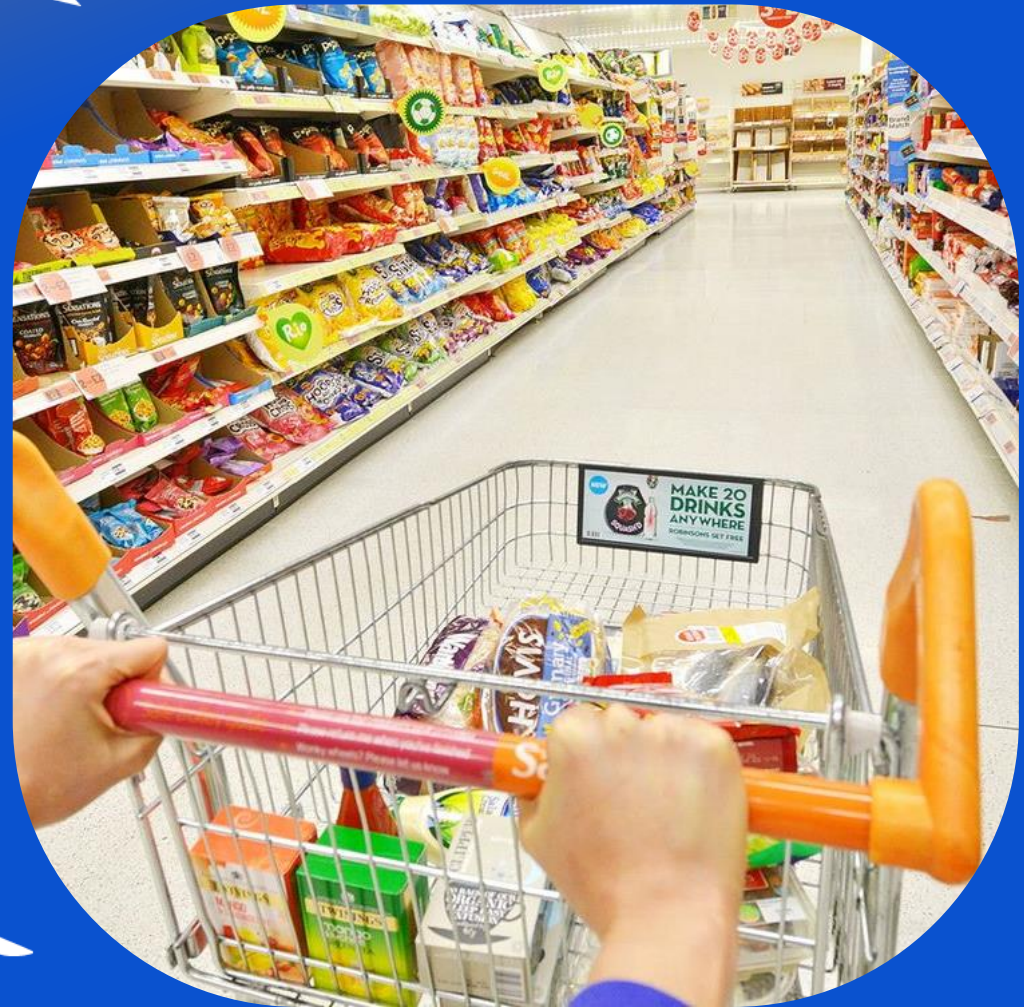




Shopper
Intelligence

RETAILER PROFILES

Total Store (all categories)
Grocery and Hard Discounters
Over 60,000 shoppers
Data to Q2, 2024





75%
INTENTION
 level of planning 3

23%
MODE
 willing to browse 5

31%
OFFERS
 drive the trip 4

30%
LOCATION
 bought on display 6

60%
LOYALTY
 shop mostly here 1

42%
NEW
 drives additional purchase 6

63%
SATISFACTION
 overall satisfaction 5

33%
EXECUTION
 retailer does well 6

12%
IMPROVEMENTS
 fill range gaps 5

X = rank amongst 6 retailers (Tesco, JS, Asda, Morrisons, Aldi, Lidl) Sample size of 63,545 shoppers, Data to Q2, 2024



75%
INTENTION 2
 level of planning

26% 3
MODE
 willing to browse

33% 3
OFFERS
 drive the trip

34% 4
LOCATION
 bought on display

49% 5
LOYALTY
 shop mostly here

46% 3
NEW
 drives additional purchase

65% 2
SATISFACTION
 overall satisfaction

34% 5
EXECUTION
 retailer does well

14% 1
IMPROVEMENTS
 fill range gaps

X = rank amongst 6 retailers (Tesco, JS, Asda, Morrisons, Aldi, Lidl) Sample size of 63,545 shoppers, Data to Q2, 2024



74%
INTENTION
 level of planning

4

27%
MODE
 willing to browse

2

33%
OFFERS
 drive the trip

2

35%
LOCATION
 bought on display

3

55%
LOYALTY
 shop mostly here

3

47%
NEW
 drives additional purchase

2

64%
SATISFACTION
 overall satisfaction

3

35%
EXECUTION
 retailer does well

4

11%
IMPROVEMENTS
 fill range gaps

6

X

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

Sample size of 63,545 shoppers, Data to Q2, 2024





76%
INTENTION
 level of planning 1

31%
MODE
 willing to browse 1

41%
OFFERS
 drive the trip 1

41%
LOCATION
 bought on display 2

40%
LOYALTY
 shop mostly here 6

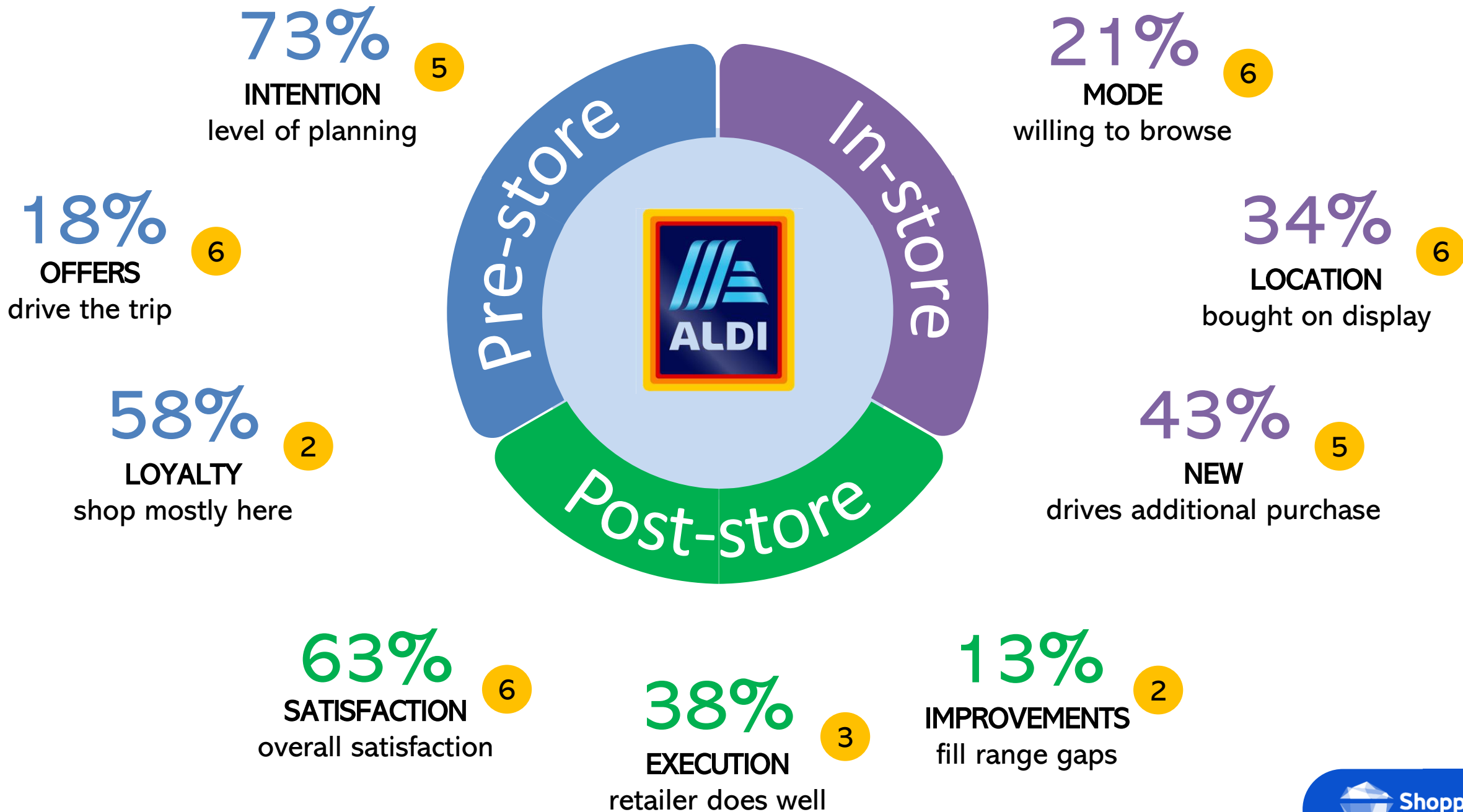
53%
NEW
 drives additional purchase 1

65%
SATISFACTION
 overall satisfaction 1

44%
EXECUTION
 retailer does well 1

13%
IMPROVEMENTS
 fill range gaps 4

X = rank amongst 6 retailers (Tesco, JS, Asda, Morrisons, Aldi, Lidl) Sample size of 63,545 shoppers, Data to Q2, 2024



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

Sample size of 63,545 shoppers, Data to Q2, 2024





73%
INTENTION
 level of planning

6

23%
MODE
 willing to browse

4

29%
OFFERS
 drive the trip

5

37%
LOCATION
 bought on display

3

49%
LOYALTY
 shop mostly here

4

46%
NEW
 drives additional purchase

4

64%
SATISFACTION
 overall satisfaction

4

40%
EXECUTION
 retailer does well

2

13%
IMPROVEMENTS
 fill range gaps

3



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

Sample size of 63,545 shoppers, Data to Q2, 2024





Detail of measures used:

INTENTION	proportion of shoppers who planned to buy before entering store
OFFERS	net agreement with statement, “Promotions encourage me to go shopping...”
LOYALTY	proportion of shoppers who, “do most of their shopping of this kind at RETAILER”
MODE	proportion of shoppers who want to browse
LOCATION	proportion of shoppers who bought from secondary display (GE, promo bay, off shelf, etc.)
NEW	net agreement with statement, “I might sometimes buy an additional item to try something new or different”
IMPROVEMENTS	proportion of shoppers whose top priority improvement is ‘range gaps’
EXECUTION	net agreement with statement, “more willing to shop here because retailer does well...”
SATISFACTION	Combined importance weighted satisfaction score for all 17 SI metrics

How we help you



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

CUSTOM

Ongoing support & data to elevate your shopper capability

ONGOING



Shopper Intelligence

Solutions from
£3,000

Add impact to your selling story with limited budget

IMPACT

IMMEDIATE

One week turnaround for those urgent requests

Schedule a call with us to discuss your specific requirements

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