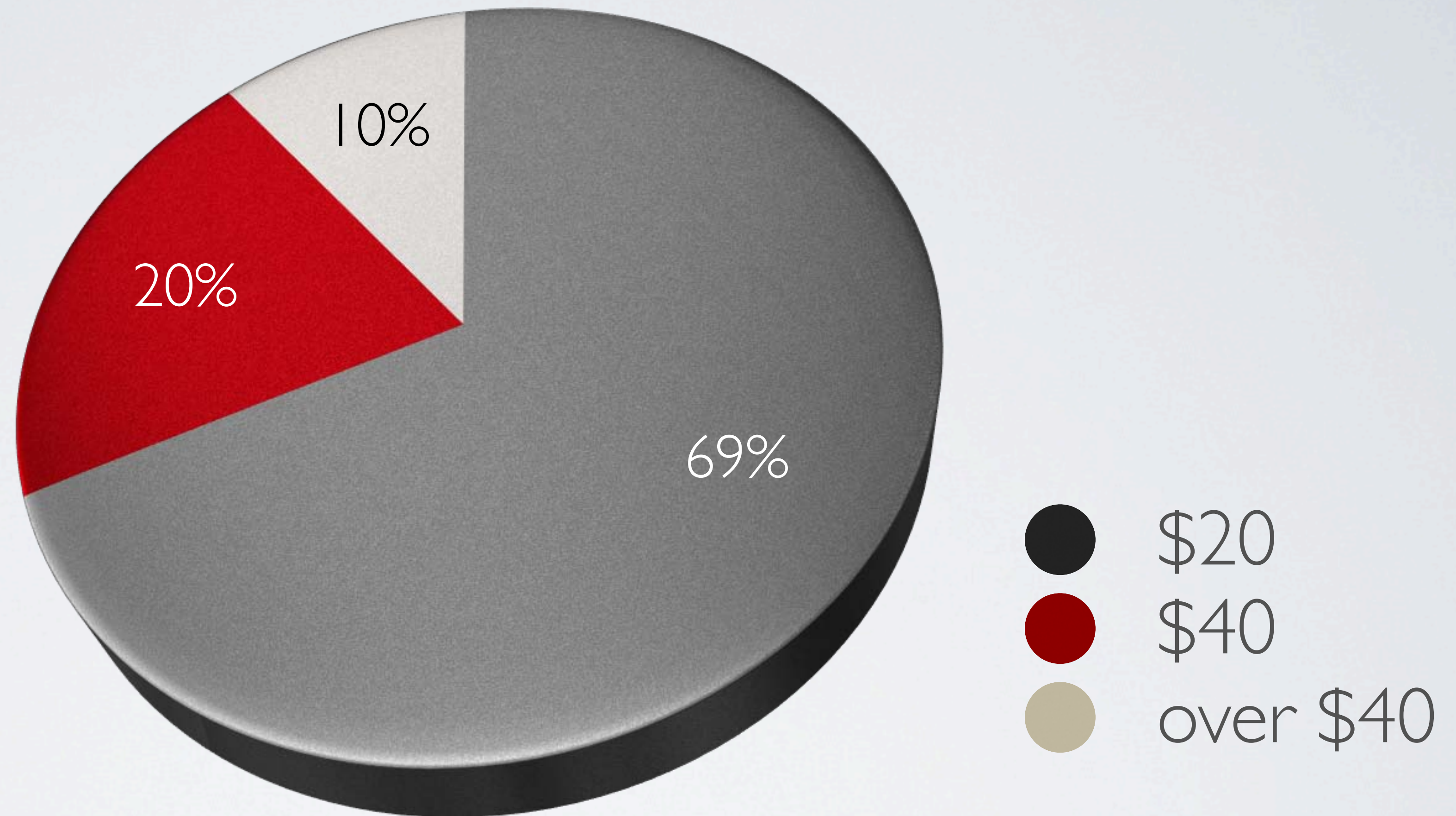
BIRD **FEED** SHOPPING HABITS
& PREFERENCES

HOW FREQUENTLY DO THEY BUY **FEED**?



49% of feed purchasers buy
at least every 2-3 months

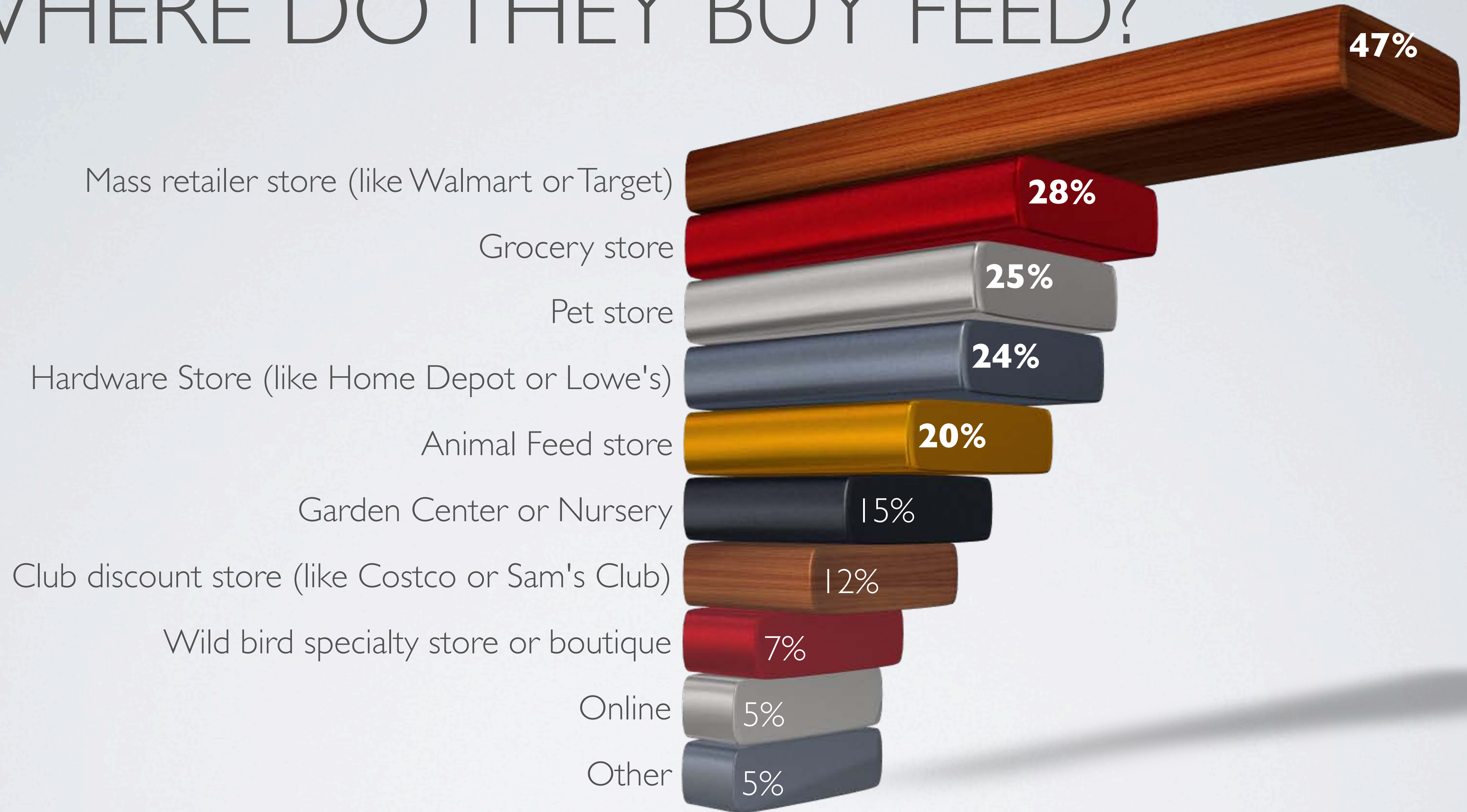
HOW MUCH DO THEY SPEND AT A TIME?



How much would you say you spend on wild bird **feed** during one typical shopping trip or one online purchase?

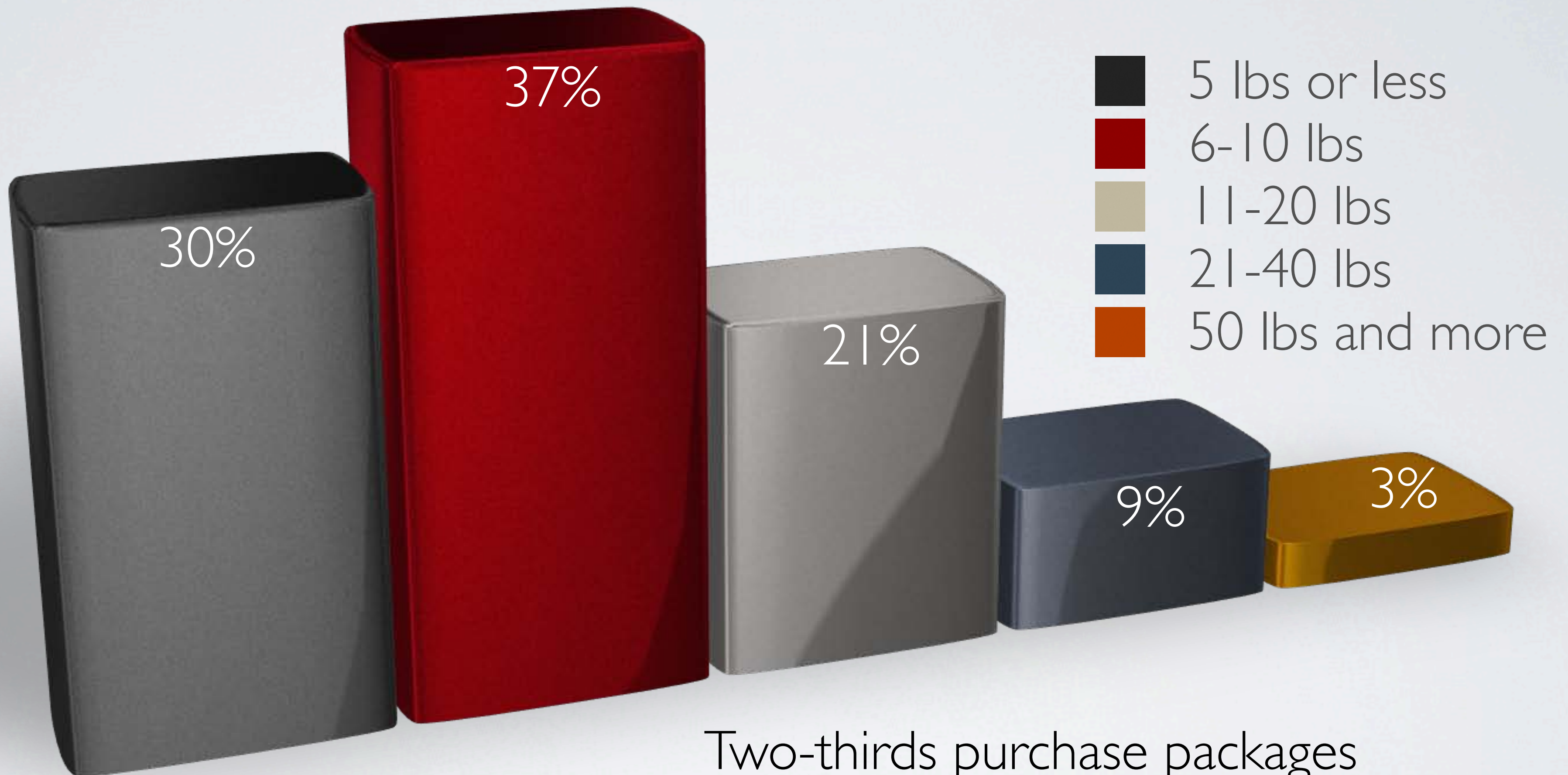
Base: Paying wild Bird Feed Purchasers;
n=1465

WHERE DO THEY BUY FEED?



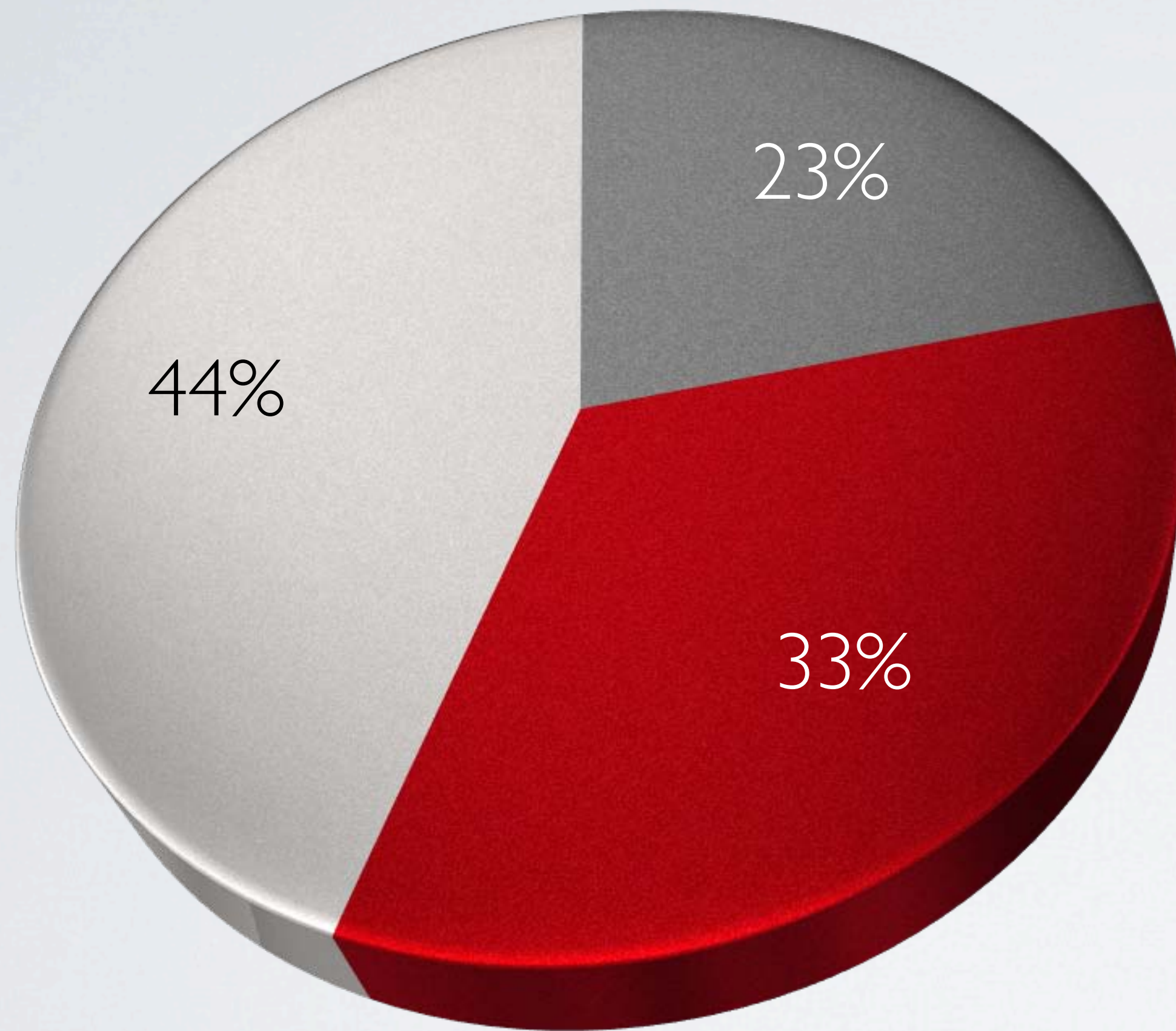
Nearly half of purchasers buy wild bird feed from **mass retailers.**

FEED PACKAGE SIZE



Two-thirds purchase packages of **10 lbs. or less.**

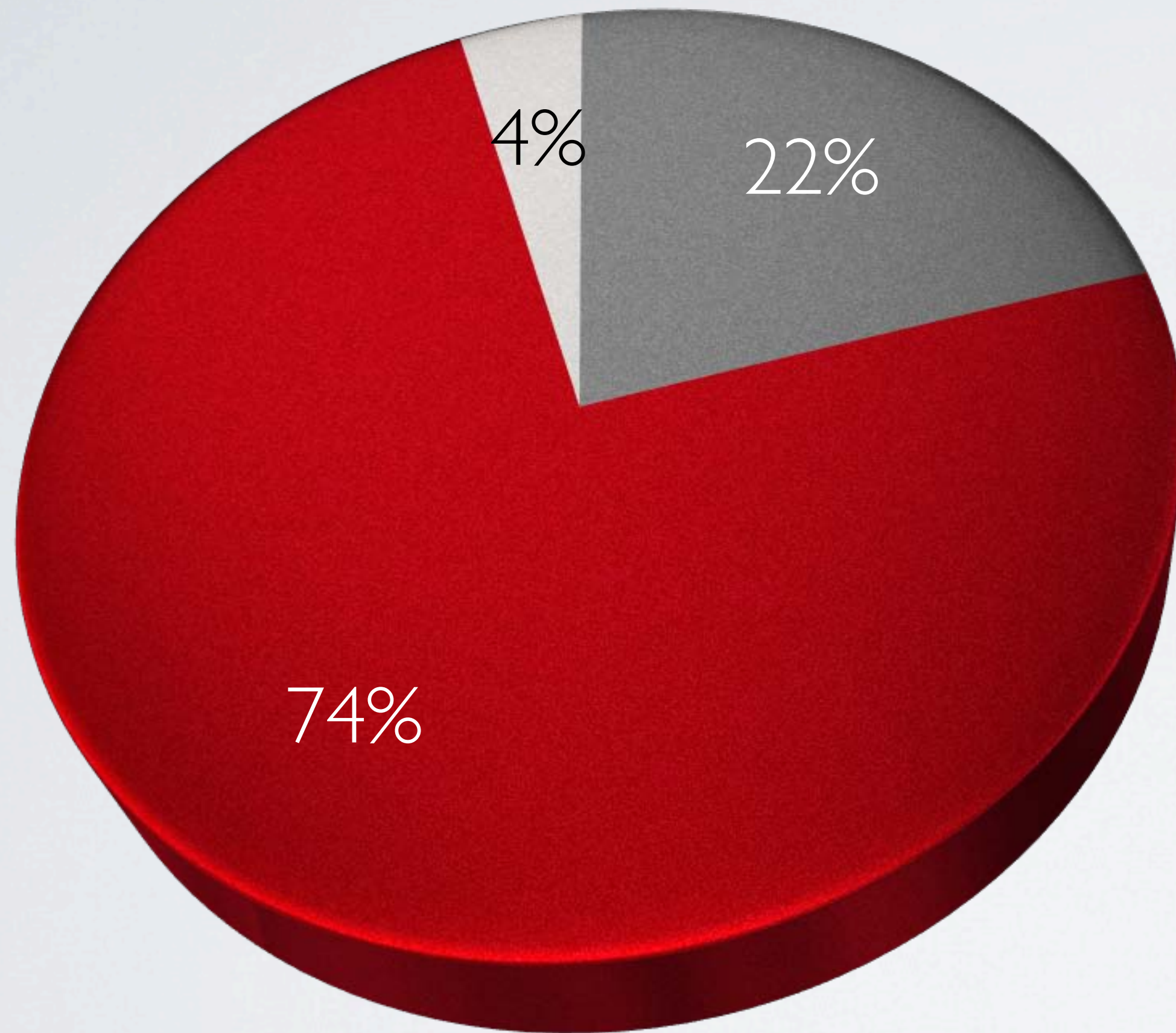
FEED BRAND LOYALTY



- I always buy the same brand
- I have a couple of brands that I switch between
- Brand doesn't matter

More than half of respondents are somewhat loyal to a brand, either buying the same product, or switching between a couple of brands.

FEED RETAILER LOYALTY

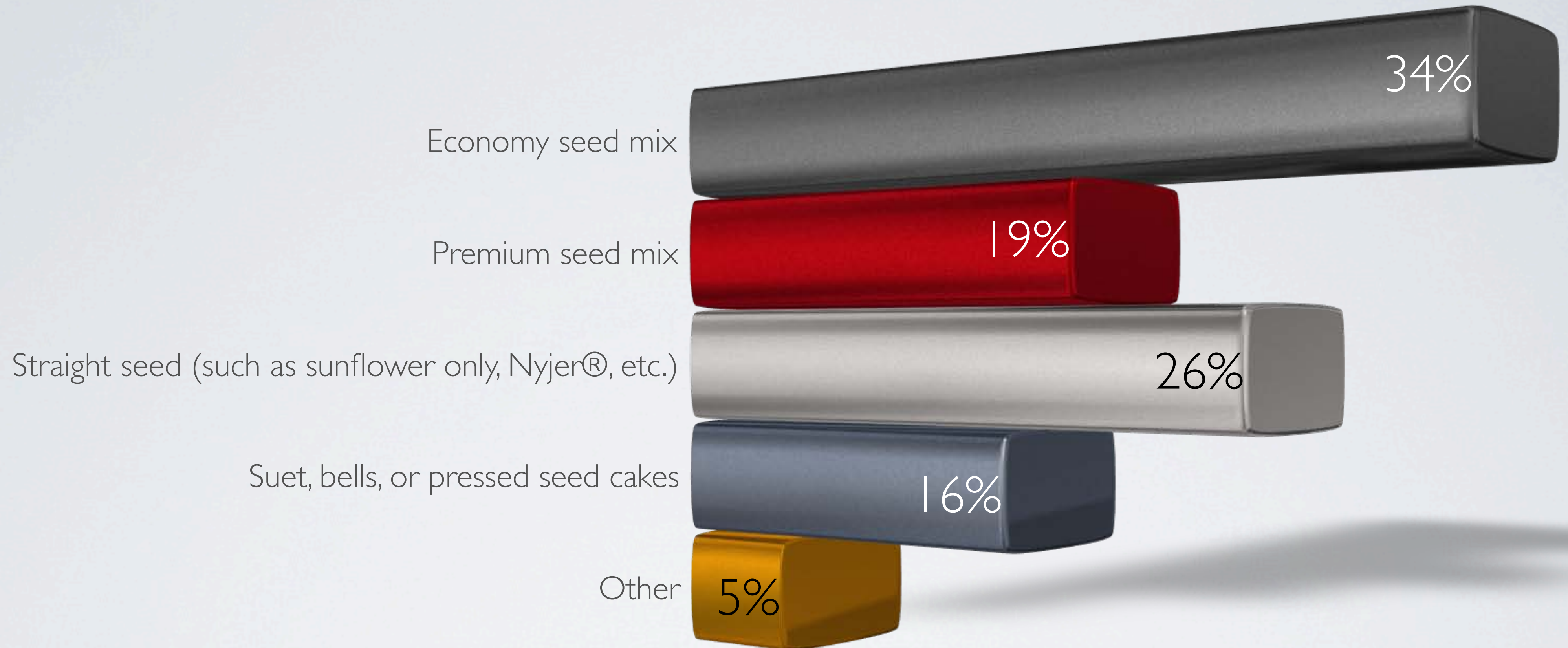


Which of the following best describes what you would most likely do if the store you buy from stops carrying your brand(s) of wild bird FEED?

- I would go to a different store to find my brand
- I would purchase a different brand
- I would not purchase any bird feed

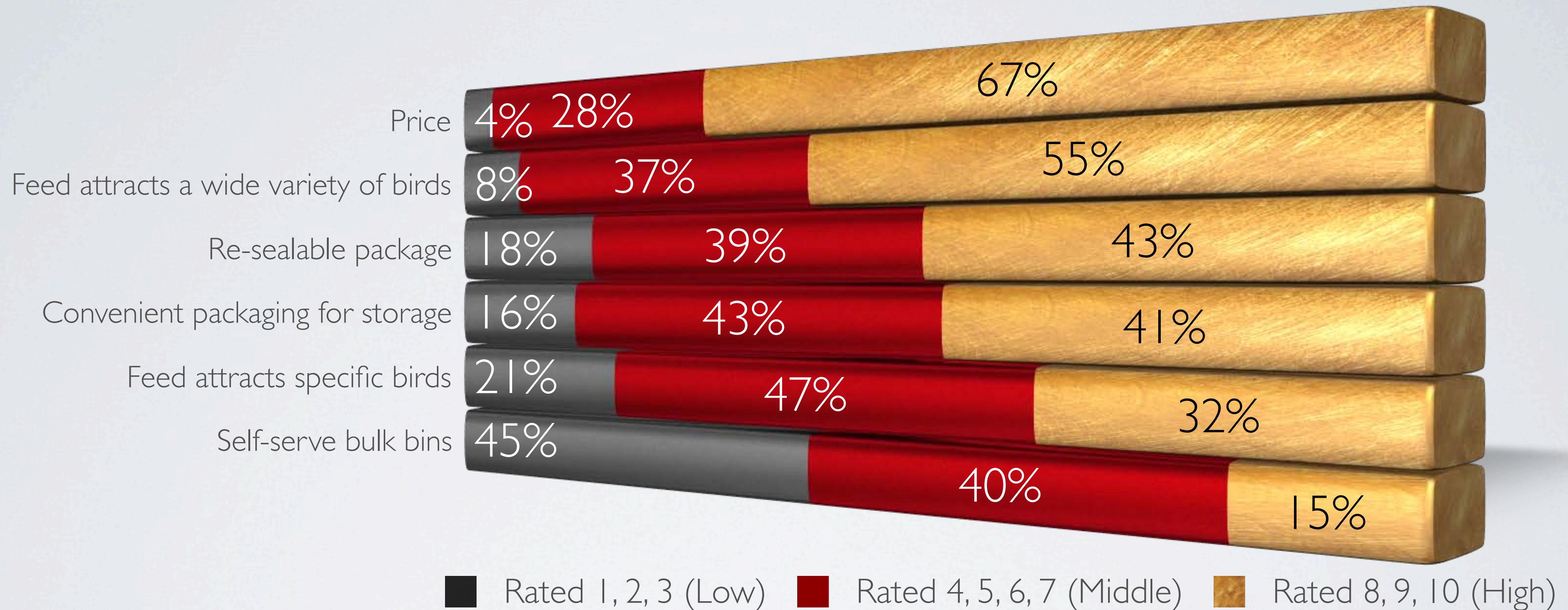
However, **store loyalty** (or perhaps convenience), plays a larger role, with three-quarters saying they would change brands if the store where they shop stopped carrying the brand they usually buy. Even if their regular brand wasn't available, **96%** would still buy some brand of feed.

SHARE OF THE MARKET BY TYPES OF BIRD FEEDS



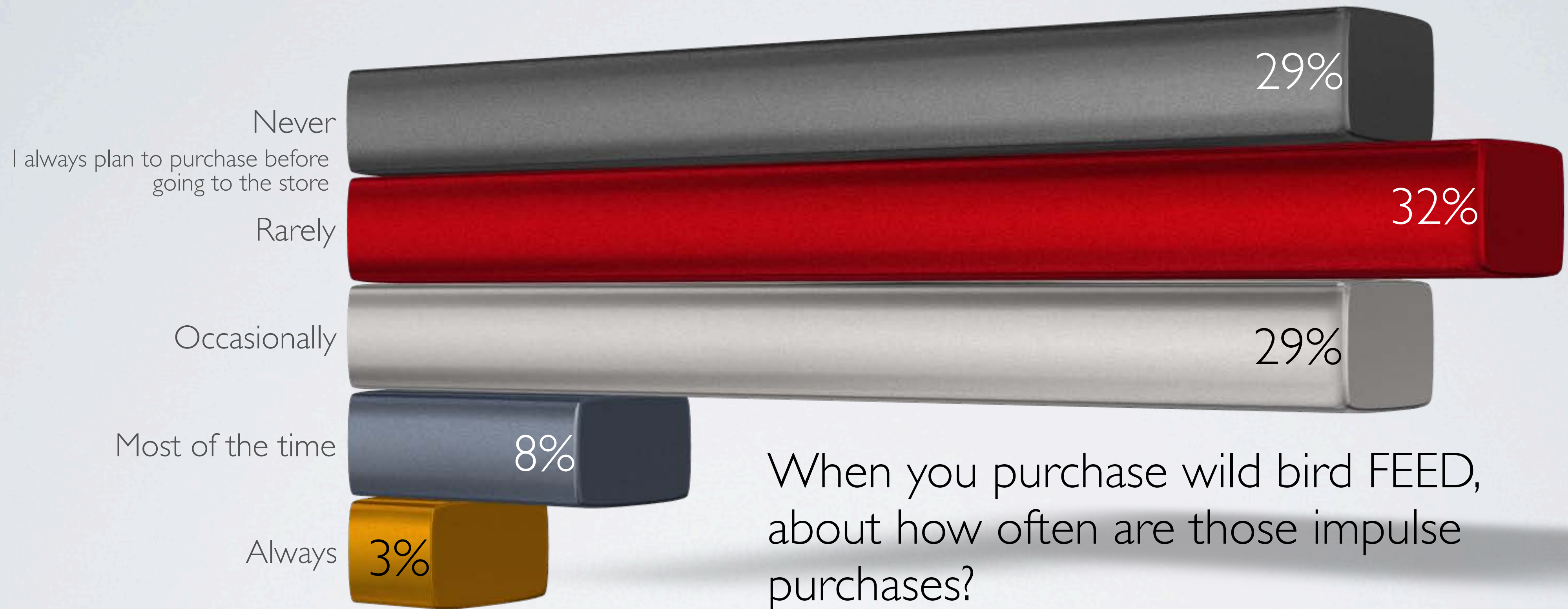
Mixes account for over **half** of all purchased types of bird feed. **Economy seed mix** is the most purchased, capturing **34%** of the dollars spent on bird feed in a typical year. **One-quarter** of the market goes to **straight seed**.

FEED PURCHASE DRIVERS



Price is the primary driver when purchasing wild bird feed, followed by attracting a wide **variety of birds**. 4 in 10 purchasers also consider **packaging** to be an important factor.

BIRD FEEDS PURCHASES ARE PLANNED

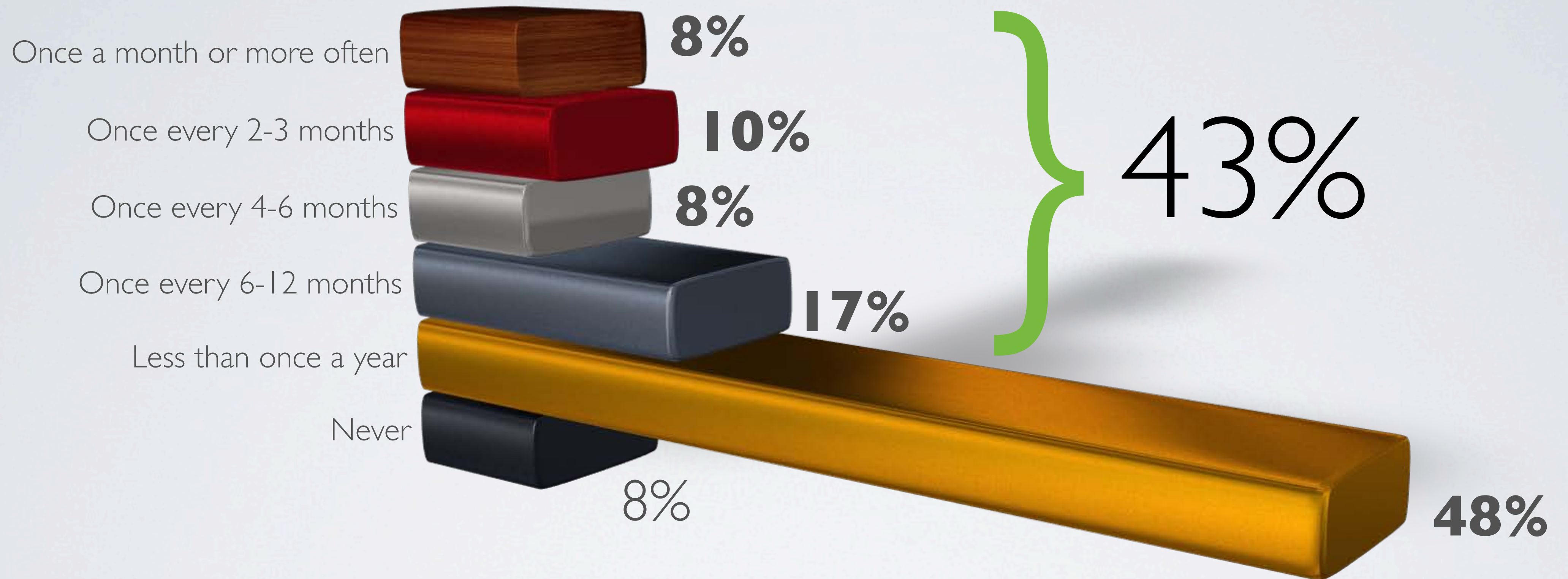


For the vast majority of purchases, wild bird feed is a planned and expected purchase, as **90%** say that they typically **plan their purchase** prior to shopping.

4

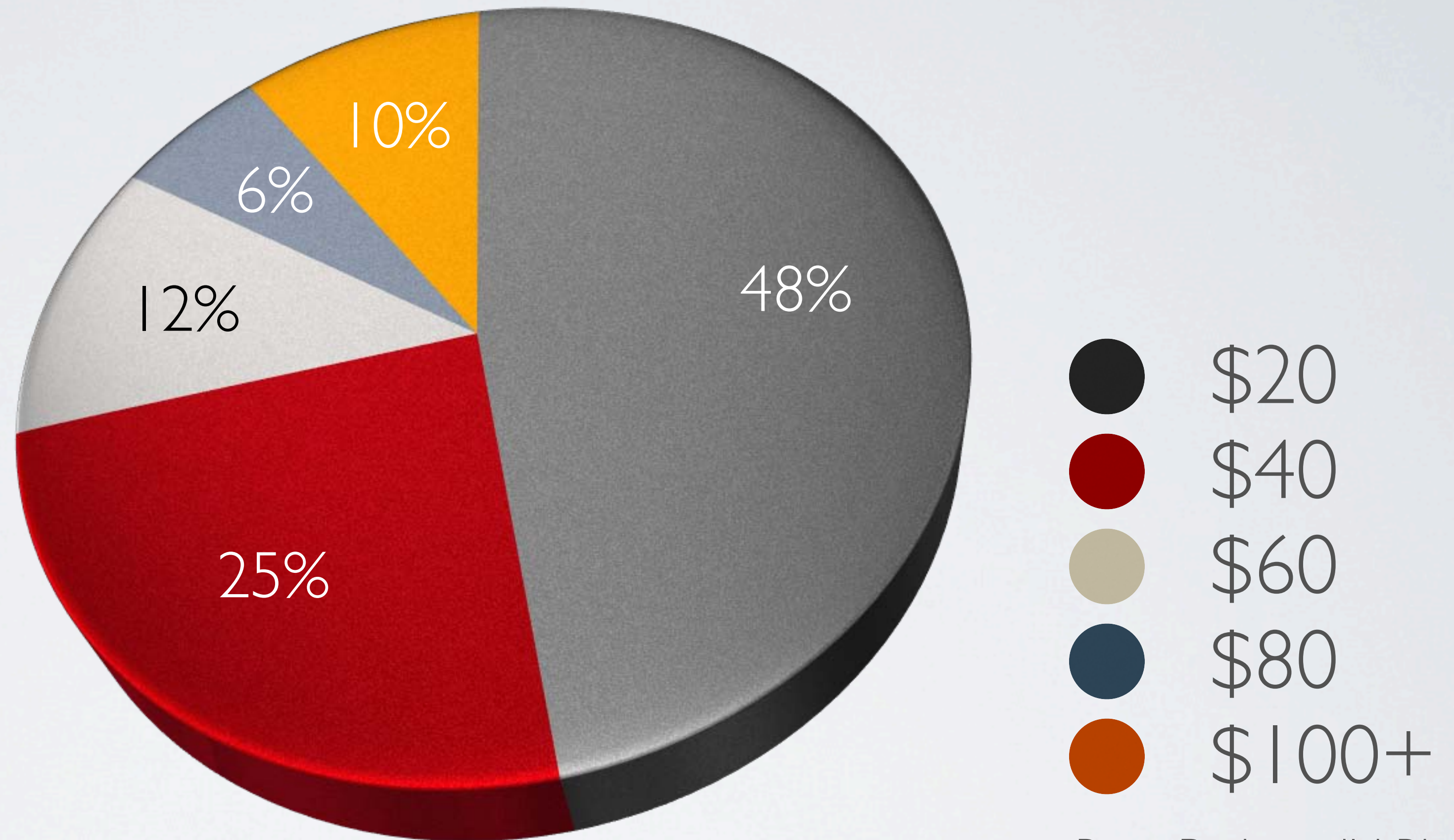
BIRD **FEEDERS** SHOPPING HABITS & PREFERENCES

HOW OFTEN DO THEY BUY **FEEDERS**?



More than 90% of wild bird feed purchasers buy **feeders** at some point, but a little less than **half** of those purchase **at least once a year**.

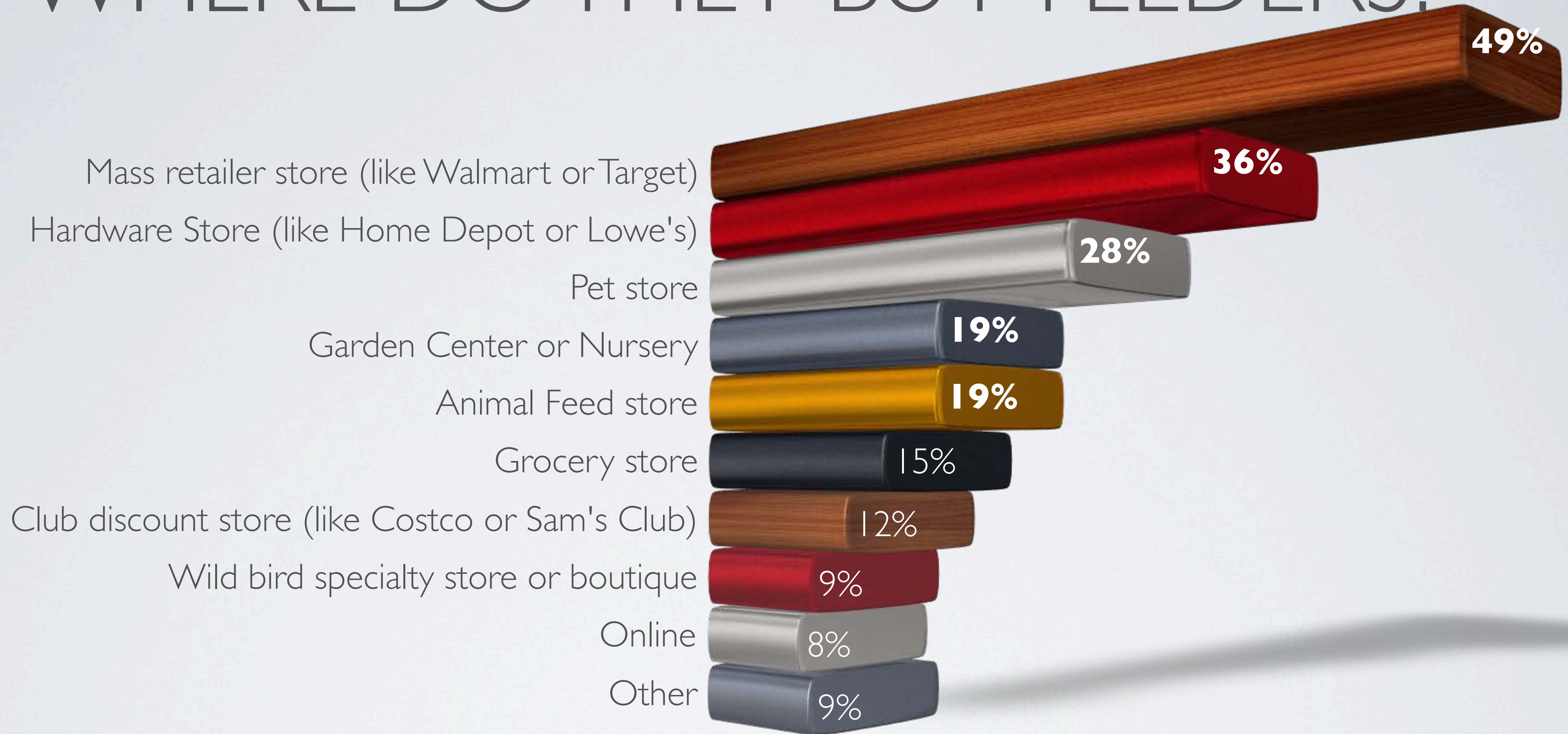
HOW MUCH DO THEY SPEND ON **FEEDERS** / YEAR?



How much would you say you spend on wild bird **feeders** in a typical year?

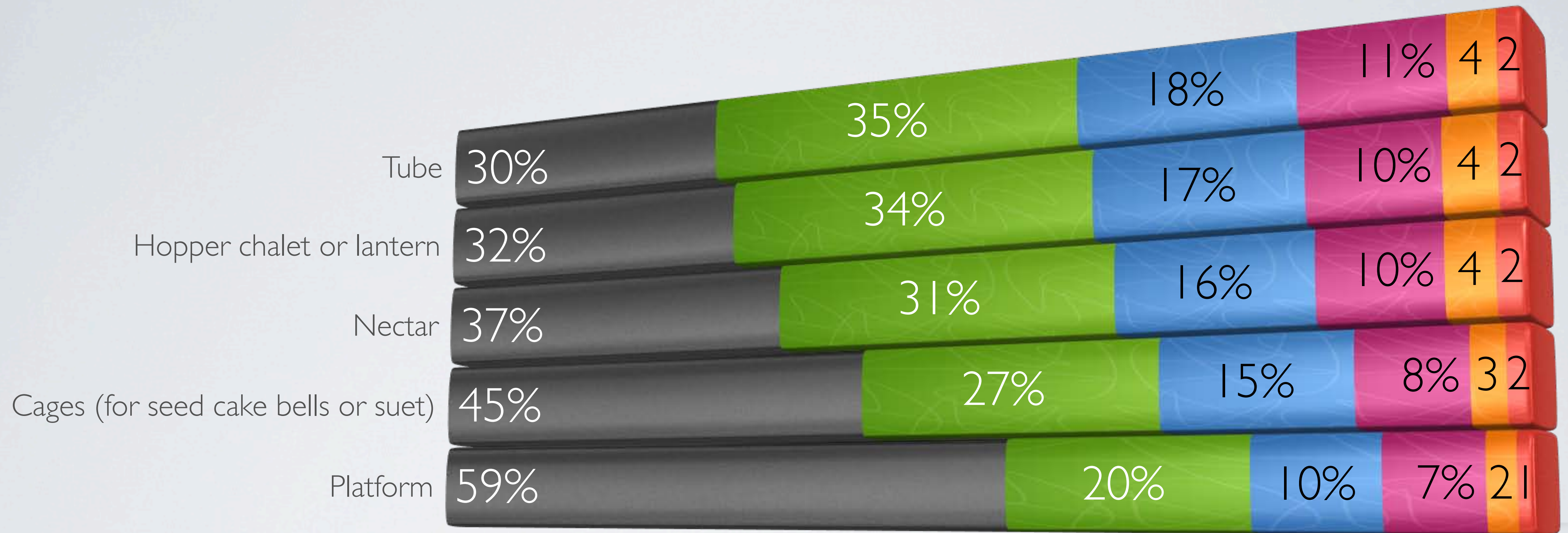
Base: Paying wild Bird Feeders Purchasers;
n=1272

WHERE DO THEY BUY FEEDERS?



Similar to feed, about half of respondents look at **mass retailers** for their feeders, with hardware stores also garnering a noteworthy share of feeder purchases.

CURRENTLY OWNED TYPES OF FEEDERS

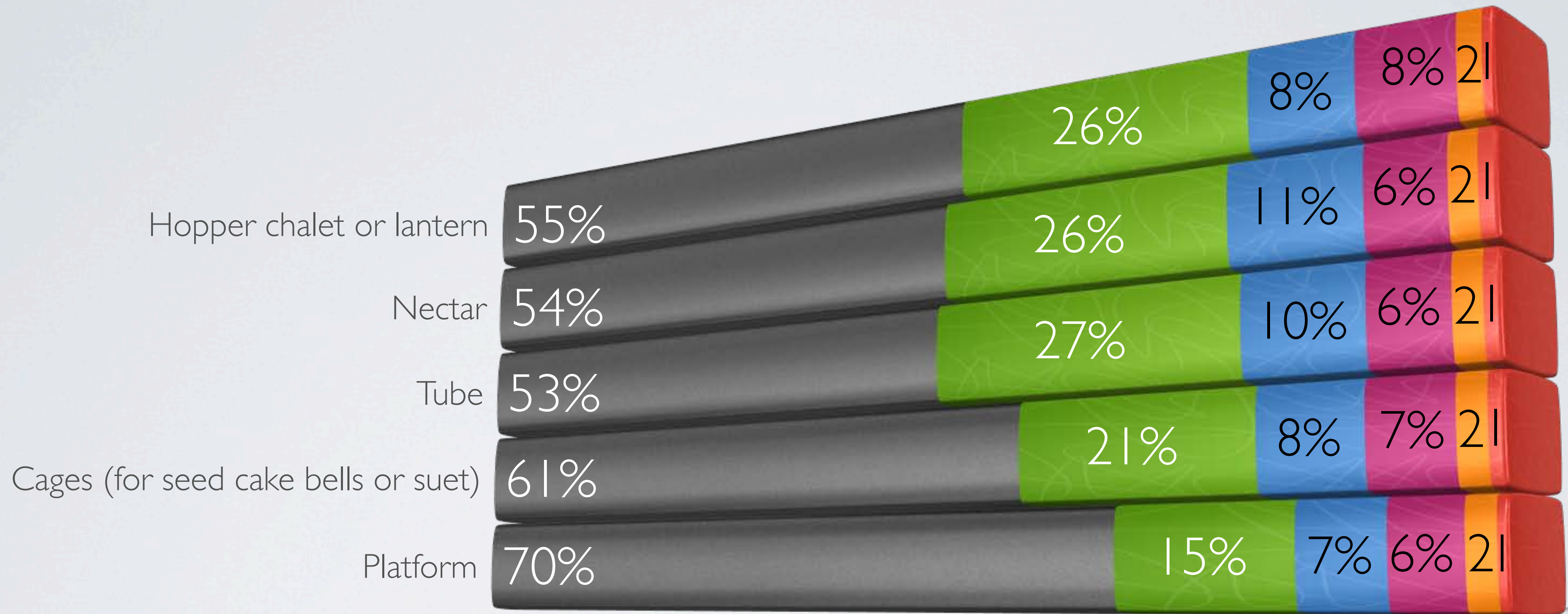


How many of the following wild bird FEEDERS do you currently have and use?

0
 1
 2
 3
 4
 5 or more

Tube, hopper and **nectar feeders** are the most commonly owned, with nearly two-thirds owning one or more.

FUTURE PURCHASE TYPES OF FEEDERS

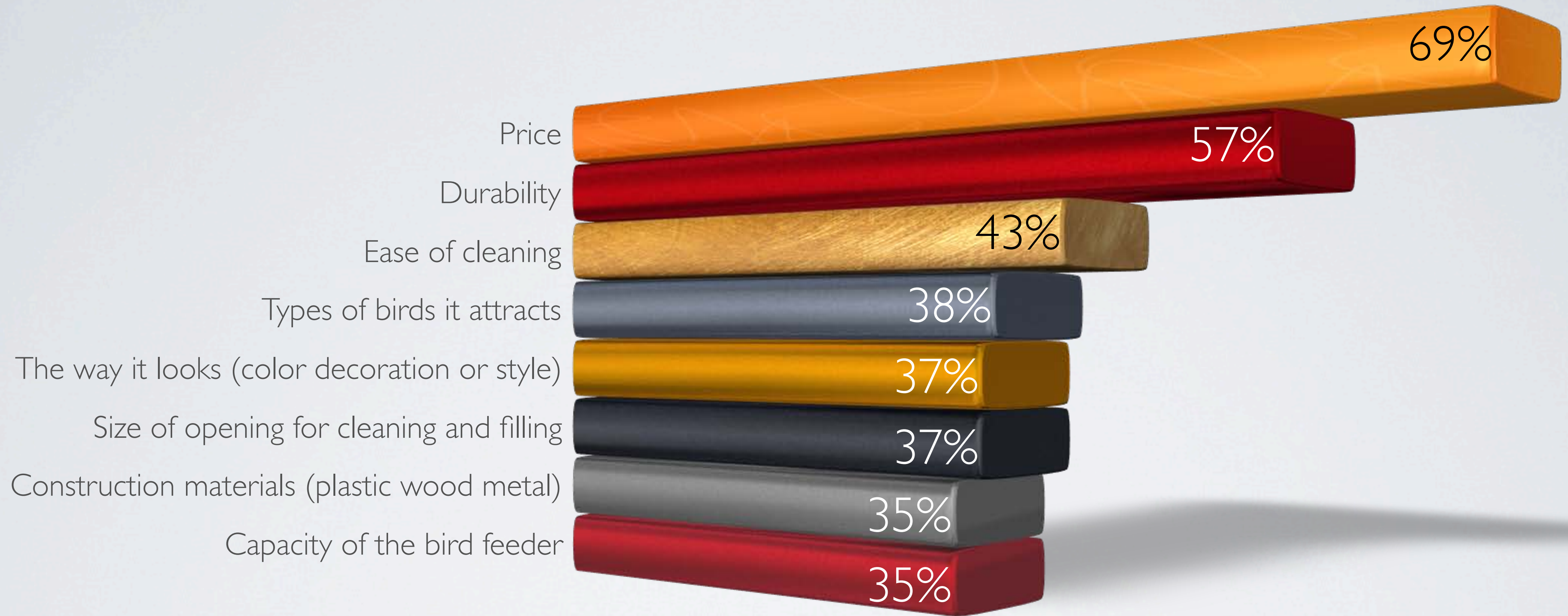


How many of the following wild bird FEEDERS do you plan to purchase in the next 12 months?

0
 1
 2
 3
 4
 5 or more

Additionally, nearly half of respondents expect to **purchase** these **same types** in the next year.

FEEDERS PURCHASE DRIVERS

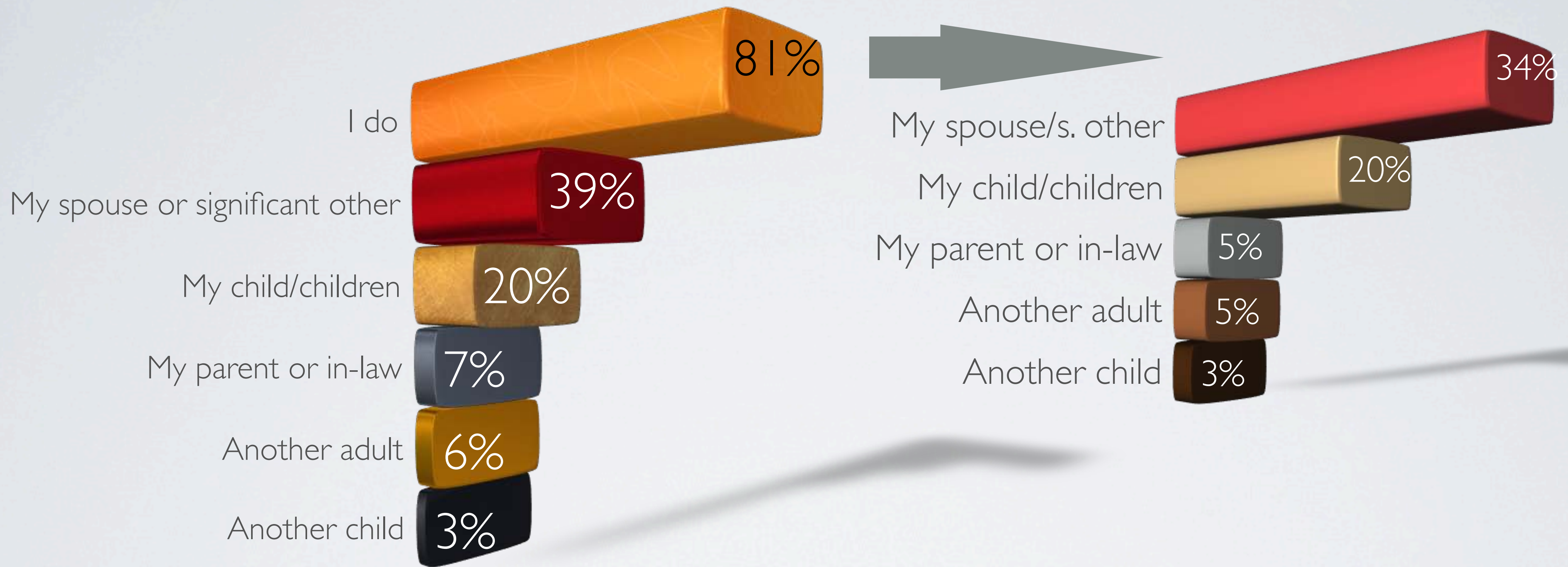


Price and **durability** are the primary factors in feeder choice, with over half of respondents citing each.

5

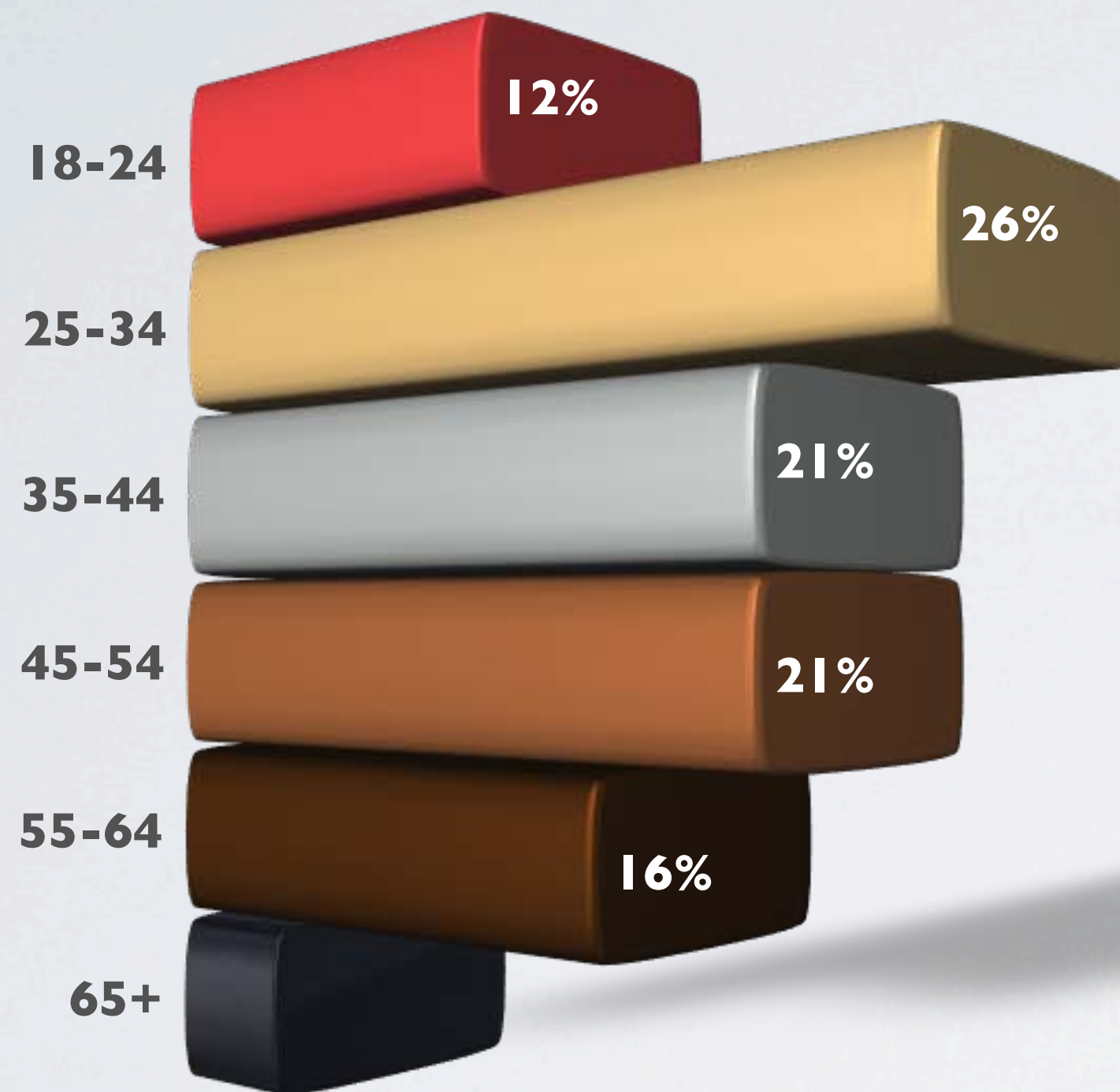
GENERAL BIRD FEEDING HABITS & ACTIVITIES

BIRD FEEDING IS A FAMILY ACTIVITY



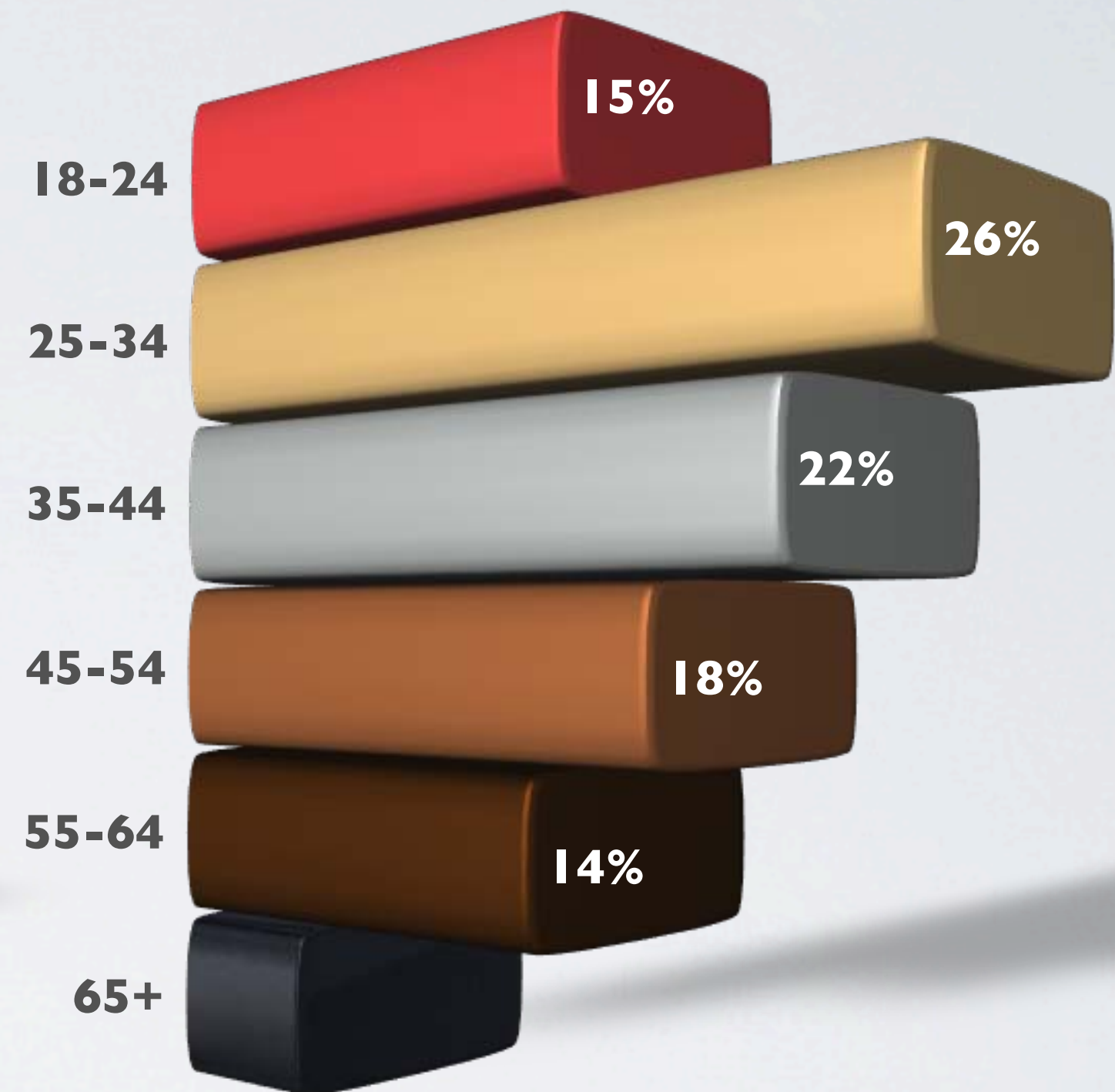
4/5th of wild bird feed purchasers themselves participate in feeding the birds. When we consider only those who do participate, we can see that **34%** do so with their spouses and **20%** with their children, making feeding a family activity.

AGE DISTRIBUTION



Bird Feed Purchasers

average age: 41.36

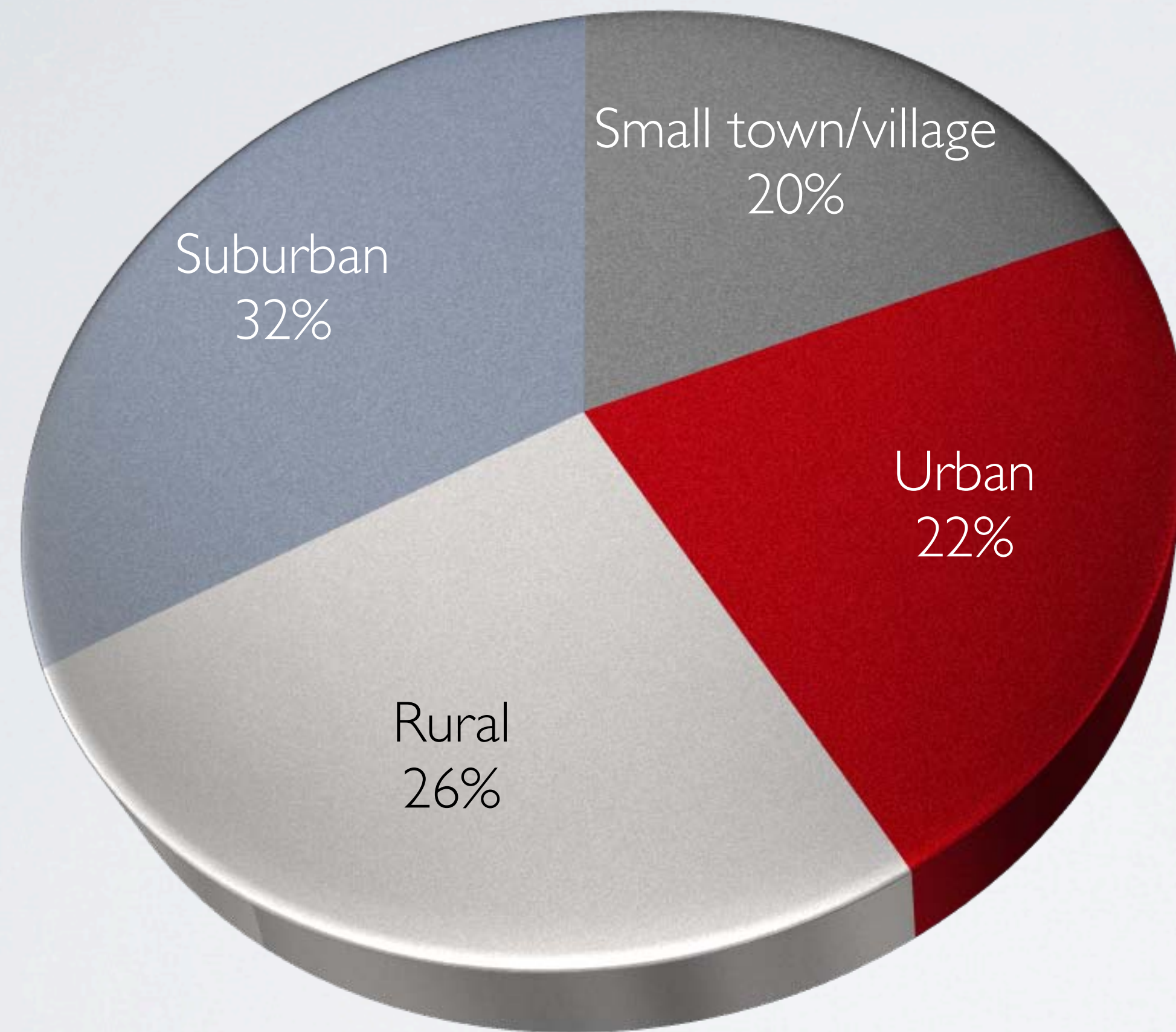


Non-Purchasers

average age: 40.01

Bird feeding is enjoyed by all ages. On average Bird Feed Purchasers are just one year older than non-purchasers

WHERE DO THEY LIVE?



Which of the following best describes the type of area you live in?

Wild bird feeding is well distributed from urban to rural areas.

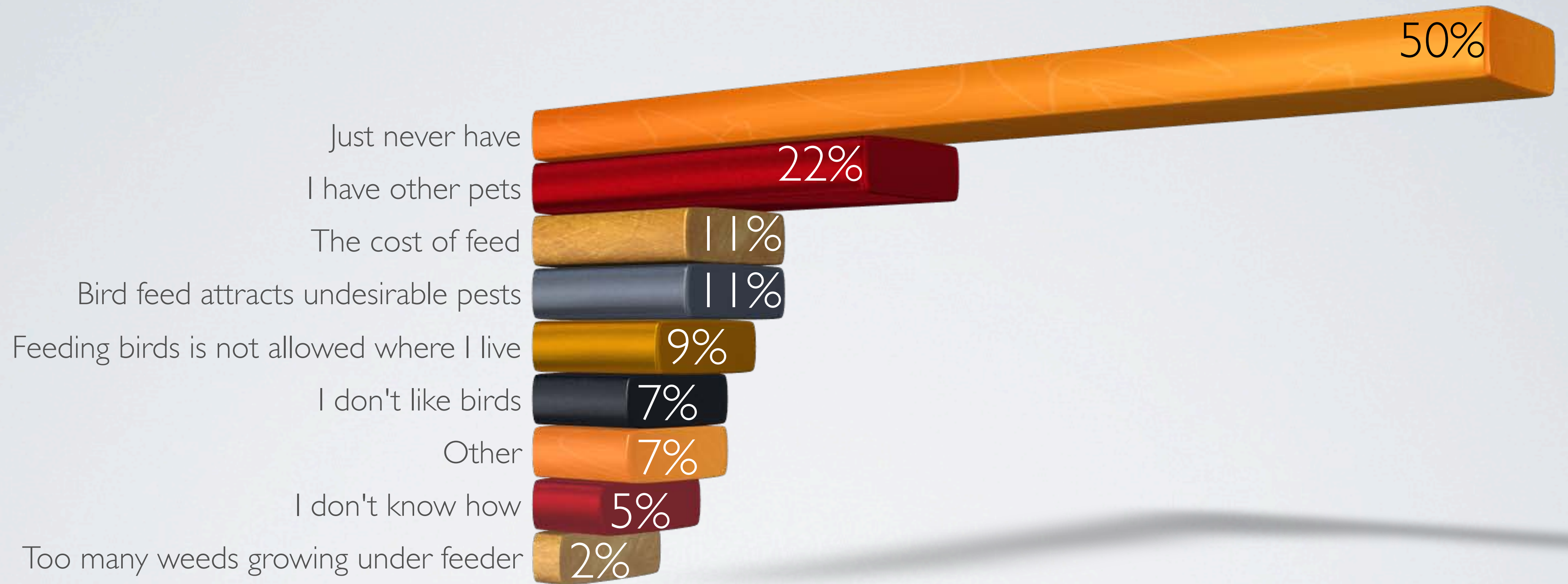


WHAT THEY ENJOY MOST ABOUT PARTICIPATING IN **FEEDING** AND WATCHING WILD BIRDS

6

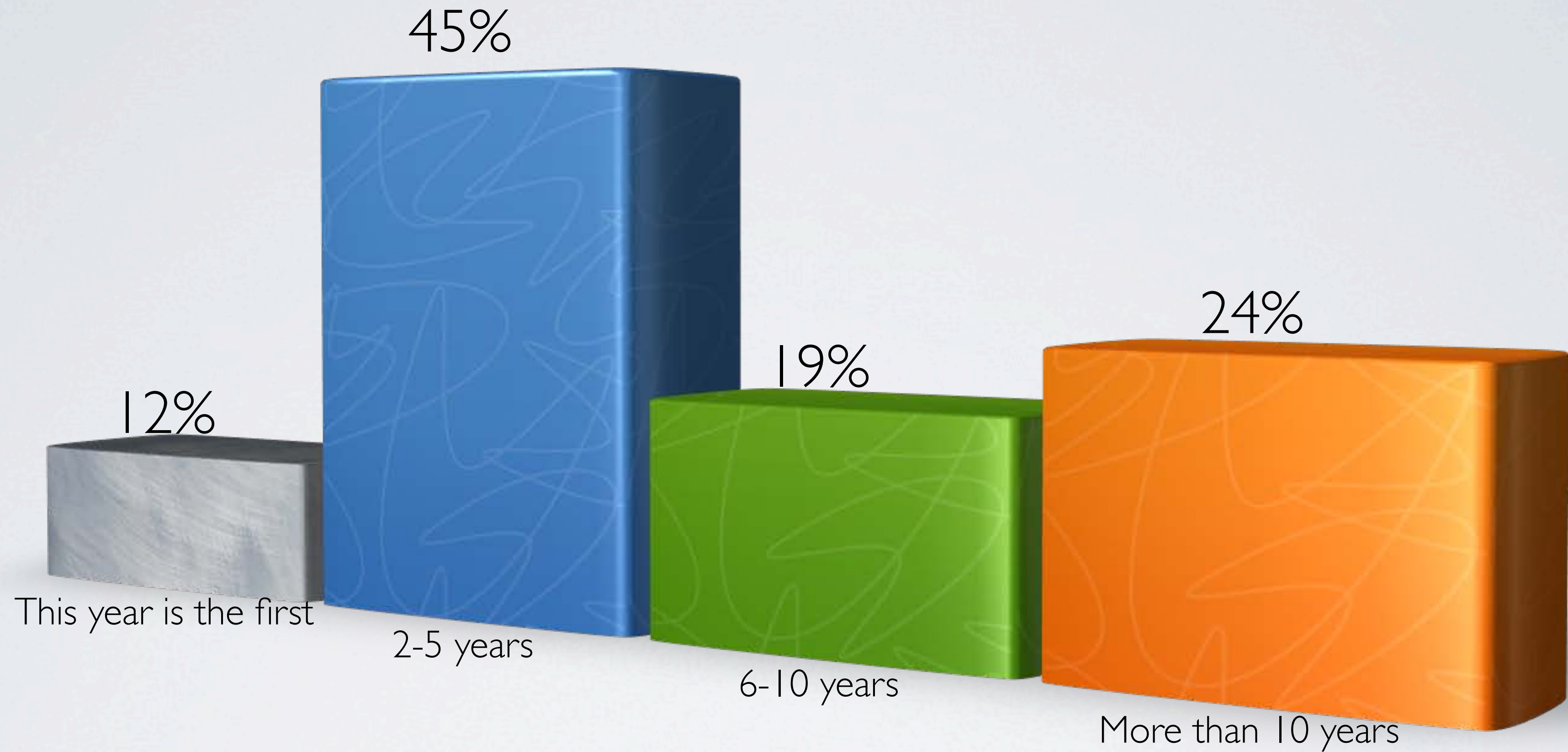
BRIGHT FUTURE OF BIRD FEEDING

WHY NOT?



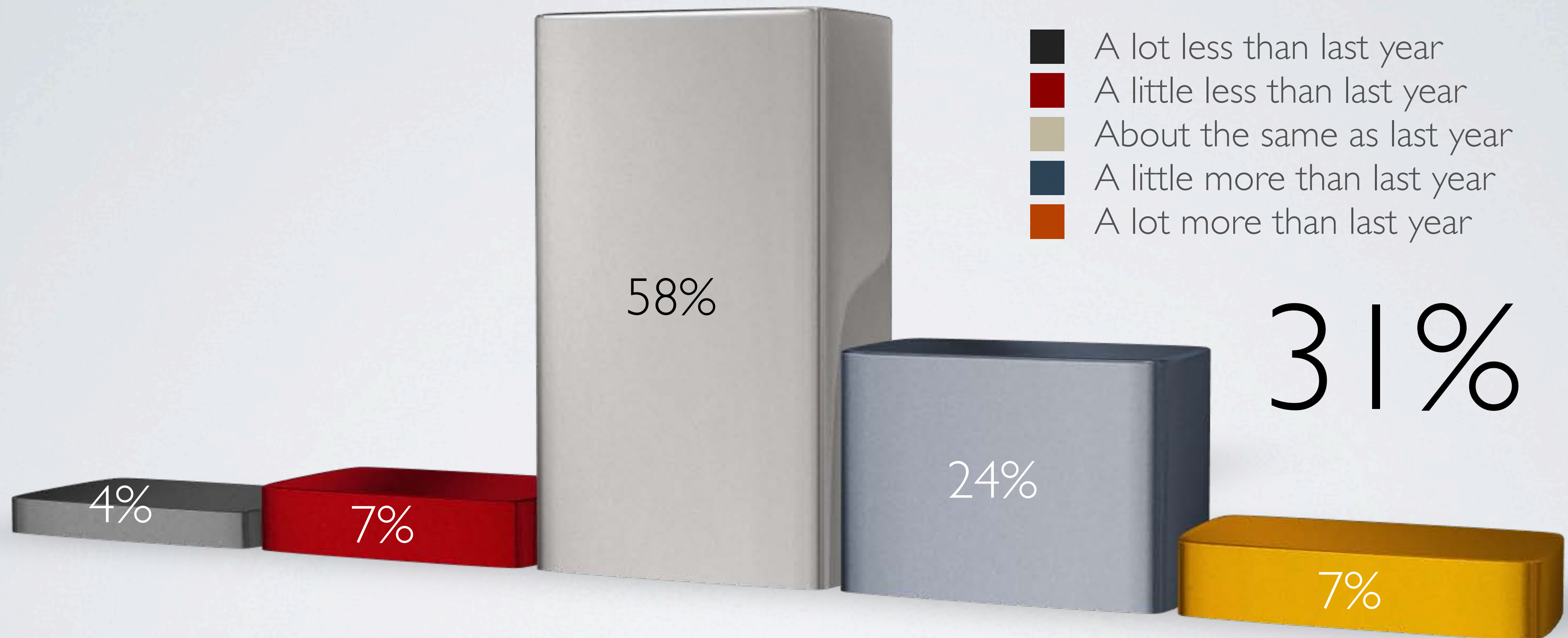
Among those that **do not buy** wild bird feed or feeders, half say that they “just never have.” This suggests that with **education and attraction**, an interest could develop in wild bird feeding, moving some of these to become purchasers.

WILD BIRD FEEDING IS FOR LIFE



Only 12% of respondents say that this is their **first year** of wild bird feeding, suggesting that once someone begins, it's an activity that will continue for years to come

MARKET IS GROWING



Expectations are that the **market is growing**. Nearly one-third of purchasers **expect to spend more** this year on wild bird feed and feeders, and more than half will maintain their spending level.

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NEXT STEPS

DEEPER DIVE

1. GET MORE ACCURATE
ESTIMATES

2. UNDERSTAND CUSTOMER'S
DNA

3. GET MORE SPECIFIC

RECOMMENDED NEXT STEP #1:

FINE TUNE THE DATA,
GET MORE ACCURATE ESTIMATES OF THE MARKET

Setting up a **monthly tracking study for 2014** that would give us:

- Access to more accurate expenditure estimates based on shorter (monthly) periods that consumers will report on
- Better understanding of market fluctuations throughout the year
- Larger sample = higher confidence levels in the data

RECOMMENDED NEXT STEP #2:

FIND OUT WHAT MAKES PEOPLE MORE LIKELY TO SPEND MONEY ON WILD BIRD FEEDING ACTIVITIES

Conducting customer **segmentation study** that would give us:

- understanding of the consumers' psychographic dna. what matters to them, what sets them apart
- finding traits that make consumer more likely to become customer - low hanging fruit for marketing efforts.
- understanding of behavioral patterns to better position, promote and deliver the products

RECOMMENDED NEXT STEP #3:

ZERO IN ON EACH INDUSTRY SEGMENT:
FEED/FEEDERS PRODUCTION, PACKAGING, RETAIL

Conducting **a series of in-depth studies** that would give us:

- Understanding of the consumers' preferences specifically for each of the topics
- Getting ongoing business questions answered before deploying to the market.
- Getting smarter about understanding consumer insights every step of the way.

EDUCATE & ENGAGE **THE OTHER HALF** OF THE POPULATION!

Tell the story in a way that people will enjoy and help evangelize among their peers.
Publishing an infographic is one of the proven ways to viral growth.
Opportunity for immediate growth is at least 50% of existing market size!



LEV MAZIN

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