

A photograph of Walgreens store shelves stocked with acne treatments. The top shelf features boxes of Acne Cleanser, Adapalene Gel 0.1%, and Differin. The bottom shelf features bottles of Differin and boxes of Differin. Price tags are visible on both shelves, and a BOGO 50% off sign is prominently displayed in the center. The image is overlaid with a blue geometric pattern on the right side.

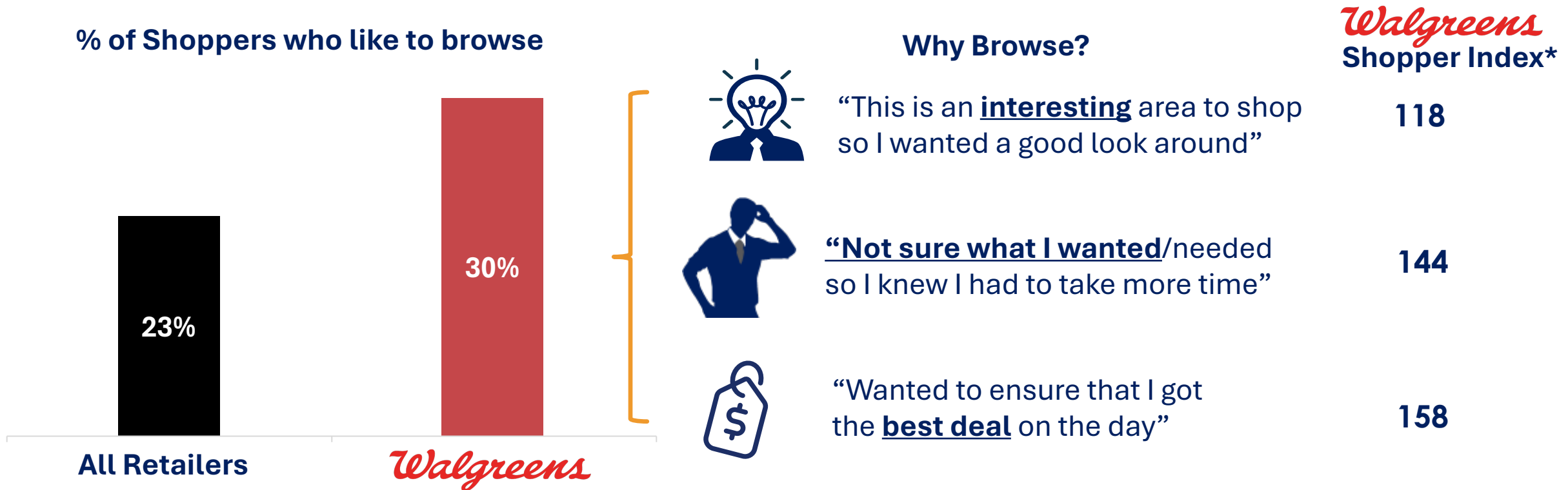
Walgreens

Retailer Snapshot: What makes the Walgreens shopper different?

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1/1/2024

Walgreens shoppers love to browse because they're often unsure of what they want or they're looking for the best deal on the day



Which of these was more important to you when shopping for CATEGORY at RETAILER on this trip - Make your choice quickly or wanted to spend some time looking. Why?

Source: Shopper Intelligence Survey; Year to end of Q1 2024; All Categories, All Retailers sample = 143,264 Shoppers; Walgreens sample = 5959 Shoppers (who have shopped in the last 7 days)

*% of Walgreens Shoppers indexed to all retailers

Walgreens has strong Store Traffic indicators, over-indexing on Main Reason to Shop and Promotions Encouraging Shopping

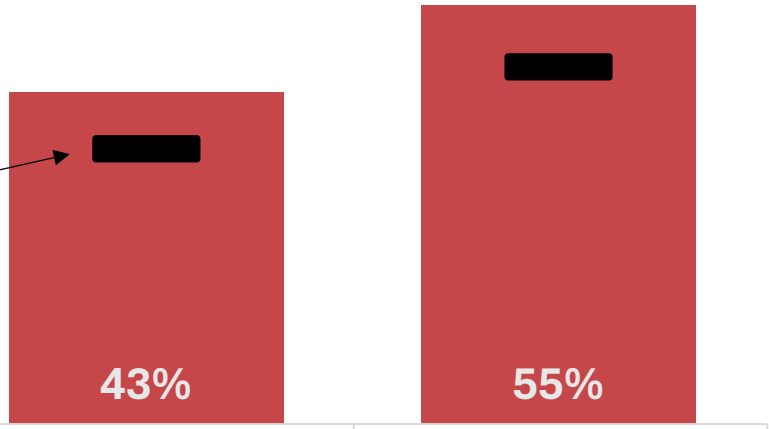


Store Traffic Drivers

Main Reason that I go Shopping

Promotions Encourage shopping

All Retailer Average



Walgreens shoppers are more likely to say they “Often Buy Extra”, but they’re more price sensitive

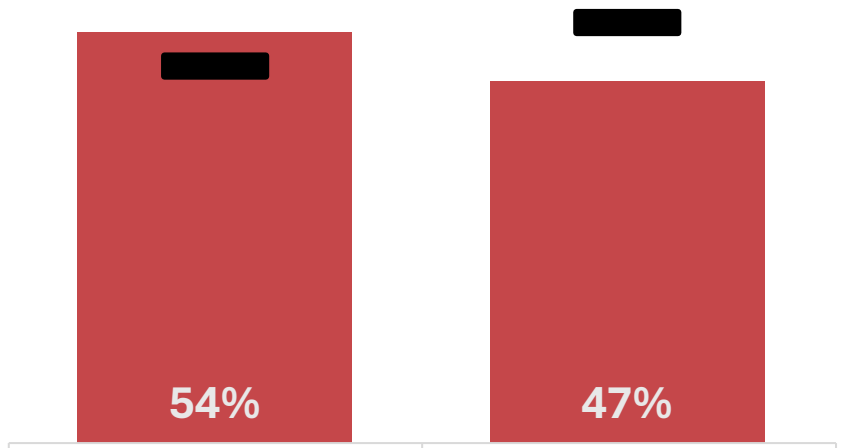


Spend Drivers

I Often Buy Extra

I Don't Mind Paying More

Walgreens



% of shoppers who agreed or strongly agreed shopping for CATEGORY in RETAILER

Source: Shopper Intelligence Survey; Year to end of Q1 2024; All Categories, All Retailers sample = 143,264 Shoppers; Walgreens sample = 5959 Shoppers (who have shopped in the last 7 days)

SO WHAT, NOW WHAT?

Walgreens shoppers love to browse, but they're more promotionally-driven and price sensitive compared to average shoppers.

Recommendations:

1. Optimize your promotional plan to upweight baskets with multi-buys or bigger packs.
2. Focus on shopper value-driven communication.
3. Optimize shelf layouts to enhance shopper browsing and prominently feature promotions with clear and easy-to-understand mechanics



Want to Learn More?



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Shopper Intelligence provides retailers and suppliers with unique insights to make category decisions and plans that drive sales, loyalty and a competitive edge.

Our platform, powered by the largest global shopper survey, unlocks "the why" behind every purchase; going far behind "the what" of traditional POS, loyalty and scan data sources.

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