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KING RETAIL SOLUTIONS

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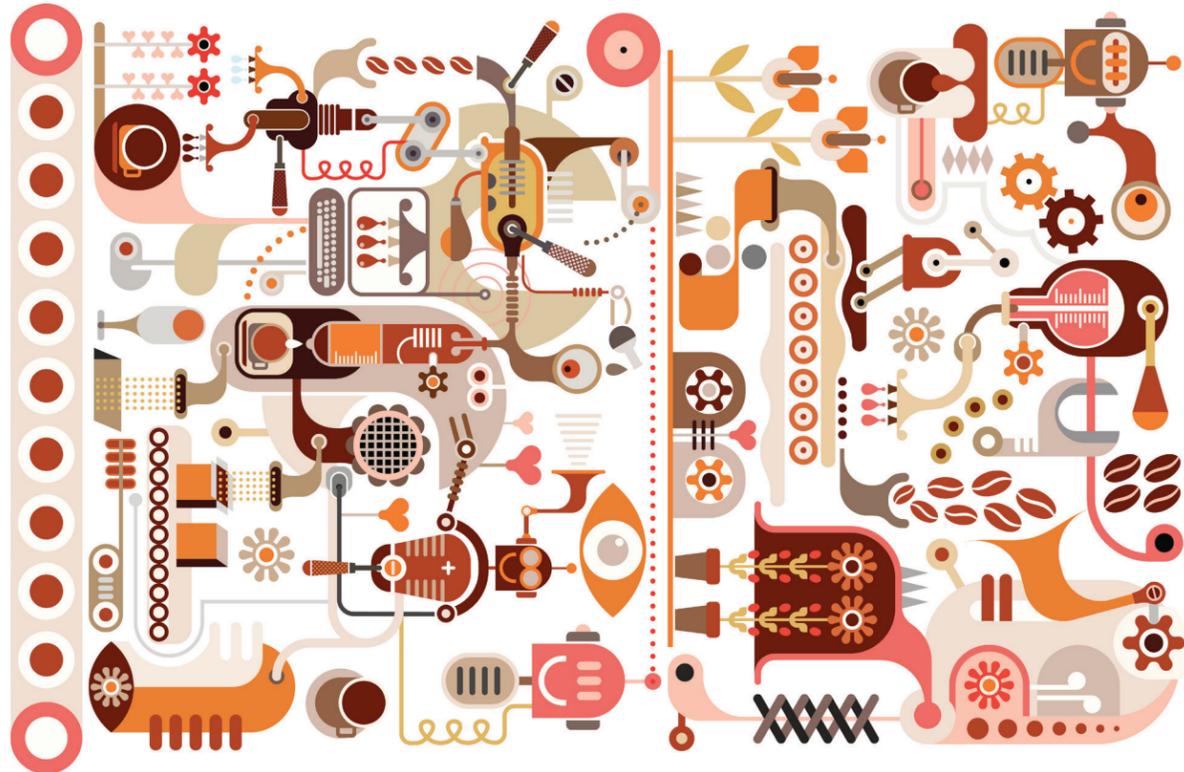
CLOSE LOOK

FARMERS MARKETS

WHAT SHOPPERS LOVE ABOUT  
THEM, WHAT THEY DON'T, AND  
HOW RETAILERS CAN CREATE A  
"BEST OF" STREET MARKET  
EXPERIENCE IN THEIR STORES

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# WHAT SHOPPERS LOVE ABOUT FARMERS MARKETS AND WHAT THEY DON'T



## pros

- 63% love the variety sold
- 55% love the prepared food
- 54% love that it's entertaining
- 30% love how fresh the products are
- 30% love that it's local
- 22% love being outdoors
- 10% love that it's inexpensive
- 9% love that the goods are unique & always changing

## cons

- 20% say it's expensive
- 18% say it's crowded
- 17% say parking is a pain
- 16% say merchandise is inconsistent & sells out
- 7% say weather is problematic
- 4% say it's too time consuming
- 4% get frustrated if credit & debit cards aren't accepted
- 4% don't love the hours
- 3% wish it wasn't closed during off season

In Summer 2014 retail design firm, King Retail Solutions (“KRS”) identified and surveyed 5 top U.S. farmers markets in distinct regions around the country: Green City Market Chicago, Ithaca Farmers’ Market, Little Italy Mercato San Diego, Pike Place Market Seattle, and SFC Farmers’ Market Austin. The 250 most recent Yelp reviews (50 for each market) were analyzed. Any pros and cons mentioned were identified and catalogued. The above represents the results of that analysis.

If ever there's been a theme in the store design work that we do, the theme of today is without a doubt *Farmers Market*. No matter the client, and irrespective of the retailer's existing brand standards, store aesthetic, or even their industry and footprint, everyone is looking, to some degree or another, to tap into the appeal of the local street market.

This goes for grocery stores, quick serve restaurants, convenience stores, pharmacies, big box retailers, and many other industries.

It's easy to say, "I want to be more like a farmers market," but what does that mean exactly? What specifically appeals to shoppers? What doesn't? Looking for objective answers to those simple questions inspired us to kick off this research project. What was quickly brought to light is the fact that regardless of region (we looked at shopper feedback from the Pacific Northwest, Southern California, South Central US, Midwest, and Northeast), modern shoppers delight in farmers markets for just a handful of reasons. Those reasons boil down to an enjoyable shopping experience, often complete with entertainment, that appeals at the personal level and still feels more like a good value than an indulgence.

The opportunity now is for retailers to embrace the farmers market mentality, give shoppers more of what they like (what we labeled the "pros"), and continue to provide the consistent price point, value, selection, and convenience that shoppers expect from a commercial retail space. In other words, give the people who already like you a reason to like you even more. Give them the best of both worlds.

The number one cited "pro" was variety, which fits in with an evolution we see happening across retail: category blurring. Shoppers are looking for retailers that cater to their lifestyle. For some, that means low cost all the way (dollar stores selling groceries). For others, that means quality of experience (pharmacies selling wheat grass shots and yoga pants).

When drilling down further into the results, we looked specifically at female shoppers' responses, as study after study continue to confirm that women still do the majority of household shopping. Women's responses didn't vary greatly from men's although women were slightly more impressed by the freshness of the fares sold at farmers markets (34% stated this as a pro), the availability of goods with local sources (35% stated this as a pro), and the prepared food options (61% stated this as a pro). Women were also slightly more likely to list difficulty parking as a con to shopping at farmers markets (20% listed parking as an irritation).

In our 2012 "Consumer Response to Environment" [series of studies](#), surveying ~900 U.S. consumers, we found that farmers markets, co-ops, and small (2 or fewer locations) local grocers ranked as Americans' 3rd favorite place to purchase groceries, with 13% of respondents ranking these stores among their top 3 most frequently shopped stores for grocery purchases.

Smart chain retailers are paying attention to these trends and statistics, and doing what they can to incorporate local appeal and community experience, in a sincere way, into their establishments.

At one extreme of this, high-end shops like Eataly in Chicago and NYC are gaining traction and attention by concocting a luxury approximation that combines housewares, fresh groceries, prepared foods, demonstrations, classes, and more. Already embraced by the metro elite, as with many trends that start in the elite sector, we expect a downward trickle.

On the flip-side, grassroots chains like North Carolina's Providence Produce Market, thrive by providing no-frills, local, seasonal food via roadside stands that combine the convenience and consistency of a branded retailer with the open air, community association of a farmers market.



# HOW RETAILERS CAN CREATE A "BEST OF" STREET MARKET EXPERIENCE IN THEIR STORES

- Become a destination for community activity.
- Offer a variety of local products and promote their locality.
- Invite local producers into your space to interact with shoppers.
- Weave new products in and out to create drama and anticipation.
- Sell really great fresh-prepared foods.
- Foster a lively atmosphere with regular demonstrations, samples, and entertainment.
- When weather permits, let your product "spill" onto the sidewalk.
- Create a space where shoppers can relax and enjoy their purchases.
- Support your community, invite its feedback, and be neighborly.

*"It's great that this is so popular now, and that more people care about what they are eating and how it's made. Yeah, you can get cheaper food, but you don't get to talk to the people who planted it and harvested it if you do."*

- Greg, SFC Farmers' Market



Solving retail dilemmas quickly and with customers always in mind is KRS' hallmark. Please let us know how we can help.

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**MAKE CONTACT TODAY**

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