

Walmart Luminare Case Study

Pulmuone: Using Walmart Luminare Tools to Improve Product Design and Performance



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Todd Marshall
Vice President of Sales
Pulmuone Foods USA



Ted Hsueh
Director of Marketing
Pulmuone Foods USA

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Pulmuone

The opportunity: Pulmuone saw decreasing sales of their Nasoya Vegan Dumplings and wanted a deeper understanding for the reasons behind the decline.

- Multiple internal views of the possible root cause
- Realization they didn't completely understand how consumers interacted with the product
- Lacked clear insight into what creates consumer value in the product category
- Looking to understand why former consumers stopped buying the product
- How do they better provide solutions to meet these consumer's needs



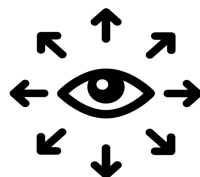
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The opportunity: The team utilized the Walmart Luminate suite to better understand the reasons behind the decline in sales.



Walmart Luminate Channel Performance

- Identified declining POS trend
- Eliminated in-stock, POD's or availability as an issue
- Measure impact of changes



Walmart Luminate Customer Perception

- Custom surveys to understand why customers stopped buying the item as well as deepen their understanding of what creates value in the category.



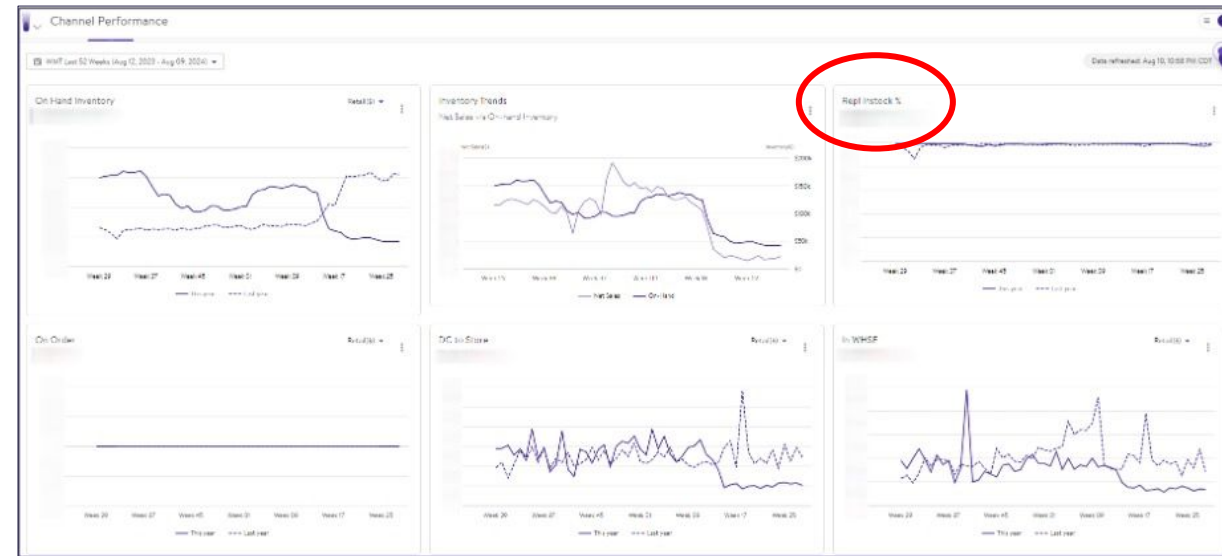
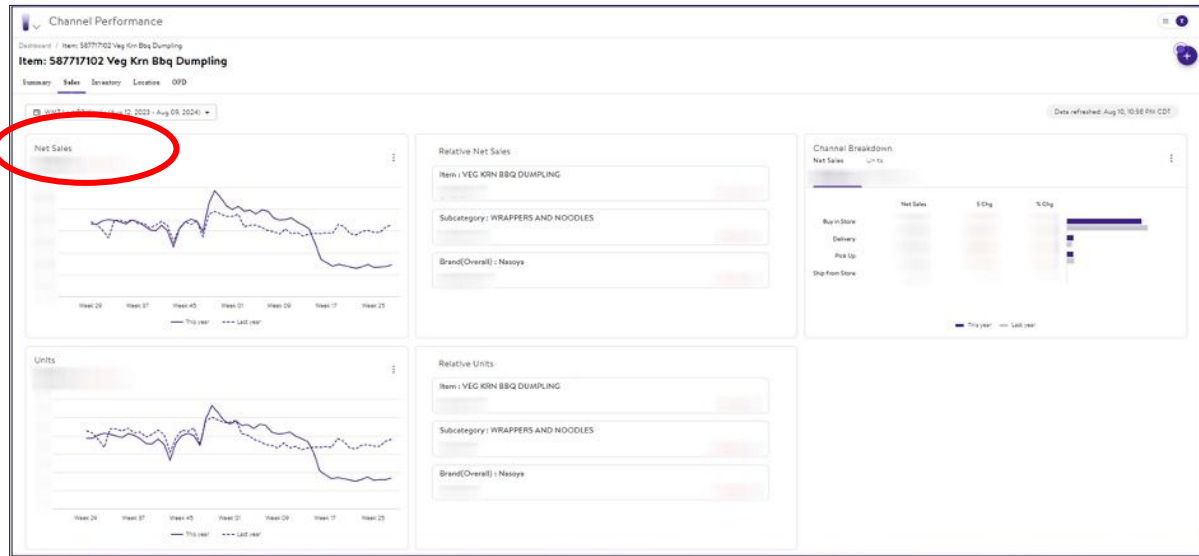
Walmart Luminate Shopper Behavior

- Performance in Detail Report
- Basket Report



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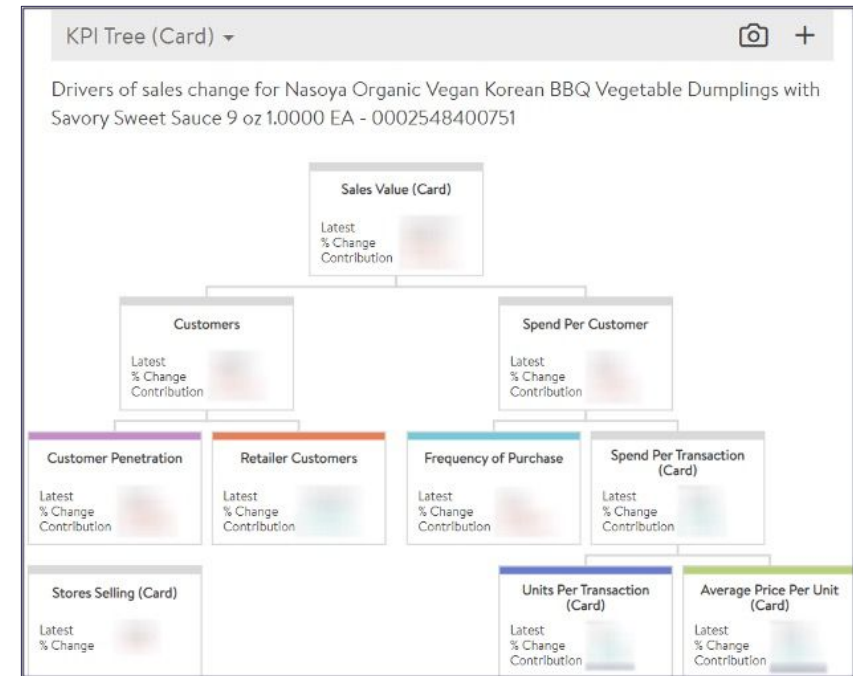
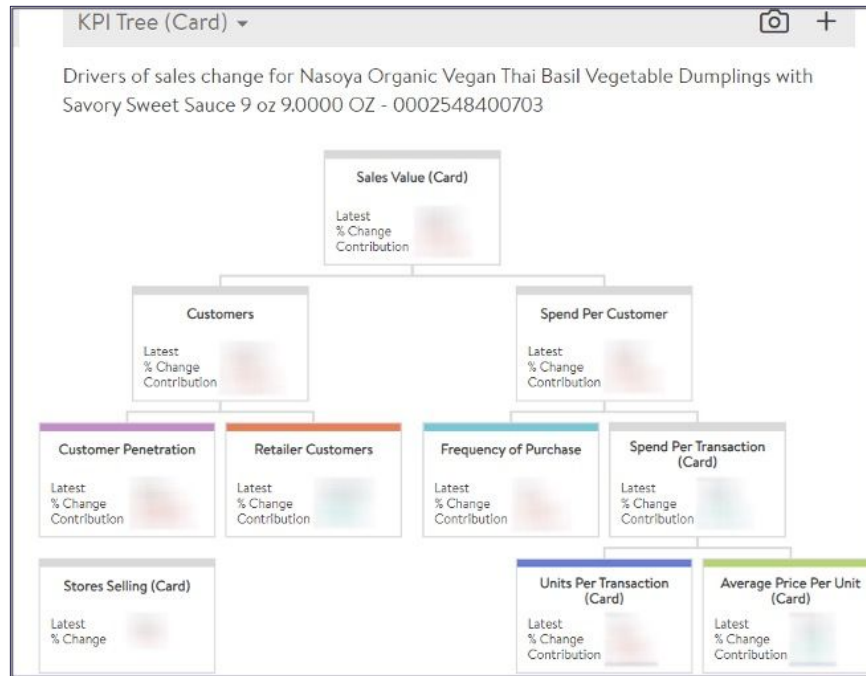
The approach: Walmart Luminate Channel Performance helped them confirm that while their net sales were down, the cause was not due to out of stocks as their Replenishment In-stock percentage was over 99%.





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The approach: They then leveraged KPI trees which pointed to where their sales velocity was slowing down. Here, they noticed consistency between two dumpling items, indicating it was a category issue and not just a concern with a single product.

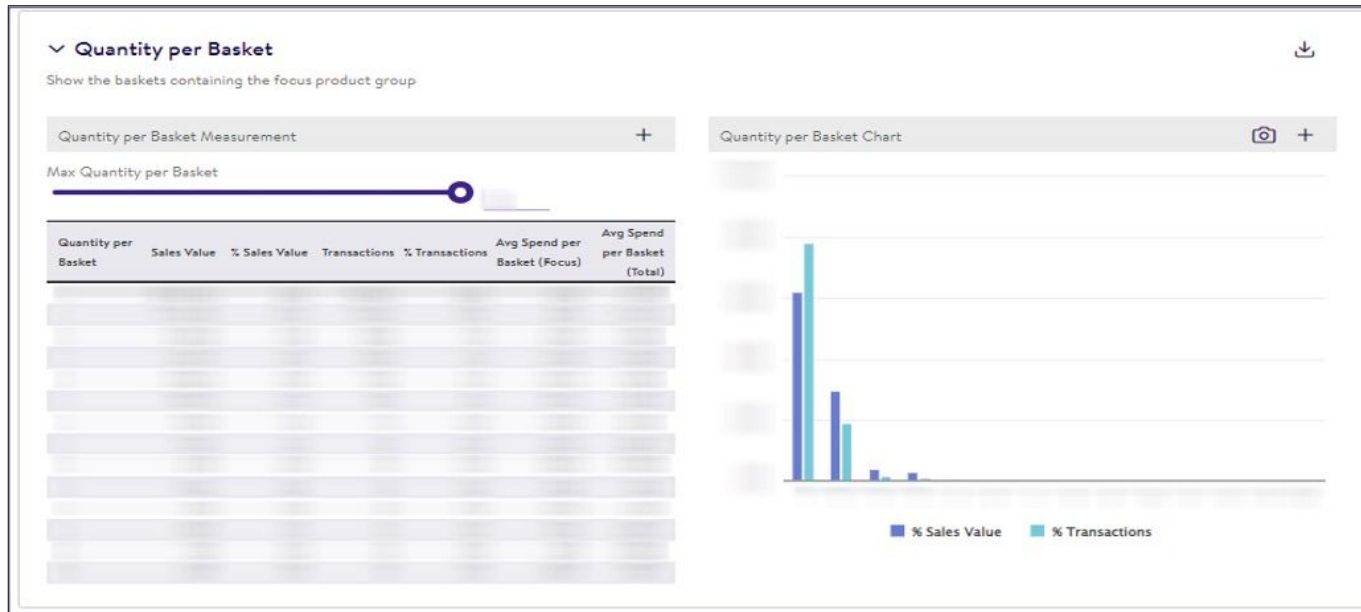


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The approach: Further research within the Shopper Behavior Basket Report allowed the team to look at the product group and the product sub-group for a clearer picture of who was buying the item. They found these shoppers had:

- High focus on plant-based products
- Spend more than average per trip
- Higher presence of other *better for you* products in their cart

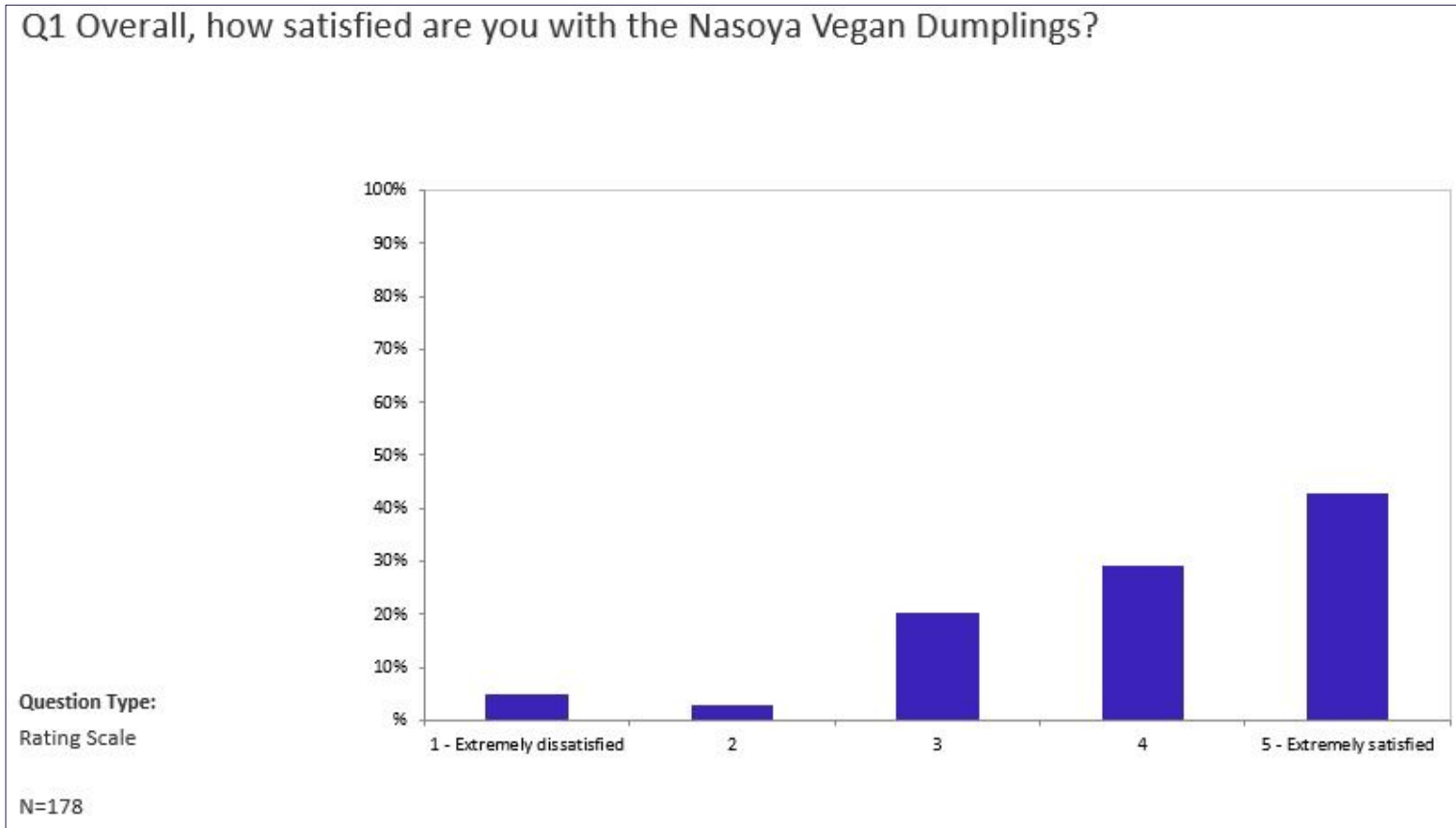
Also, it did not appear that package size was the cause as 70% had one unit in their basket.





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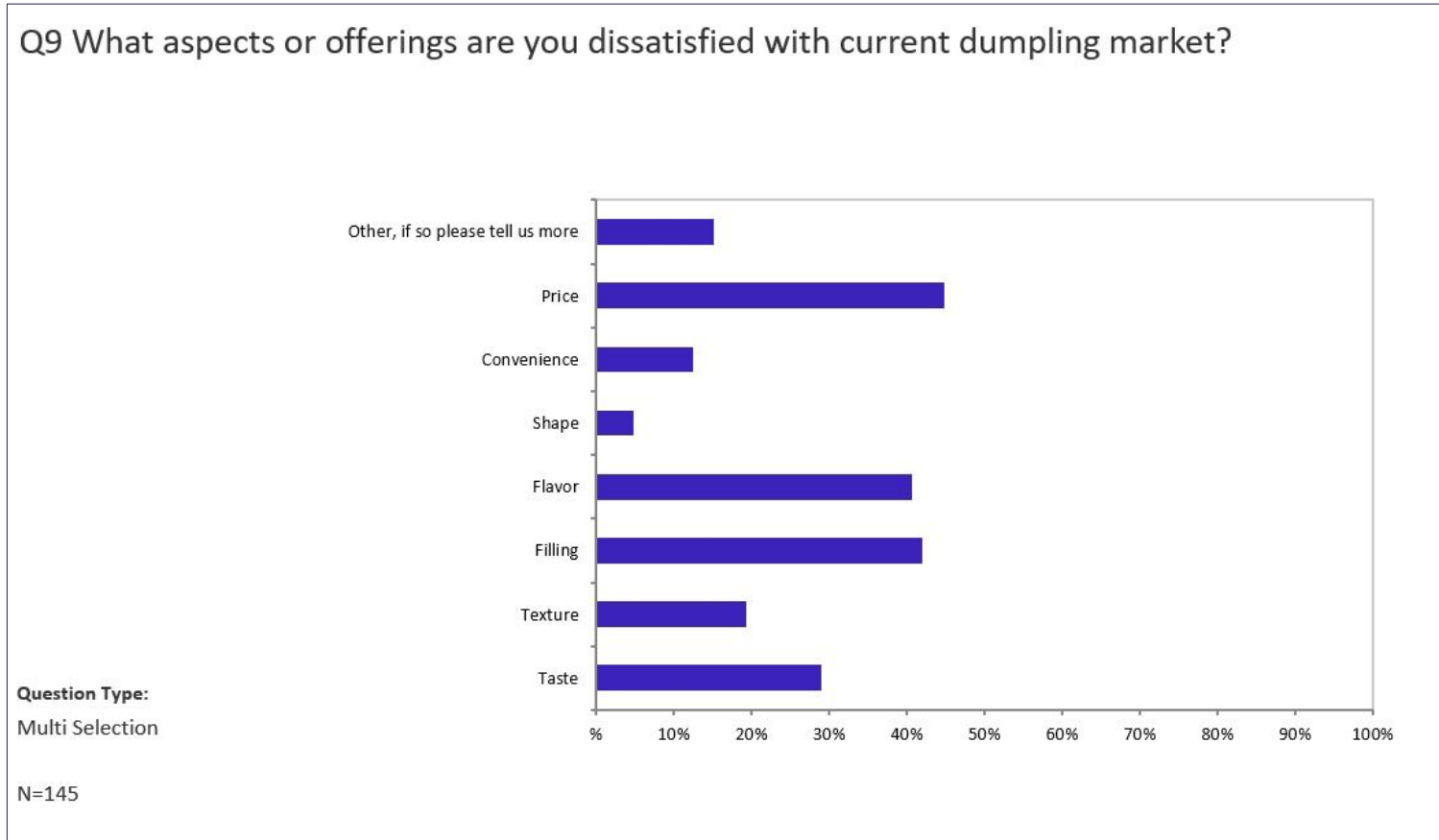
The approach: Next they heard from verified purchasers through Walmart Luminate Customer Perception. While overall satisfaction was relatively high, they still had almost 30% of customers at neutral or below, indicating the issue could be with the product itself





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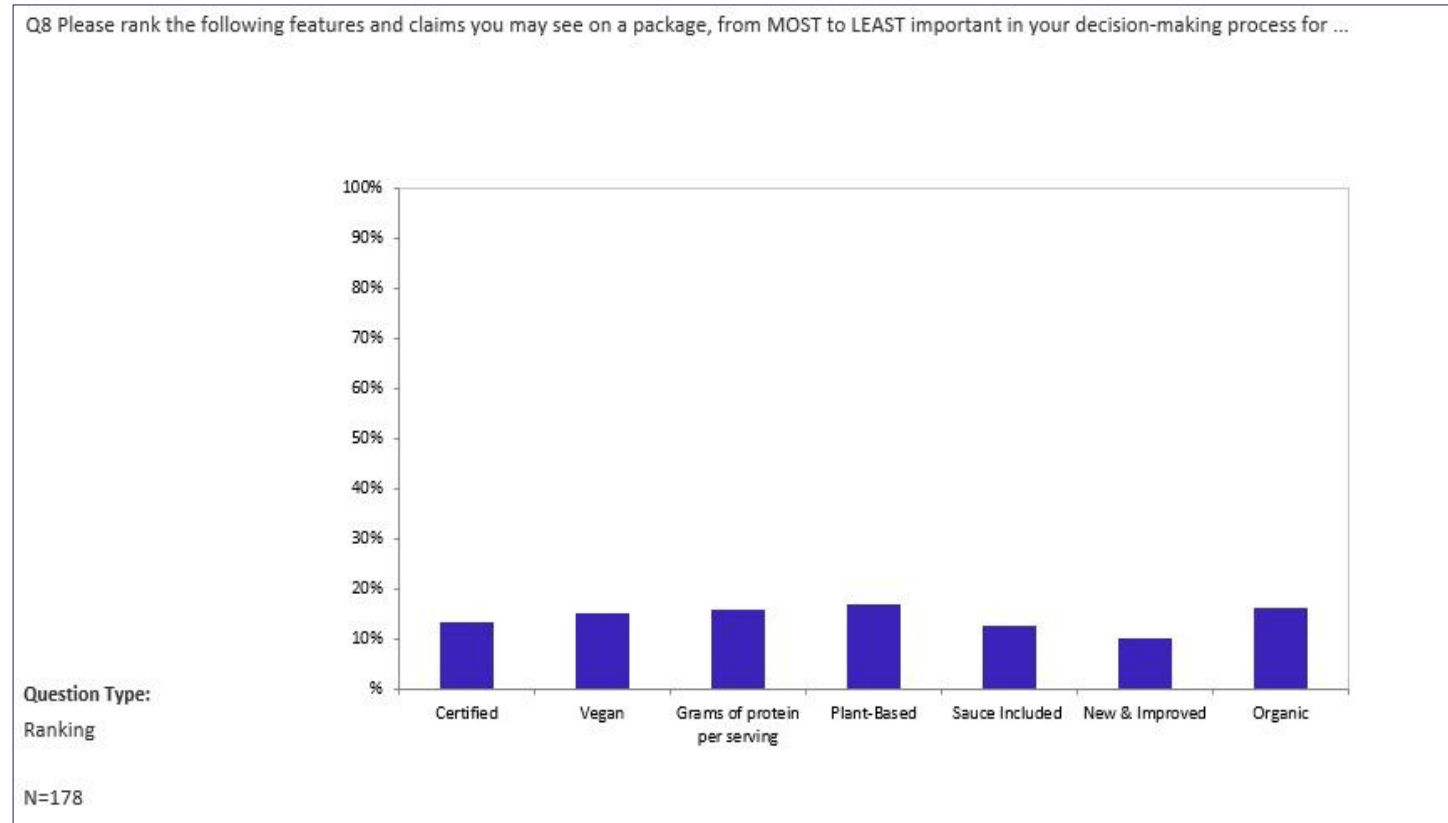
The approach: Feedback included that customers were not satisfied with the product's flavor, filling, or taste and that its price was too high. Pulmuone wondered if the price point added to the dissatisfaction with the flavor and filling and vice versa.





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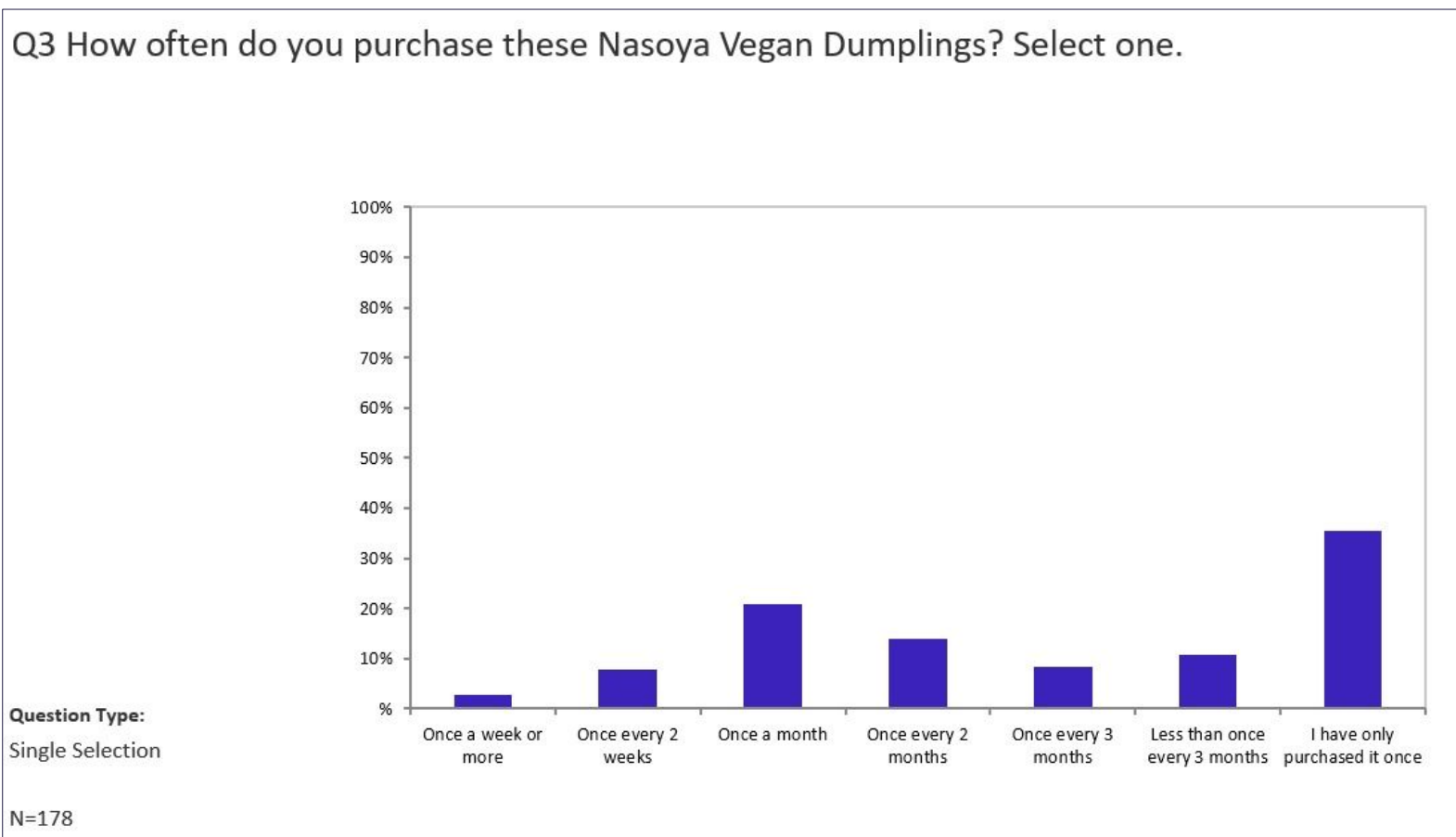
The approach: Additionally, shoppers felt the inclusion of a sauce, which Pulmuone did not, was as important as the certifications and nutritional benefits called out on the packaging.





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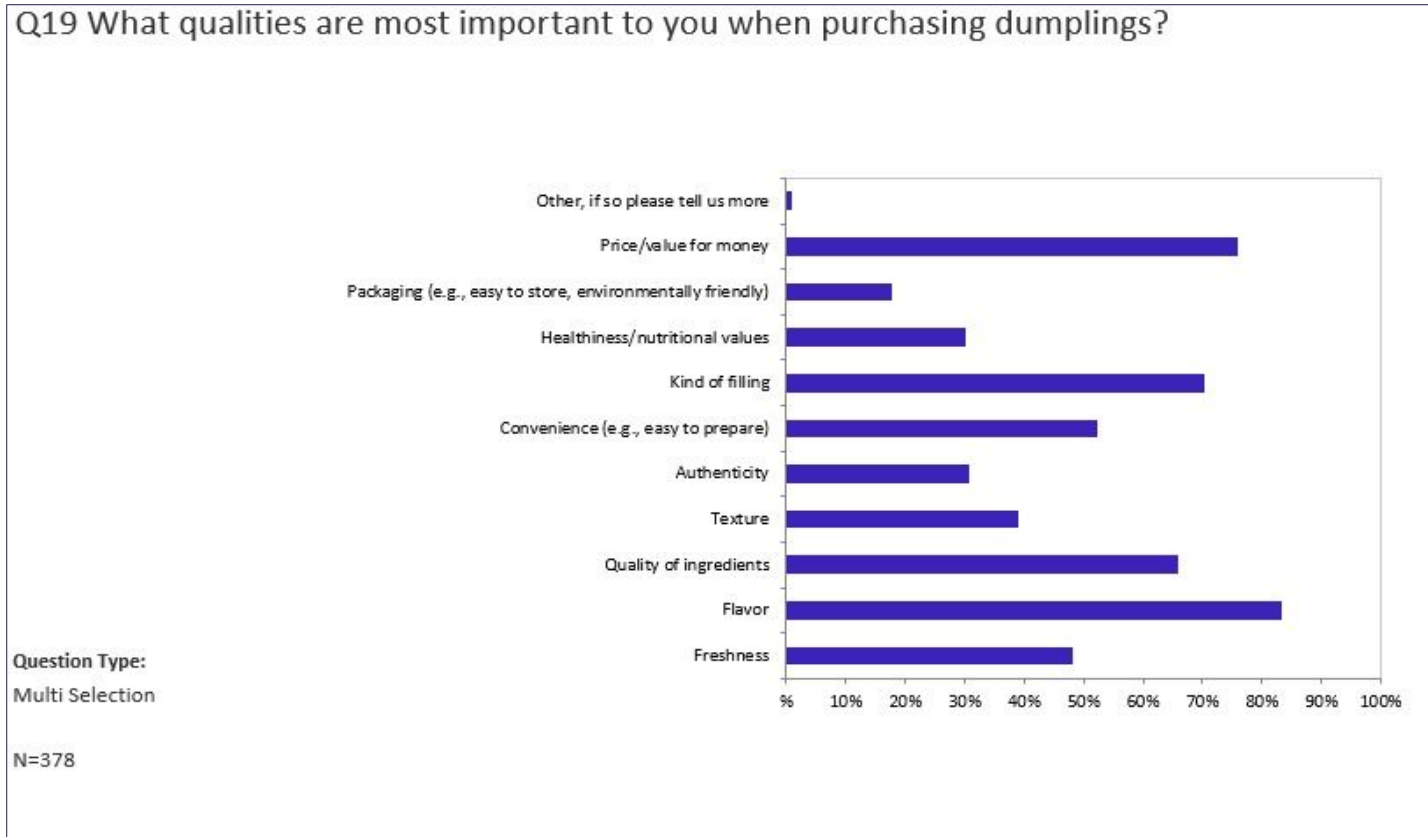
The approach: Overall, the product was not driving repeat purchases as roughly 40% of shoppers only purchased the item once.





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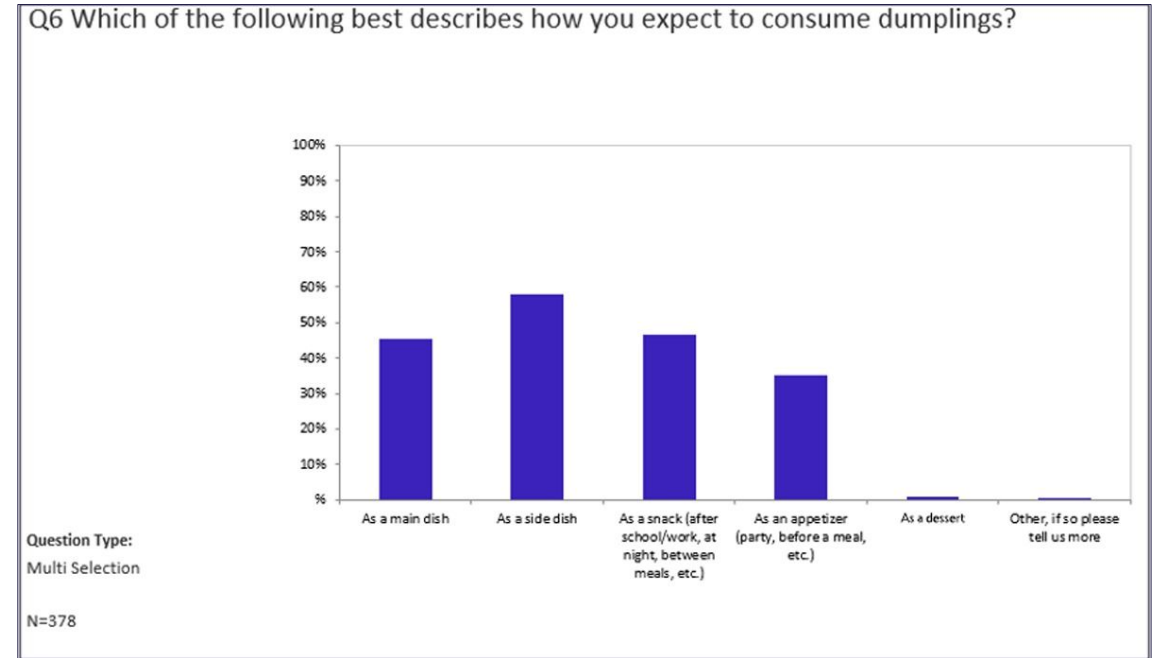
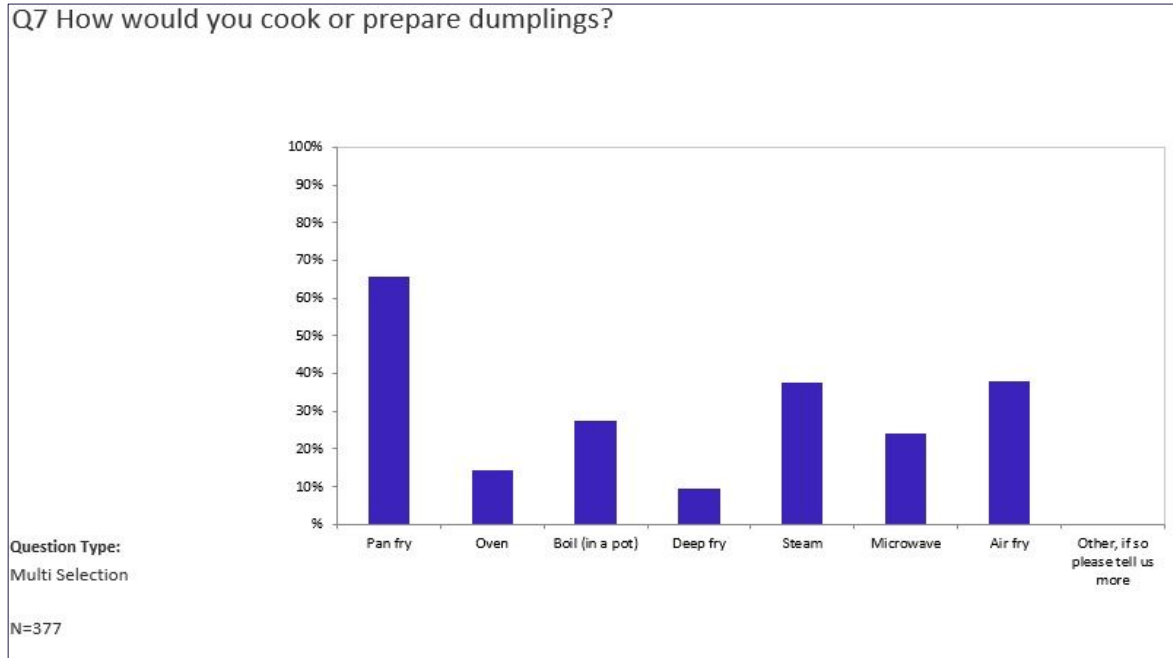
The approach: In an additional survey targeting both existing and potential customers, the importance of flavor, overall quality, and convenience were reinforced as being as important as price.





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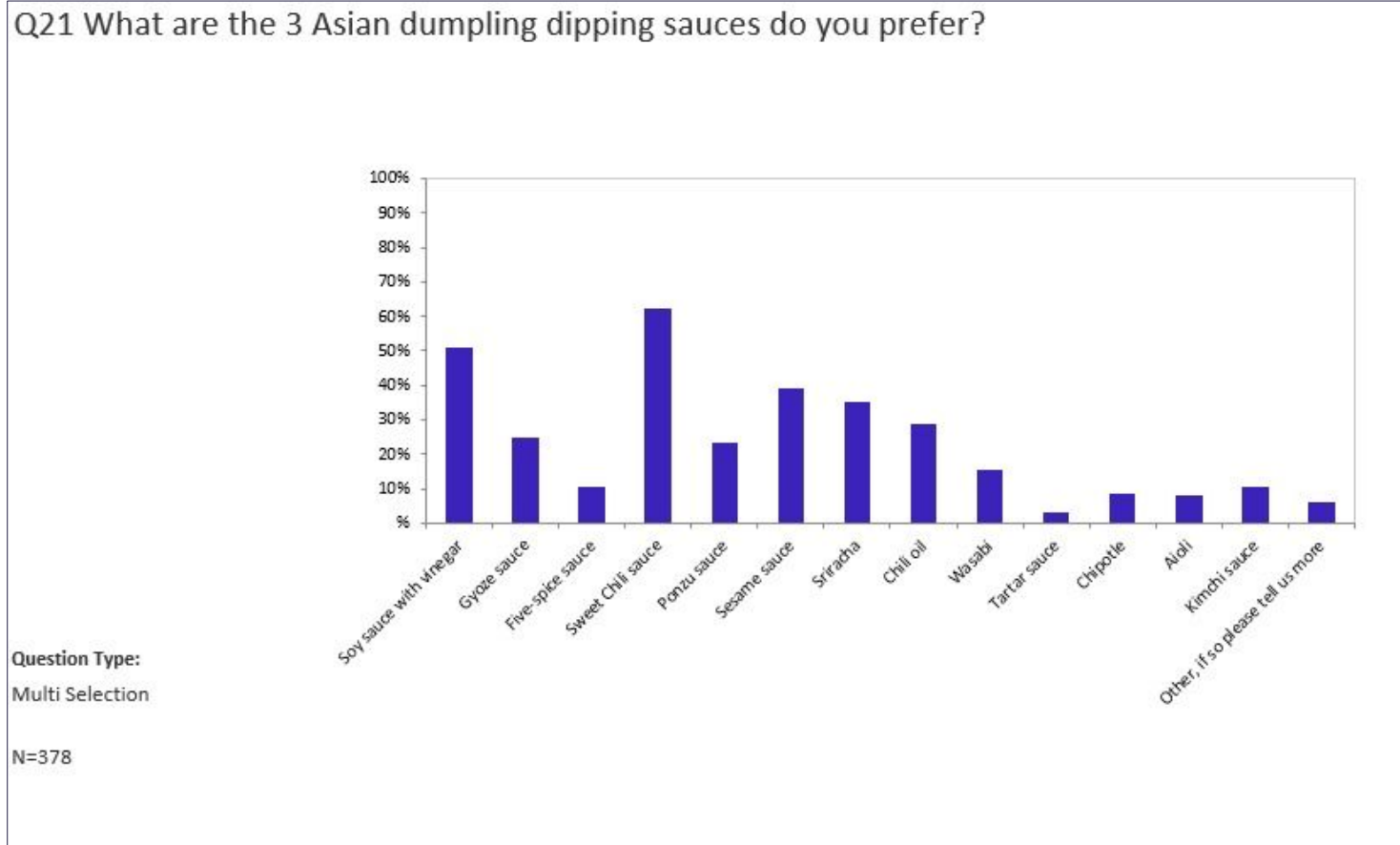
The approach: They learned how customers prepare the dumplings, why they prepare them that way, and when they prefer to prepare and consume them.





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The approach: Finally, Walmart shoppers weighed in on what types of sauces they wanted to see included.





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The approach: With the process nearly concluded, the team at Pulmuone had a few key learnings that would inform their next steps.

- Most customers only purchased the dumplings one time
- Filling and texture are the most important factors in determining customer value
- Customers most often prepared the dumplings using a skillet. Microwave and boiling were not frequently used.
- “Vegan” does not mean tasty to consumers
- Dumpling consumers are looking for convenience and want the dipping sauce included in the package
- The primary customer for Nasoya Vegetable Dumplings has a plant-based diet preference







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The results: Those next steps would include:

- **Provide the consumer the full solution they requested:** Nasoya dumpling packaging was updated to include a ready to use dipping sauce
- **Address negative consumer perception of “Vegan” foods:** Nasoya dumpling product naming was updated from Vegan Dumplings to Plant-Based Dumplings
- **Improved the key value driver for the item:** The filling texture and flavor of all Nasoya dumplings were improved based on Customer Perception Survey feedback
- **Walmart Luminate Tools and Walmart EDLP provided true insight into the impact:** Launched the revised product at Walmart Stores in week 44 to evaluate customer response to the changes and updates

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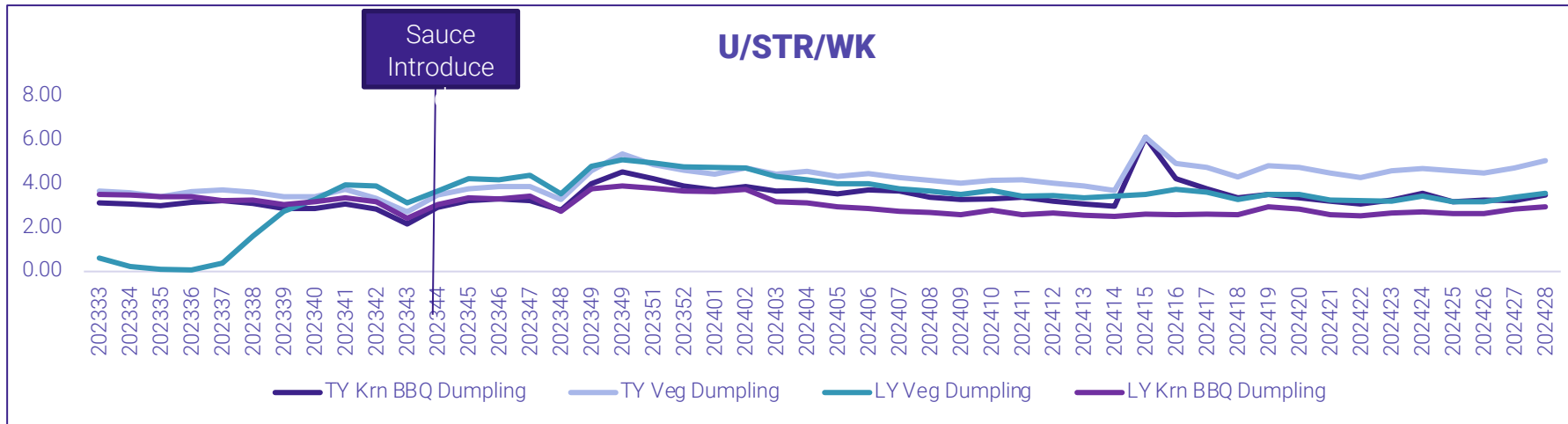
The results: With these key insights in hand to better meet the needs of their target “flexitarian” consumer, Pulmuone updated their packing to replace “Vegan” with “Plant-Based”, and to elevate key item details while showcasing the improved texture of the filling.

Package Renovation	Product Renovation
 <p data-bbox="657 1153 800 1205">Now includes dipping sauce</p> <p data-bbox="1098 1196 1276 1248">Enhanced flavor & texture of filling</p>	<p data-bbox="1365 619 1658 676">Peel label to expose Sauce taped underneath</p>  <p data-bbox="1691 986 1921 1043">Space where sauce is kept tucked</p>



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The results: Performance of both vegetable dumpling items improved to over 35% and 24% growth for the last 12 weeks*.



Pulmuone has since updated our Nasoya Vegetable Dumpling line for the total US Food Market with a National re-launch in May 2024.