
CHANGING
CHANNELS
YOUR GUIDE TO BUILDING SHOPPER CENTRIC CHANNEL STRATEGIES
DISCOUNTERS
ONLINE
CONVENIENCE
SUPERMARKET
SHOPPER
UNPACKED
25th
Sept 11 AM
Shopper Intelligence
Understand. Influence. Lead.

Who are we?

Chris Adkins

Managing Director

20+ Years FMCG Experience

Martin Baptie

Shopper & Category Development Director

25+ Years FMCG Experience

Mike Ralls

Sales & Marketing Director

15 Years FMCG Experience

How we help you

Shopper Intelligence

Understand your shoppers

We help you understand the needs and motivations of your shoppers and support you to become best-in-class shopper and category teams

Shopper Journey, Path to Purchase, Purchase Drivers, Barriers to Purchase, Decision Hierarchy, Shopper Priorities, Shopper Satisfaction

Your Shopper Partners

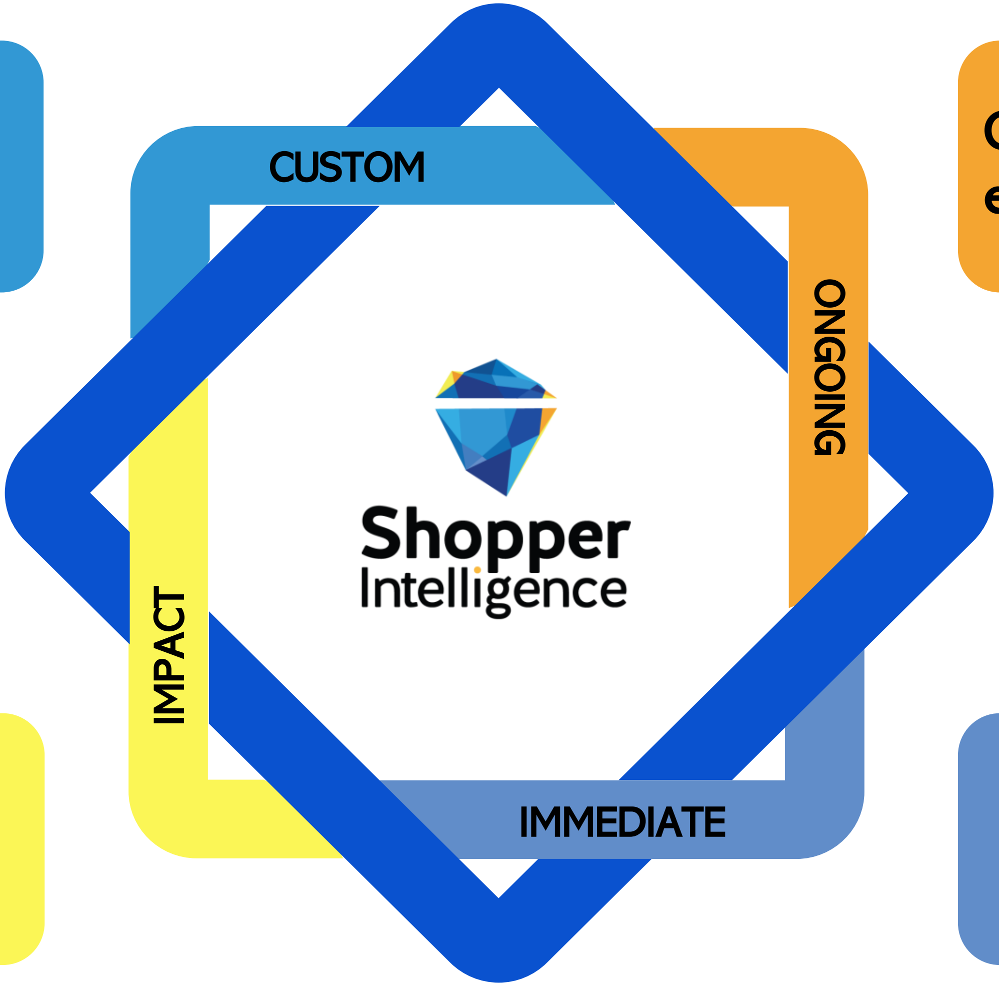
We are shopper and category experts with 20+ years' supplier side experience to Category Director level, working strategically with retailers to deliver with impact

We've walked in your shoes. We understand your pain. We know what needs to be done.

Get the support you need

Fully customisable shopper studies for specific projects

Ongoing support & data to elevate your shopper capability



Add impact to your selling story with limited budget

One week turnaround for those urgent requests

CHANGING **CHANNELS**

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Shopper Intelligence
Understand. Influence. Lead.

Plan for today's webinar..

- We shop differently across different channels
- And we know shoppers often want different things
- Which means as suppliers and retailers we need to do things differently

Details for today's analysis

- Latest Q2, 2024 Shopper Intelligence data set
- Total store view (i.e. all categories) by channel
- Sample of 78k shoppers across all four channels as follows:
  - Grocery – 51k respondents
  - Convenience – 2.3k respondents
  - Hard Discounters – 12k respondents
  - Online – 12k respondents

We shop differently across different channels

...the obvious stuff!

Shopper Intelligence

Mission drives channel choice, Convenience sees a more even spread compared to other channels..

Shopper Intelligence

Grocery

Online

Convenience

Hard Discounters

Main Shop

66%

58%

55%

31%

Top-up Shop

36%

32%

28%

17%

Eat Now/Soon

33%

18%

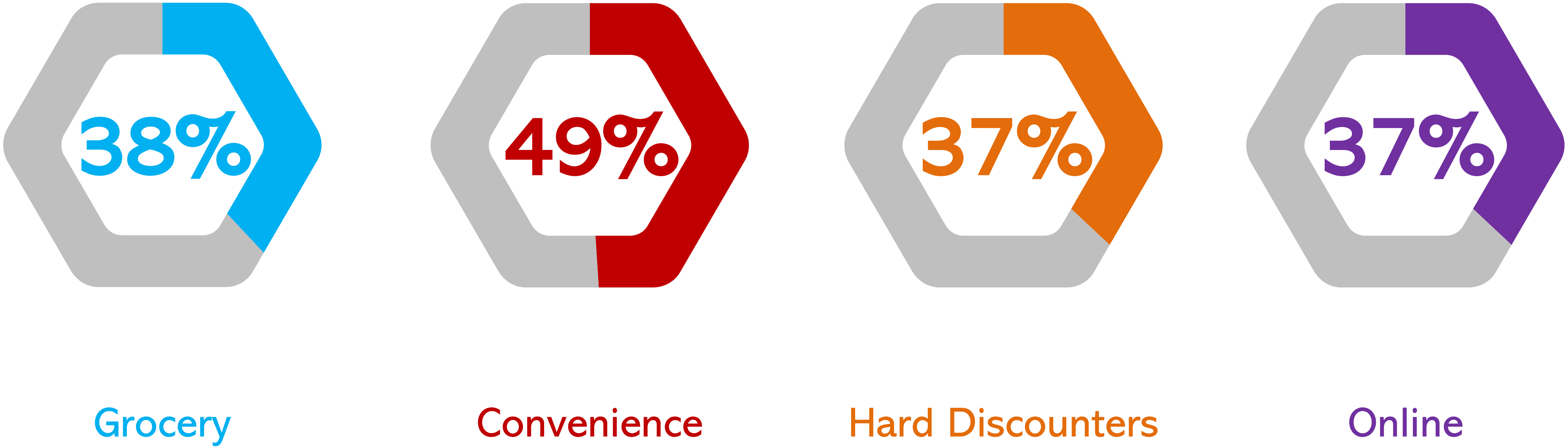
14%

13%

% shoppers, shopper mission

Occasion is also a driver, almost half of shoppers visiting Convenience are buying for snacking and treating

Buying for a ‘snack or treat’



% shoppers, occasion bought for

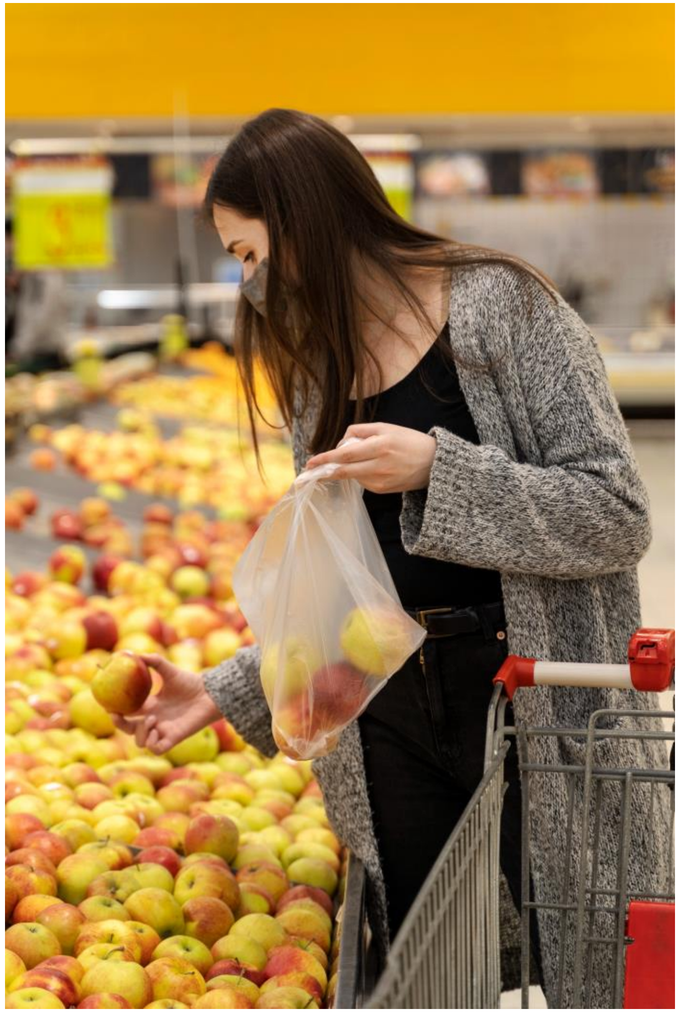
We shop differently across different channels

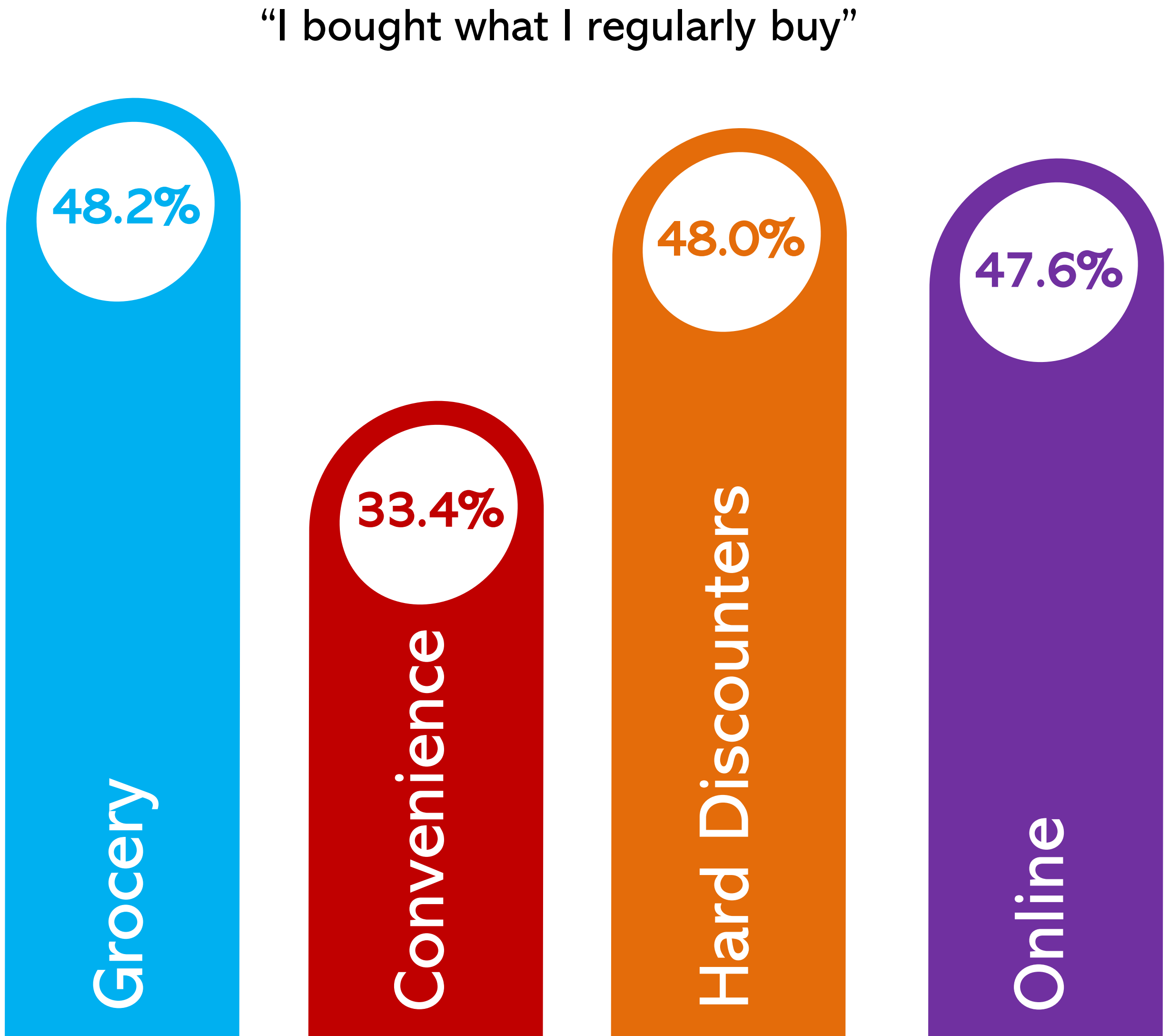
…what about other factors?

Shopper Intelligence

In Grocery, Discounters and Online – we're buying what we usually buy

Shopper Intelligence

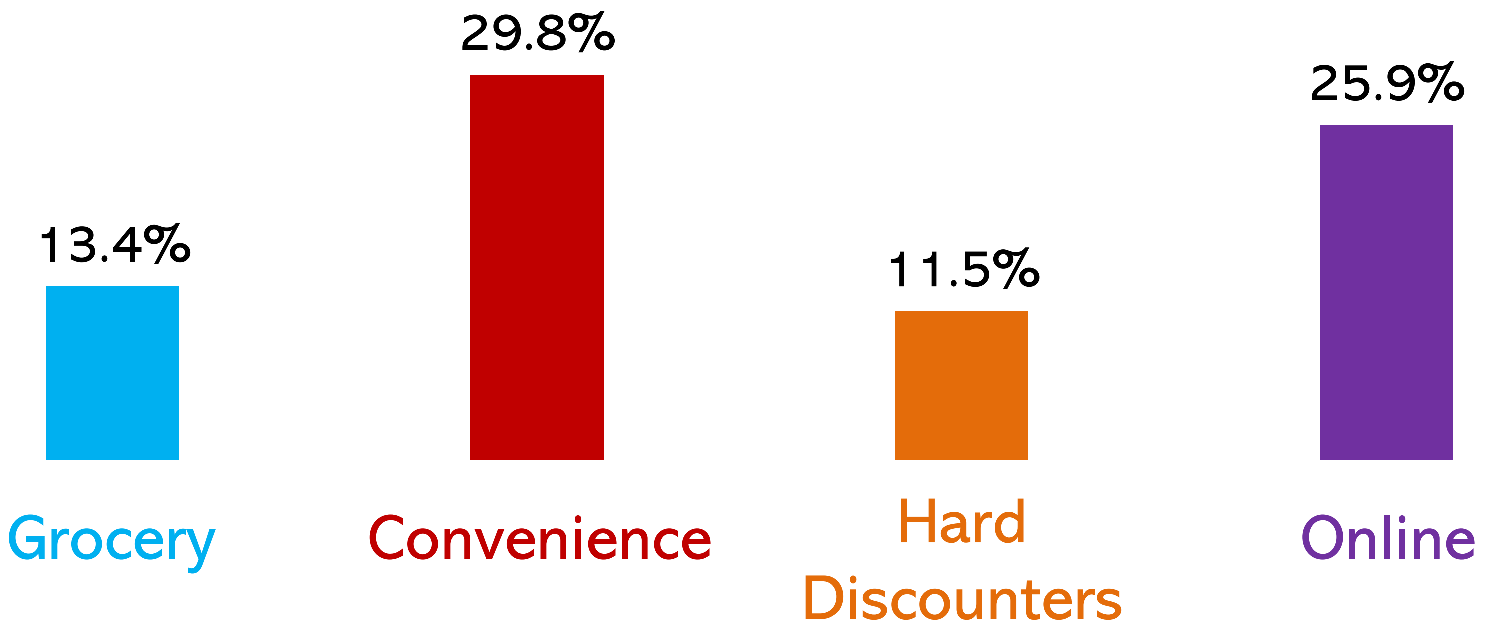


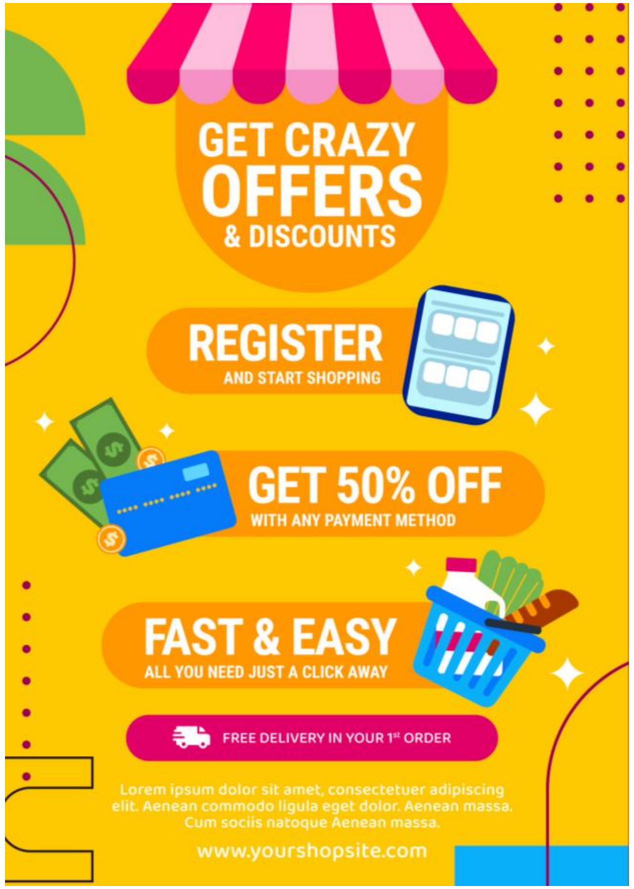


% shoppers, purchase intention – trigger to purchase

Pre-store promotional factors can influence the shop for Convenience, and Online as well

Pre-store Promo Triggers (e.g. adverts, coupons, leaflets) influenced my purchase





% shoppers, purchase intention – trigger to purchase

Discounters will more likely buy if they see a display

Shopper Intelligence

"I bought because it caught my eye/a display"

Grocery	Convenience	Hard Discounters	Online
10%	10%	12%	7%

% shoppers, purchase intention – trigger to purchase

Online and Convenience are where most browsing happens, but for different reasons..

Shopper Intelligence

% Browse with reasons

GROCERY 26%
- Interested 14%
- Uncertain 8%

CONVENIENCE 29%
- Interested 16%
- Uncertain 11%

ONLINE 30%
- Interested 17%
- Uncertain 9%

HARD DISCOUNTERS 22%
- Interested 12%
- Uncertain 8%

% shoppers, intended shopping mode

Perhaps as a consequence these channels see the most promo uptake too

% bought on promotion

Grocery	£ £ £	32%
Convenience	£ £ £ £	43%
Hard Discounters	£ £	21%
Online	£ £ £ £	42%

% shoppers, bought on promotion

Grocery shoppers are more flexible to alternative options, which also means getting it wrong in Convenience is more costly

Shopper Intelligence

% likely to switch if their choice isn't available

56%	50%	51%	55%
Grocery	Convenience	Hard Discounters	Online

% shoppers, switch if not available

There is also a clear distinction with Convenience shoppers much more likely to purchase for 'me'..

Shopper Intelligence

% buying for 'myself'

47% Convenience

40% Grocery

39% Hard Discounters

38% Online

% shoppers, who bought for

And we know shoppers want different things

Shopper Intelligence

As a priority, everyone is looking for the same things regardless of channel:

QUALITY

PRICE

CHOICE

But…there are differences to be aware of:

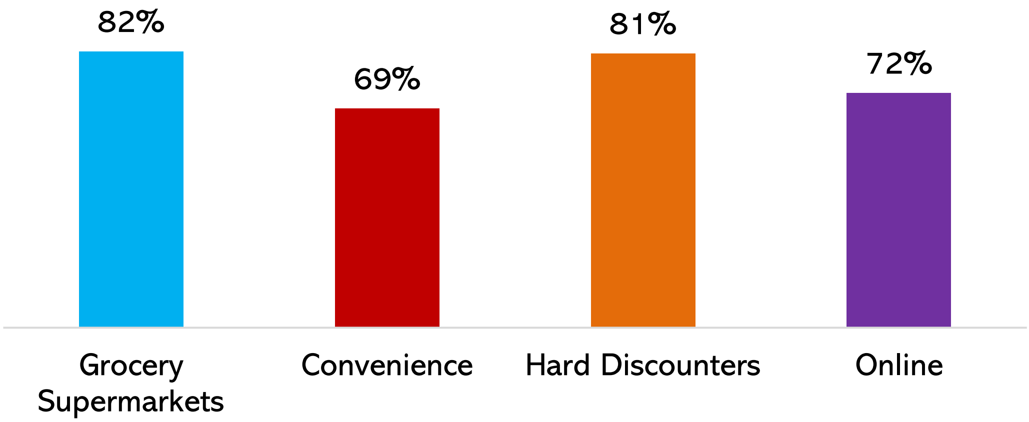
	Grocery	Convenience	Hard Discounters	Online
Above average importance	Offers Layout	Navigation Enjoy Innovation	Fixed Low Price	Innovation British Made
Below average importance	Innovation	Availability	British Made Premium	Price

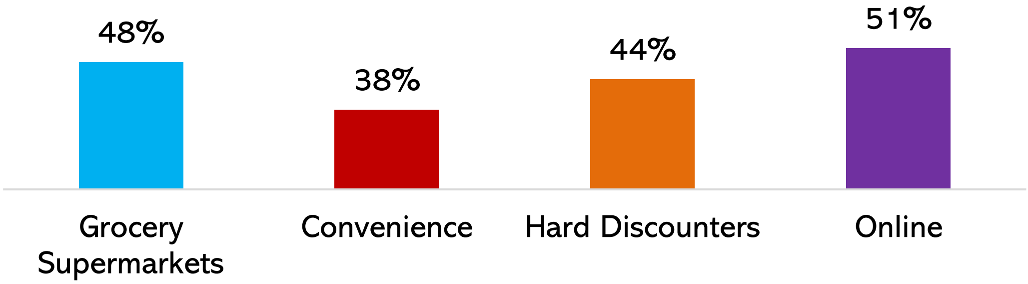
Satisfaction will tell us if shoppers feel they're getting these different things

Overall Satisfaction

% overall satisfaction, combined importance weighted performance scores

Convenience is behind the curve, there are indications as to why..





Navigation

Availability

% net agreement with statement

Has cost-of-living affected behaviour differently by channel?

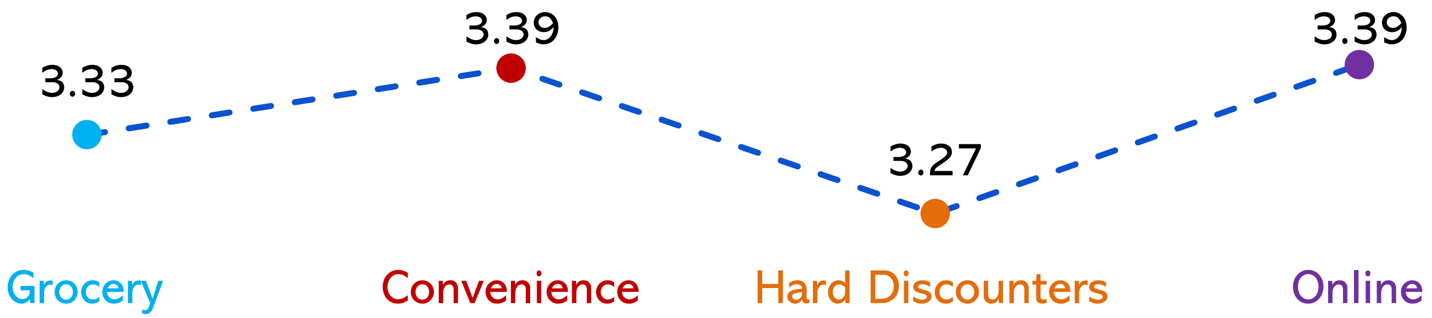
	Grocery	Convenience	Hard Discounters	Online
Most common action	"I haven't changed how I buy"	"I try to buy more special offers"	"I buy cheaper versions"	"I haven't changed how I buy"
Biggest difference to average	"I haven't changed how I buy"	"I buy bigger 'bulk' packs"	"I buy cheaper versions"	"I buy bigger 'bulk' packs"

most common = largest proportion of shoppers; biggest difference = largest over-index to average

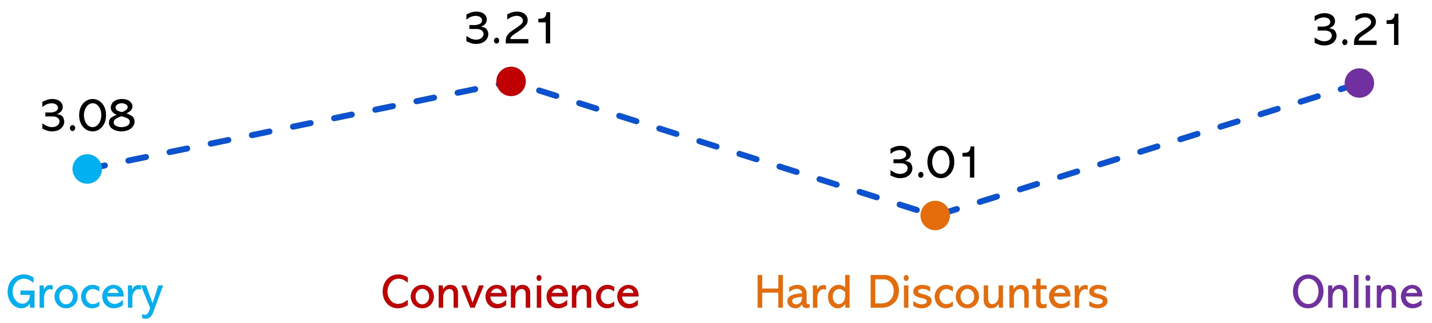
What about macro trends, are these not as important in some channels?

Health

Importance scores



Sustainability



mean importance for statement, based on all responses

Does cost-of-living affect this too?

Shopper Intelligence

	Willing to pay for Health	Willing to pay for Sustainability
Grocery	£ £ £ 60%	£ £ £ 61%
Convenience	£ £ £ £ £ 71%	£ £ £ £ £ 75%
Hard Discounters	£ £ 57%	£ £ 57%
Online	£ £ £ £ 64%	£ £ £ £ 68%

% shoppers, willing to pay for

And finally for now, what are shoppers actually asking for?

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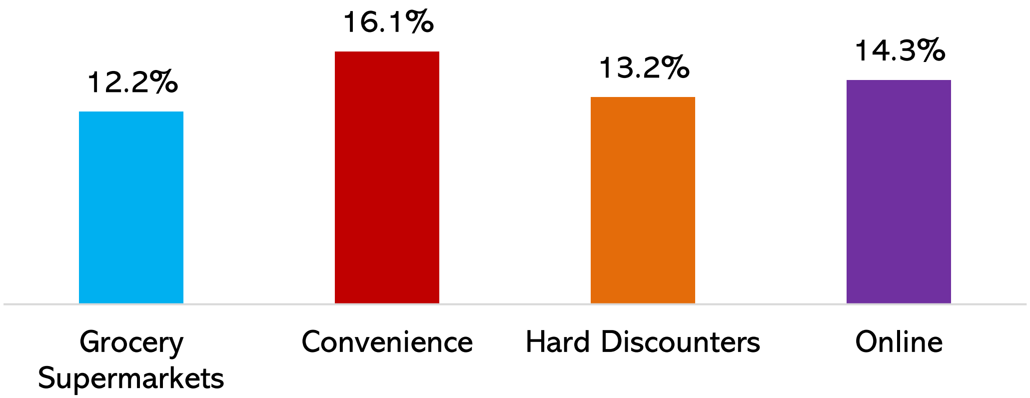
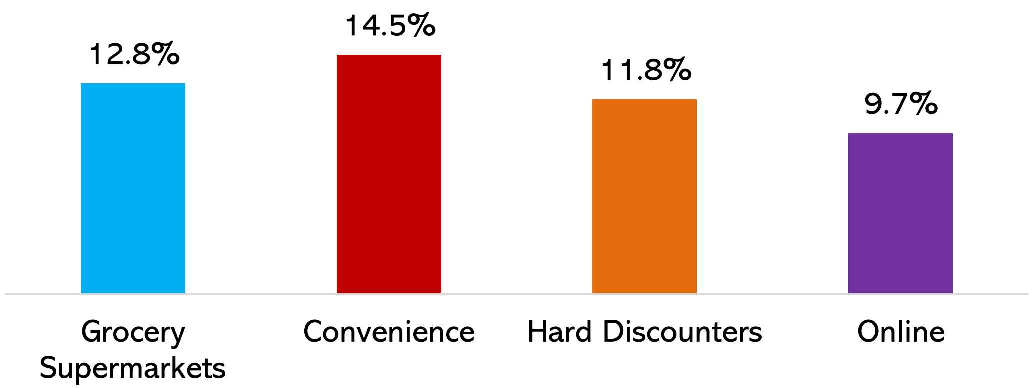
Pack Sizes (bigger or smaller)



#2 = Range Gaps



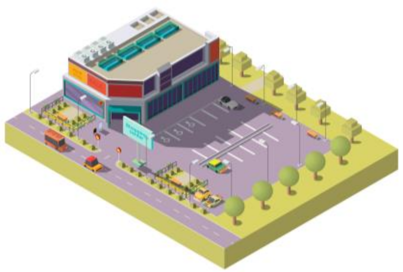
#3 = Innovation

% shoppers, top priority for improvement

All of this means as suppliers and retailers we need to do things differently

Shopper Intelligence

Channel summary, key takeouts..



Grocery

- Heavily main shop focussed
- Fuelled by the ‘regular purchase’
- More likely to be ’grab & go’
- Willing to switch if choice isn’t available (need to complete task)
- Greater focus on execution and offers
- Less likely to change due to cost-of-living concerns

Convenience

- Even spread of missions, significantly more ‘eat now/soon’ versus others
- Snacking/treating a big driver
- Promo’s influence pre-store and in-store
- Browsing more likely to be driven by uncertainty
- Shoppers less happy, navigation and availability are key to improve
- Macro trends important to shoppers

Hard Discounters

- Third of shops are top up mission
- Most likely to be influenced by a display
- Most focussed on a quick ‘grab & go’ shop
- Not buying on promotion (less available)
- Double-down on Price (after quality and choice)
- Less willing to pay for healthy and sustainable options

Online

- Most likely to be main shop
- Bigger influence from pre-store triggers (click-through opportunity)
- High browsing with shoppers interested to explore
- More likely to buy on promo (easy to find)
- Satisfaction in line with main store
- Seeking bigger packs to mitigate cost of living concerns

Strategic considerations by channel

Grocery

- Focus on execution
- Easy to shop, easy to find
- Right availability – good stock, good range

Convenience

- Not a 'mini' version of larger stores
- Focus on mission and occasion opportunities (snacking, eat now, dinner for tonight) with ranging and execution
- Link promo's pre-store to in-store execution

Hard Discounters

- Use display to help convert – not just off-shelf display, think standout, SRP etc.
- Ease of shop to keep shoppers happy
- Strong price comms a must

Online

- Set up for main shop but consider ways to facilitate browsing, e.g. complete main task quickly for 'plus one' purchase
- Make promos visible to be sure of selection
- Use pre-store triggers to drive click-through with shoppers


Questions?
Shopper
Intelligence

3 things to close...

Shopper Intelligence

https://shopperintelligence.com/resources/

FREE!

Book a call with us!

Shopper Intelligence

Reply to my webinar follow-up email

Next on Shopper Unpacked – Shopper Trends since 2020

Shopper Intelligence

- December
- Shopper Trends since 2020
- A look at how shopper needs have evolved

What would you'd like to see us to cover next year?

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