Shopper Intelligence

RETAILER PROFILES

Total Store
Grocery and Hard Discounters
Over 60,000 shoppers
Apr-Aug 2023 data set

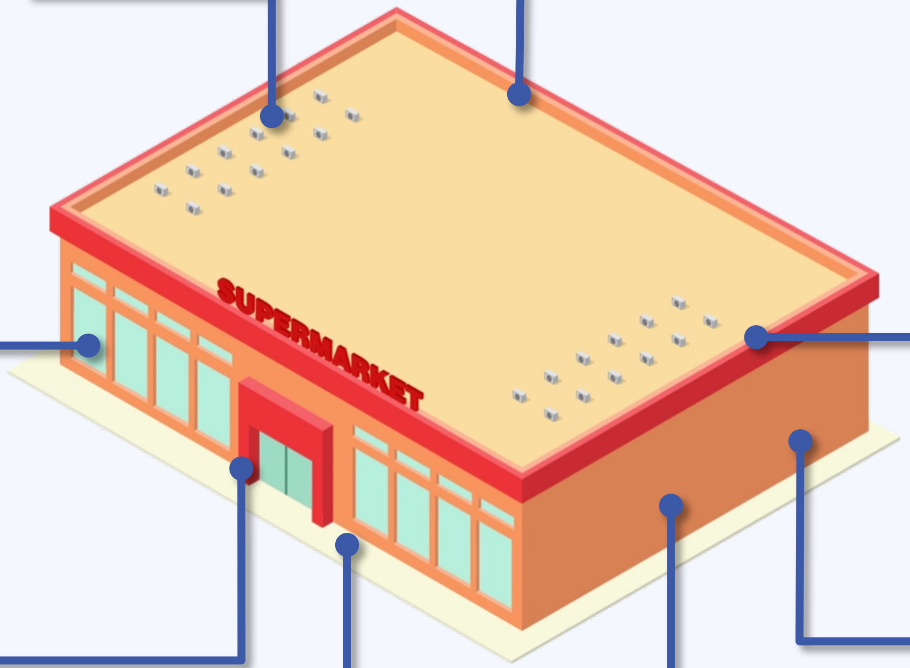
TESCO

Shopper Intelligence

59% (5)
PRICE
Price satisfaction

3.5 (2)
OFFERS
Importance of Offers

70% (2)
EXECUTION
Execution satisfaction



36% (4)
IMPULSE
Buy because I feel like it

44% (5)
INNOVATION
Buy more to try new

77% (1)
INTENTION
Level of planning

59% (2)
LOYALTY
Shop mostly here

28% (6)
LOCATION
Ave. bought on display

X = rank amongst 6 retailers (Tesco, JS, Asda, Morrisons, Aldi, Lidl)

Sample size of 61,793 shoppers collected Apr-Aug 2023

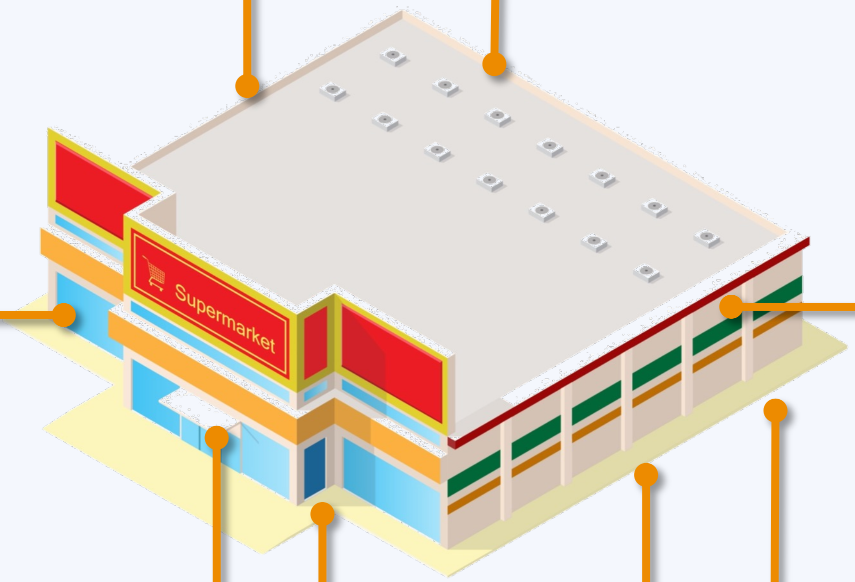
Sainsbury's

Shopper Intelligence

57% 6
PRICE
Price satisfaction

3.4 4
OFFERS
Importance of Offers

72% 1
EXECUTION
Execution satisfaction



39% 2
IMPULSE
Buy because I feel like it

45% 4
INNOVATION
Buy more to try new

77% 2
INTENTION
Level of planning

52% 4
LOYALTY
Shop mostly here

30% 4
LOCATION
Ave. bought on display

X = rank amongst 6 retailers (Tesco, JS, Asda, Morrisons, Aldi, Lidl)

Sample size of 61,793 shoppers collected Apr-Aug 2023

ASDA

Shopper Intelligence

62% 3
PRICE
Price satisfaction

3.5 1
OFFERS
Importance of Offers

69% 4
EXECUTION
Execution satisfaction

37% 3
IMPULSE
Buy because I feel like it

46% 2
INNOVATION
Buy more to try new

76% 4
INTENTION
Level of planning

57% 3
LOYALTY
Shop mostly here

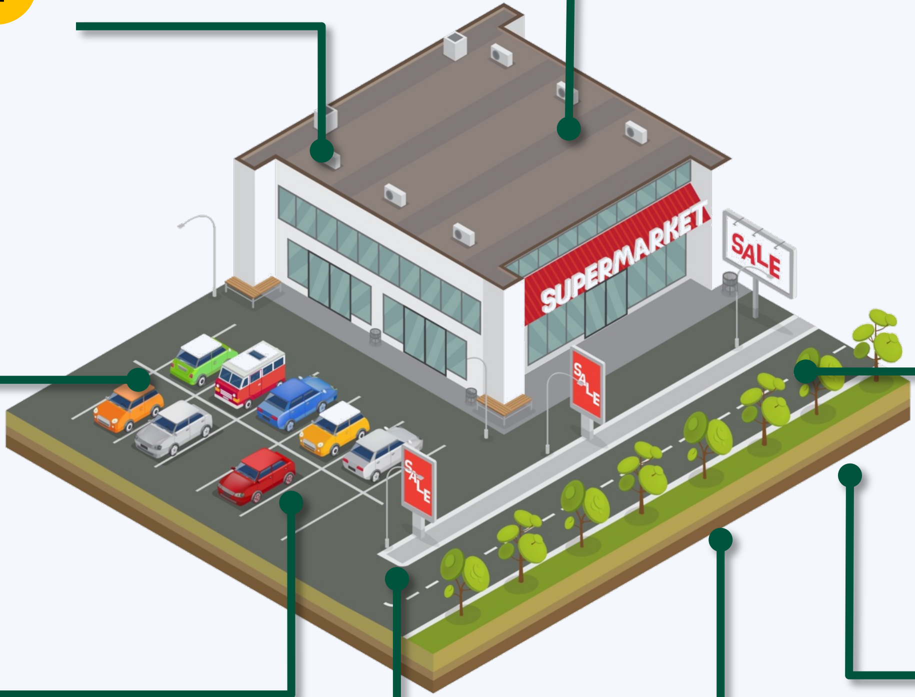
32% 3
LOCATION
Ave. bought on display

X = rank amongst 6 retailers (Tesco, JS, Asda, Morrisons, Aldi, Lidl)

Sample size of 61,793 shoppers collected Apr-Aug 2023

Morrisons

Shopper Intelligence



61% (4)
PRICE
Price satisfaction

3.5 (3)
OFFERS
Importance of Offers

69% (5)
EXECUTION
Execution satisfaction

42% (1)
IMPULSE
Buy because I feel like it

48% (1)
INNOVATION
Buy more to try new

76% (5)
INTENTION
Level of planning

46% (6)
LOYALTY
Shop mostly here

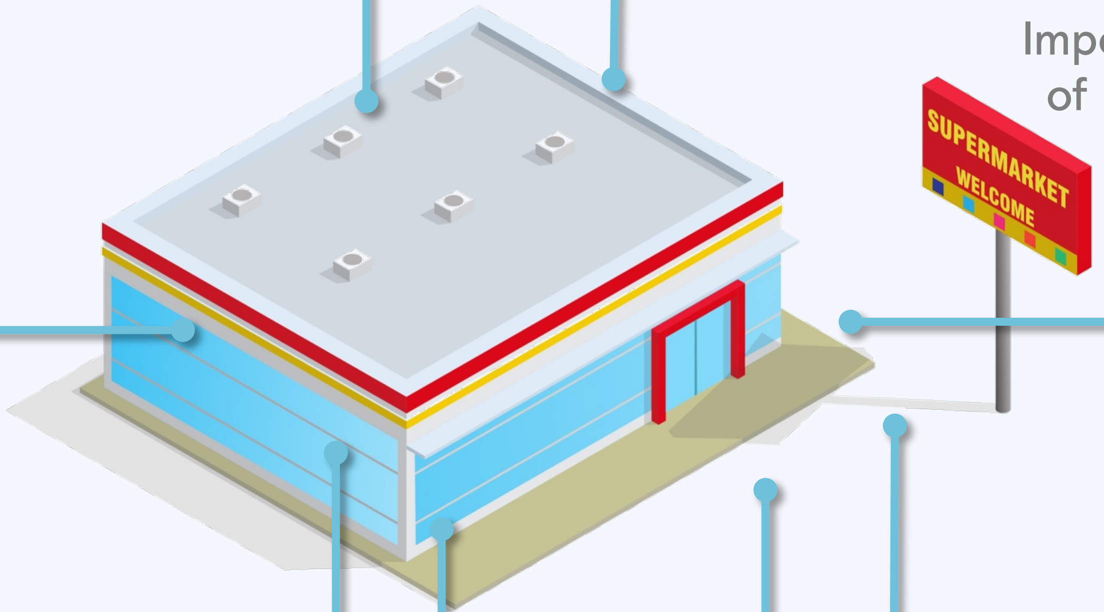
37% (1)
LOCATION
Ave. bought on display

X = rank amongst 6 retailers
(Tesco, JS, Asda, Morrisons, Aldi, Lidl)

Sample size of 61,793 shoppers
collected Apr-Aug 2023

ALDI

Shopper Intelligence



69% (1)
PRICE
Price satisfaction

3.3 (6)
OFFERS
Importance of Offers

69% (3)
EXECUTION
Execution satisfaction

32% (6)
IMPULSE
Buy because I feel like it

46% (3)
INNOVATION
Buy more to try new

76% (3)
INTENTION
Level of planning

62% (1)
LOYALTY
Shop mostly here

29% (5)
LOCATION
Ave. bought on display

X = rank amongst 6 retailers (Tesco, JS, Asda, Morrisons, Aldi, Lidl)

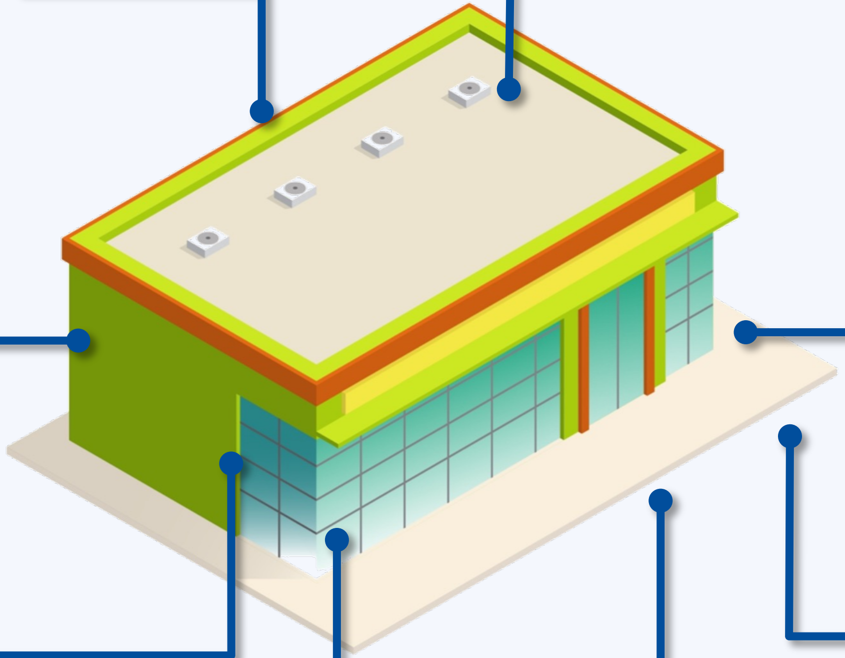
Sample size of 61,793 shoppers collected Apr-Aug 2023

68% 2
PRICE
Price satisfaction

3.3 5
OFFERS
Importance of Offers

66% 6
EXECUTION
Execution satisfaction

32% 5
IMPULSE
Buy because I feel like it



42% 6
INNOVATION
Buy more to try new

74% 6
INTENTION
Level of planning

49% 5
LOYALTY
Shop mostly here

33% 2
LOCATION
Ave. bought on display

X = rank amongst 6 retailers (Tesco, JS, Asda, Morrisons, Aldi, Lidl)

Sample size of 61,793 shoppers collected Apr-Aug 2023

Shopper Intelligence

Detail of measures used:

PRICE	satisfaction with price metrics (price, offers, EDLP, value simplicity) weighted by their importance to shoppers
EXECUTION	satisfaction with execution metrics (layout, availability, navigation, enjoy shopping) weighted by their importance to shoppers
INNOVATION	net agreement with statement, “I might sometimes buy an additional item to try something new or different”
INTENTION	proportion of shoppers who planned to buy before entering store
OFFERS	mean importance (out of 5) of statement, ”there are good special offers”
IMPULSE	net agreement with statement, “I sometimes buy just because I feel like it at the time”
LOCATION	proportion of shoppers who bought from secondary display (GE, promo bay, off shelf, etc.)
LOYALTY	proportion of shoppers who, “do most of their shopping of this kind at RETAILER”

This report shares just a small sample of the critical shopper metrics we provide all year round..

Shopper Intelligence

200+
Categories

70,000+
Shoppers

100+
Metrics

Category oriented

Unashamedly category and shopper focussed

Retailer oriented

Get a perspective that retailers truly value

Comparisons

Across store and competitor comparisons that unlock the insights

Always Up To Date

Know the latest market dynamics

Affordable and efficient

Cover all your categories and retailers **continuously**

Unique Insights

Shopper Intelligence gets you insights you can’t get from Loyalty card, Scan or Panel data. We illuminate underlying purchase drivers you can only understand by talking to shoppers themselves. Our huge database is more powerful than any custom project, because we compare each category to all the others, and each retailer to its competitors.

Quantitative data

We gather our data by large scale-post shop survey and bring robust samples to enable depth analysis with statistical validity. We also aggregate to look at Department and Store level data, plus you can “deep dive” to compare Segments and individual Brands. And regularly ongoing fieldwork means we track change over time.

Comparisons and context

Central to the Shopper Intelligence design is the ability to put your category, brand or store in market context. It’s not about the absolute numbers. It’s about how it compares and what this means in uncovering problems or opportunities. Because each category competes for resources and attention with all the others in the stores, buyers need to understand the relative position of any individual category whether in the same aisle or the total store. Suppliers also need to know this to win support for their proposals. Strategy is about making investment choices, the right choices for this category. Of course, retailers compete with each other. Benchmarking to competitors is powerful for business decisions, and for suppliers to be truly seen as trusted advisors.

Contact us to find out more:

Mike Ralls, Shopper Intelligence UK
+44 (0)7876 744986
mike.ralls@shopperintelligence.com