

meijer



Retailer Snapshot: Best-in-Class Execution

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The Meijer shopper is more impulsive and more likely to be triggered to purchase by Displays than the average shopper

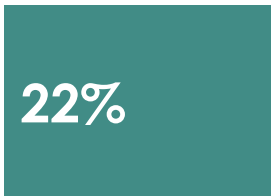


% of Shoppers who made unplanned purchase

All Retailers/Total US (All Categories)



Meijer / All Categories



9%

Of Meijer Shoppers Triggered by Displays compared to 7% on Average

Top 10 Meijer Categories where Shoppers were triggered by Displays:

- 1 Checkout Chocolate Candy
- 2 Sugar Candy
- 3 Toys
- 4 Sausage
- 5 Cookies
- 6 Bacon
- 7 Fresh Rolls & Baked Goods
- 8 Snack Nuts
- 9 Frozen Breakfast
- 10 Air Care



Did you specially plan to buy CATEGORY before you went to the store?

Source: Shopper Intelligence Survey; % of Shoppers Rolling Year to Q1 2024; Meijer (n=3582) and Total US (n=143264)

Benchmark:
All Retailers (All Categories)



The Meijer shopper is more satisfied than average driven by outperformance for Execution factors and Assortment

Top Levers Outperforming All Retailer Average

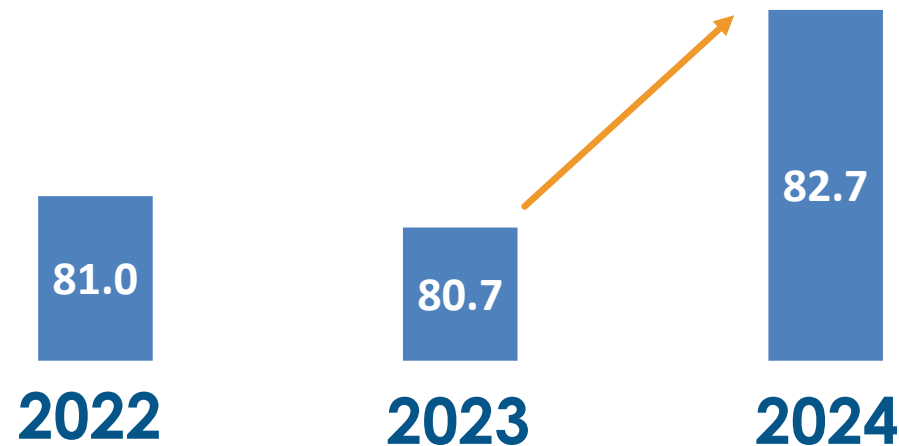
1. **Navigation:** Easy to find CATEGORY in the store
2. **Brands:** The brands I know and like in CATEGORY were available
3. **Layout:** Once I found CATEGORY, it was easy to find my choice
4. **Assortment:** Sufficient choice of CATEGORY
5. **Quality:** Great quality in CATEGORY

Satisfaction for Navigation: Easy to Find Category in Store

meijer
All Categories



Outperforming
All Retailer
Average



The Overall Satisfaction Score is the average of satisfaction ratings on the various statements, weighted by their importance.

Source: Shopper Intelligence Survey; Rolling Year to Q1 2024; Meijer; n= 3582

Benchmark:
All Retailers (All Categories)



**Examples of Best-in-Class Store Navigation:
 Clear Overhead Signage and keeping customers updated during floor plan changes**



Examples of Best-in-Class Inspiration and Theatre:
Displays and Signage with Beacon Brands

Want to Learn More?



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