

## frozen food shoppers



**last update:** October 2025

### target group characteristics

#### sexcode

women: 58% men: 42%

#### target groups

- + age: from 65 years
- + women
- + cooking | baking
- + lifestyle
- + men
- + onlineaffinität
- + wine and delicacy

#### acquisition

- + catalogue mailing
- + telephone
- + webshop

#### quality

- + proof of origin
- + Robinson cleaned

### product information

Reach frozen food buyers in a targeted manner-with our exclusive B2C address data. Frozen food buyers are characterized by a high interest in convenient, high-quality, and time-saving nutrition-an ideal environment for numerous product and service offerings. This target group is highly brand loyal, price-conscious but quality-oriented, and open to new food concepts, meal kits, or complementary household products. Perfectly suited for:

- Manufacturers and retailers of frozen foods and convenience products
- Online grocery stores and delivery services
- Providers of meal kits, beverages, or kitchen appliances
- Energy suppliers, mail order companies, or insurance companies with a focus on household customers. Take advantage of the opportunity to reach these newly acquired addresses!

### selections and prices

7.938 Tiefkühlkostkäufer in total

€ 180,00 o/oo

### conditions and additional costs

#### basic selection/delivery costs

€ 11,00 per thou. min. € 225,00

€ 50,00 flat

#### minimum order quantity

5.000 addresses

#### minimum invoice amount

50 % of delivery quantity

#### additional costs:

##### express delivery costs

€ 75,00 flat

##### flagging

€ 150,00 flat

##### GDPR compliant delivery of curr. suppressions

€ 75,00 flat

##### age selection according to first name

€ 140,00 flat