

SCINTILLA CASE STUDY



Inspire
2025

This case study was shared live at Walmart Data Ventures Inspire Event, October 29, 2025.



Driving Category Growth with the Right Pack Size Strategy:

Scaling Growth Through Consumer Preference

Overview

Scintilla insights helped NatureSweet identify a strategic opportunity within its Medley Snacking Tomato segment that included introducing a larger pack size. Consumer research revealed that shoppers favored the expanded format, citing benefits such as fewer shopping trips, suitability for larger households, and greater versatility in cooking applications. This consumer-driven insight, leveraged through Scintilla, underscored the importance of aligning pack sizes with evolving lifestyles and usage occasions, reinforcing NatureSweet's commitment to convenience, value, and innovation in fresh produce.

Key Takeaways

- 1 Shoppers now prefer larger pack sizes because they offer more convenience, better value, and a good price
- 2 Scintilla insights helped NatureSweet identify and capitalize on a white space opportunity
- 3 Strategic innovation led to incremental sales growth and enhanced shopper satisfaction



Tulika Chikersal
NatureSweet
Director of Innovation
and Insights



Clint Kolb
NatureSweet
Senior Director of Sales



Eric Hess
NatureSweet
Senior Category Manager

**The data
is smiling at
us. But we need to
understand
why it's smiling.**

Eric Hess

NatureSweet

Senior Category Manager



The Opportunity



Scintilla Case Study: NatureSweet

Ever since being introduced, Fresh food became a big reason for weekly shopping trips at Walmart. With help from **Scintilla insights**, NatureSweet continues to learn how to make produce even more aligned with shopper preferences and boost sales.

1988
Supercenter



2025
Scintilla era



Traffic Driver

First stop in the trip,
sets the tone
for quality and fresh



Basket Builder

Anchors weekly trip; builds
sales across the store in
meat, dairy, and beverages



Total Box

High sales velocity and
loyalty; drives the halo
effect across all
departments



Value

Price perception
in produce
sets Walmart's
value image



Wellness

Connects to
health; supports
affordable, healthier
eating habits



Scintilla Case Study: NatureSweet

NatureSweet's smaller pack size created a value gap at Walmart

Competitors offered 12oz

while NatureSweet offered 10oz



10oz



16.5oz

Matching competitors with a 12oz pack alone may not meet evolving shopper expectations. So, they turned to Scintilla to discover an underlying opportunity for category growth.

The Approach



Scintilla Case Study: NatureSweet

Test alternative pack sizes

To better meet diverse family needs and shopping occasions, NatureSweet tested a new pack size. They replaced the 10-ounce pack with a 16.5-ounce pack in select locations, and results from **Channel Performance** showed that shoppers preferred 16.5-ounce size.

Test results:

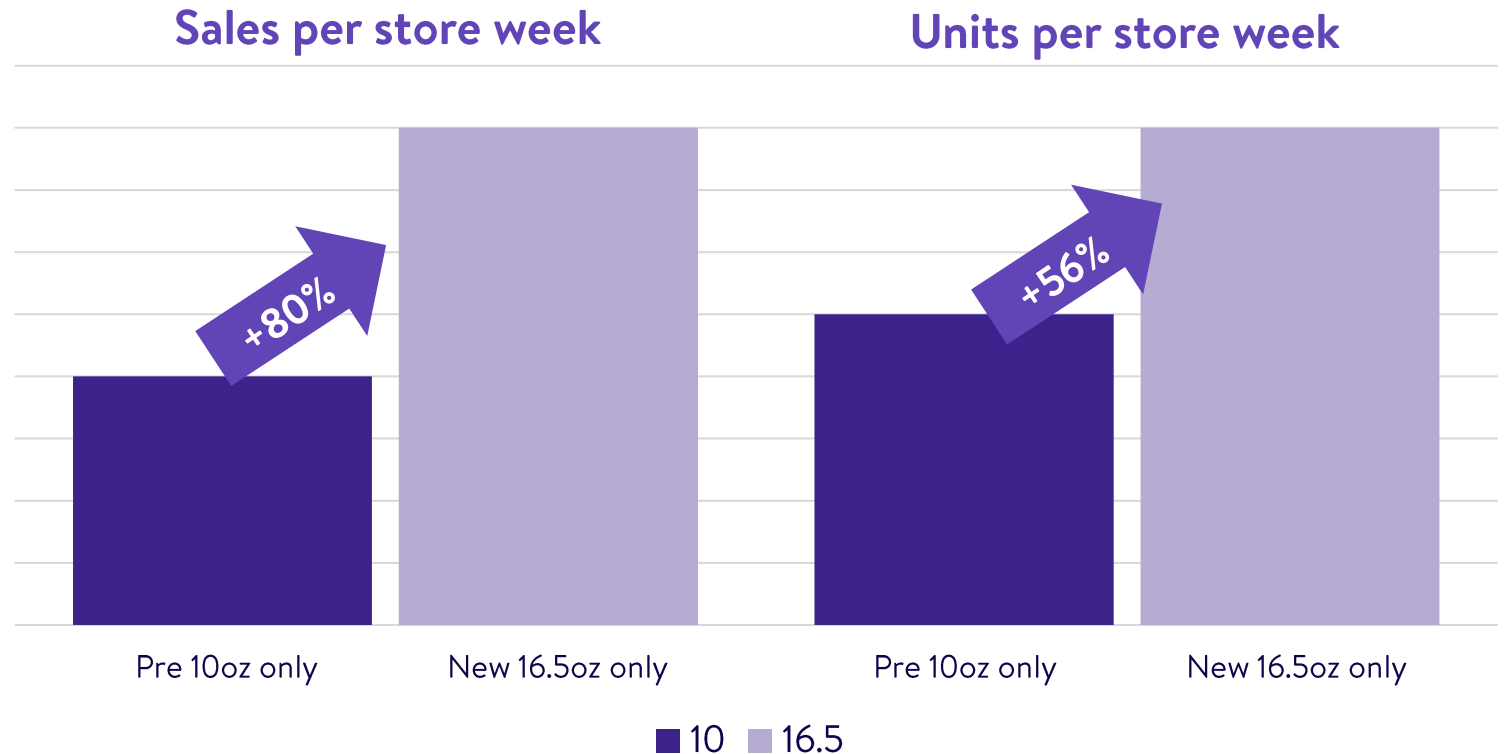
Dollars grew by
+46%

Units grew by
+8%

Full rollout:

Dollars grew by
+80%

Units grew by
+56%





Scintilla Case Study: NatureSweet

Build a deeper understanding of customer preferences

Convenience proved to add more value. **Shopper Behavior** insights showed that consumers switched to the larger pack size and that it also attracted new buyers.

Total Sales

Latest Period Sales



Pack Size Migration

Baseline Sales

23.3%

Switching

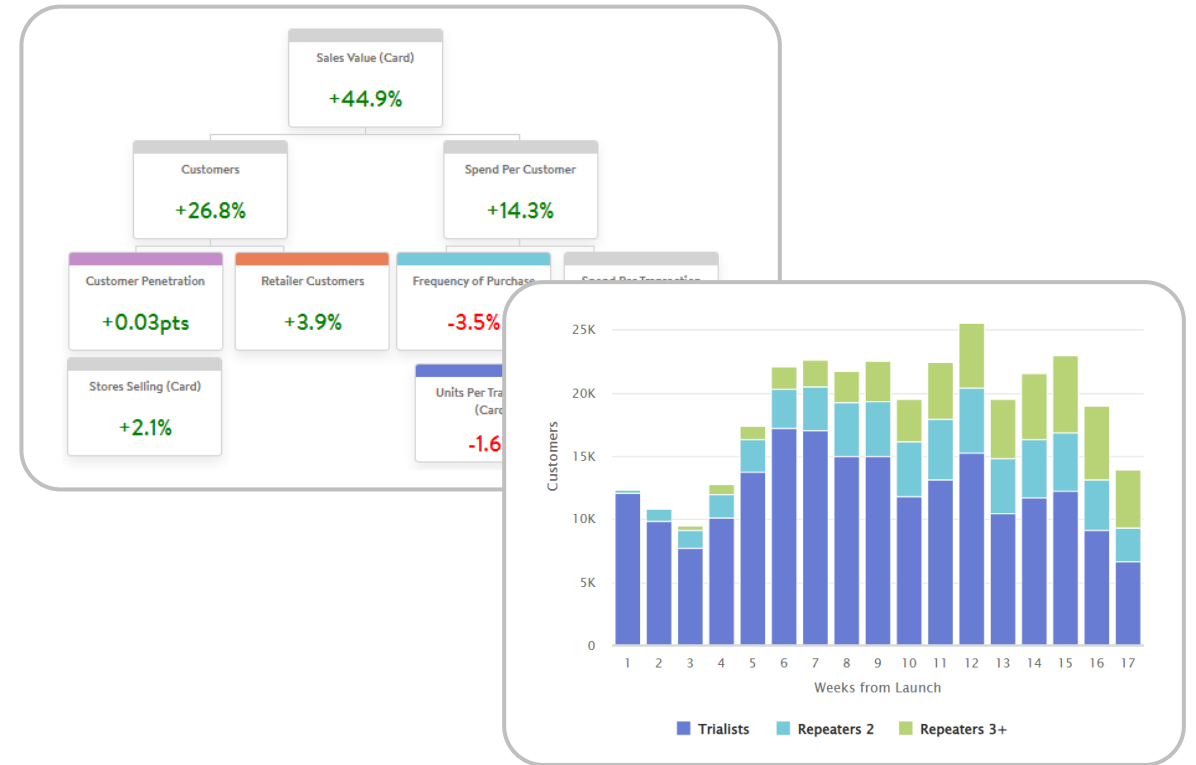
Transferred Sales

37.4%

Incremental Shoppers

Incremental Sales

39.3%



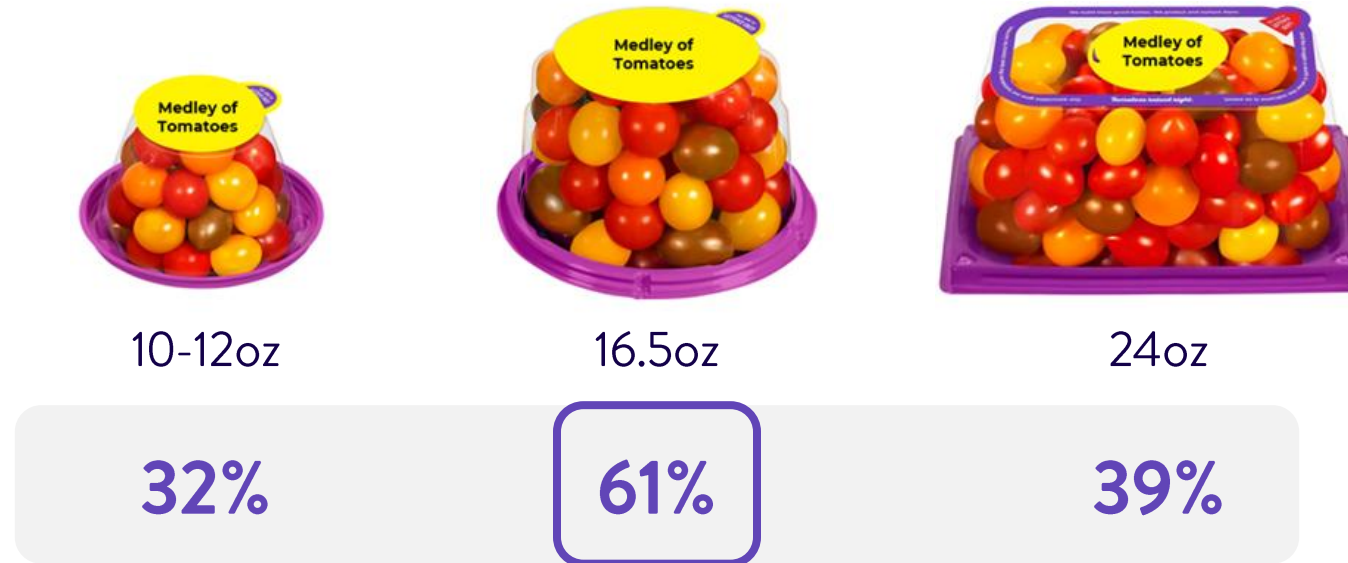


Scintilla Case Study: NatureSweet

Bring in the customer's voice for insight and validation

To understand the 'why' behind the positive results from the increase pack size, NatureSweet turned to **Customer Perception**.

Their survey targeted around 300 Medley Snacking Tomato buyers.
Results showed a strong preference for the 16.5oz pack size.



The Results



Scintilla Case Study: NatureSweet

The ideal pack size fueled growth and connects with customer needs

Here's how:

- **Sales drivers:** Value, size, and convenience
- **Purchase motivators:** Variety and visual appeal



1. Value for Money

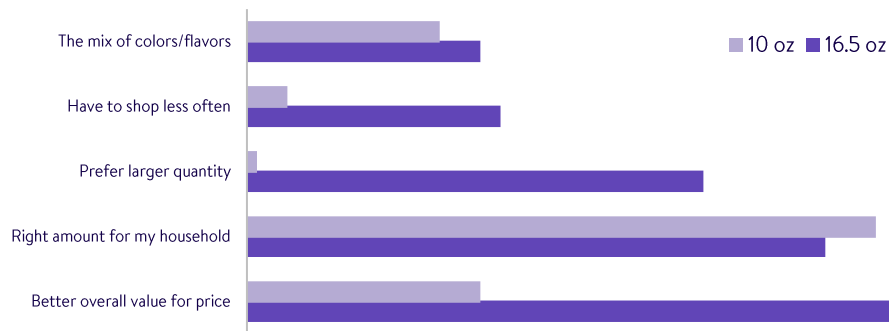


2. Right Quantity for my Household

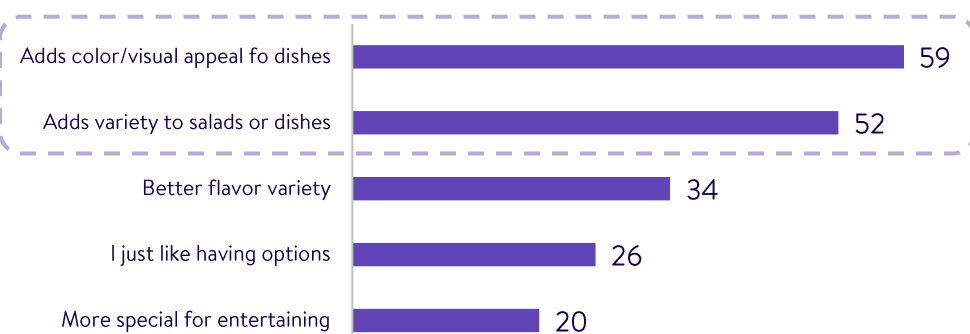


3. Shop Less Often

% Agree: Main Reason Selecting One Size Over Another



% Agree: Reason Choose Medley instead of Just One Color of Tomato



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Thank you.



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