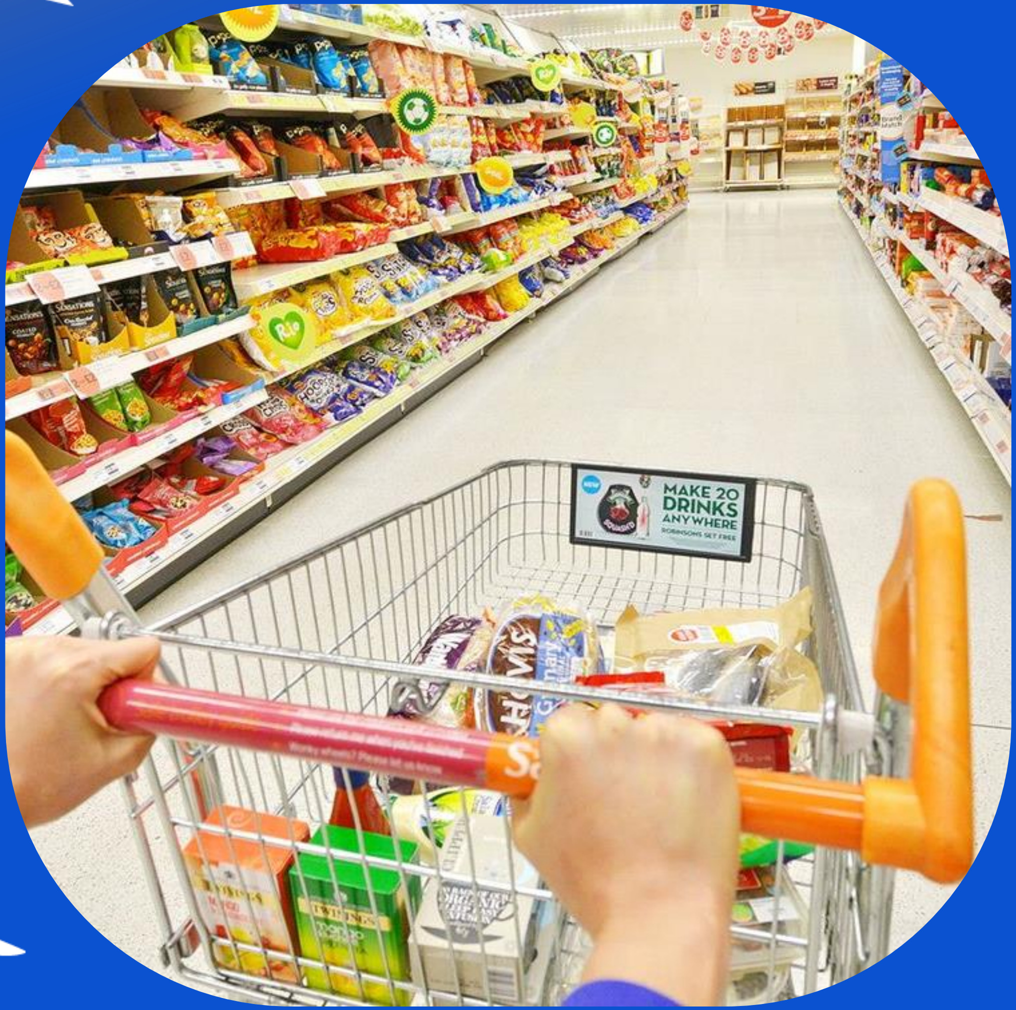
SHOPPER PROFILES

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



The price sensitive shopper..

Pre-store	In-store	Post-store	Shopper
15% **PROMO** plan to buy on deal	76% **MODE** want to grab & go	26% **SWITCH** would change brand	29% **MISSION** top up shop
70% **KVI** price is an indicator	67% **LOCATION** buy from main fixture	16% **IMPROVEMENTS** bigger pack sizes	43% **USAGE** buy for myself

Sample size of 65,825 shoppers, Total Grocery level, average for all categories in store, data to Q2, 2024

Top 10 'price sensitive shoppers' categories (% of shoppers)..

Top 10

1	PAIN RELIEF MEDICINE	19.3%
2	FROZEN PIZZA	17.8%
3	SQUASH/CORDIAL	17.8%
4	DRIED PASTA	16.4%
5	FREE FROM & DIETARY NEEDS	16.2%
6	CANNED VEG, TOMATOES & BEANS	16.0%
7	NON-COLA FIZZY DRINKS	15.5%
8	COLD CEREAL	15.1%
9	INSTANT NOODLES & PACKET SAUCES	15.1%
10	DECONGESTANT	15.0%

Average per category = 9%

Sample size of 65,825 shoppers, Total Grocery level, average for all categories in store, data to Q2, 2024

The premium shopper..

Pre-store	In-store	Post-store	Shopper
32% **BRAND** plan to buy specific brands	22% **MODE** engaged browsing	78% **SATISFACTION** overall satisfaction	41% **GENDER** male shoppers
62% **EXECUTION** drives store choice	61% **OFFERS** buy extra due to promo	15% **IMPROVEMENTS** fill range gaps	20% **USAGE** buy for my partner and me

Sample size of 65,825 shoppers, Total Grocery level, average for all categories in store, data to Q2, 2024

Top 10 ‘premium shoppers’ categories (% of shoppers)..

Top 10

		% of shoppers
1	CELEBRATION CAKES	45.7%
2	LUXURY ICE CREAM	44.8%
3	TOILETRIES GIFT PACKS	43.6%
4	FRESH BEEF	42.7%
5	FRESH SEAFOOD	42.4%
6	SLEEP AIDS & STRESS RELIEF	42.1%
7	STANDARD ICE CREAM	40.6%
8	INSTANT COFFEE	39.9%
9	FRESH LAMB	39.8%
10	SUNCARE	39.8%

Average per category = 28%

Sample size of 65,825 shoppers, Total Grocery level, average for all categories in store, data to Q2, 2024

Shopper Intelligence

The healthy shopper..

Pre-store	In-store	Post-store	Shopper
81% **INTENTION** level of planning	37% **OFFERS** buy on promo	75% **SATISFACTION** product satisfaction	63% **MISSION** main shop
55% **LOYALTY** shop mostly here	70% **TRADE UP** will pay more for better	10% **IMPROVEMENTS** more info at shelf	20% **USAGE** buy for whole family

Sample size of 65,825 shoppers, Total Grocery level, average for all categories in store, data to Q2, 2024

Top 10 ‘healthy shoppers’ categories (% of shoppers)..

Top 10

		% of shoppers
1	BABY FOOD	48.7%
2	CLEAR SKIN CREAMS & TREATMENTS	47.1%
3	BABY MILK	44.8%
4	FROZEN FRUIT	44.5%
5	FRESH SEAFOOD	44.3%
6	ORGANIC FRUIT & VEGETABLES	44.0%
7	MUESLI & GRANOLAS	43.8%
8	SEXUAL WELLBEING PRODIUCTS	43.6%
9	CHILDRENS MEDICINE	43.6%
10	SLIMMING / WEIGHT MANAGEMENT	41.2%

Average per category = 30%

Sample size of 65,825 shoppers, Total Grocery level, average for all categories in store, data to Q2, 2024

The sustainable shopper..

Pre-store	In-store	Post-store	Shopper
25% **INTENTION** planned promo trigger	**29%** **OFFERS** promo incremental	**15%** **WALK** defer to next trip	**43%** **AGE** younger shoppers (18-34)
60% **EXECUTION** drives store choice	**45%** **LOCATION** buy from display	**27%** **IMPROVEMENTS** ease of shop	**42%** **USAGE** buy for myself

Sample size of 65,825 shoppers, Total Grocery level, average for all categories in store, data to Q2, 2024

Top 10 ‘sustainable shoppers’ categories (% of shoppers)..

Top 10

		% of shoppers
1	ORGANIC FRUIT & VEGETABLES	42.0%
2	CLEAR SKIN CREAMS & TREATMENTS	39.5%
3	SUNCARE	39.4%
4	FRESH HERBS	37.7%
5	VEGAN & PLANT BASED FOOD	37.6%
6	TOILETRIES GIFT PACKS	37.3%
7	COSMETICS	36.8%
8	SLEEP AIDS & STRESS RELIEF	36.3%
9	SEXUAL WELLBEING PRODUCTS	36.0%
10	FRESH SEAFOOD	35.7%

Average per category = 25%

Sample size of 65,825 shoppers, Total Grocery level, average for all categories in store, data to Q2, 2024

The exploratory shopper..

Pre-store	In-store	Post-store	Shopper
46% **LOYALTY** shop at several stores	41% **MODE** willing to browse	62% **SWITCH** will change to meet needs	45% **AGE** middle age (35-54)
55% **OFFERS** promo drives trip	79% **INNOVATION** buy extra for new/different	56% **IMPROVEMENTS** more innovation	27% **USAGE** treat for me/us

Sample size of 65,825 shoppers, Total Grocery level, average for all categories in store, data to Q2, 2024

Top 10 ‘exploratory’ categories (% of shoppers)..

Top 10

1. 12.5% READY TO HEAT CHILLED DESSERTS
2. 9.6% CELEBRATION CAKES
3. 9.2% READY TO COOK PREPARED MEAT
4. 9.0% BITSIZE/MINI-BITE CAKE TUBS
5. 8.9% LUXURY ICE CREAM
6. 8.8% CHILLED FRUIT JUICE
7. 8.1% CHILLED DESSERTS (SERVED COLD)
8. 8.0% SQUASH/ CORDIAL
9. 7.9% MEXICAN CUISINE
10. 7.8% SLIMMING/WEIGHT MANAGEMENT

Average per category = 4%

How we created these profiles:

PRICE SENSITIVE Top 2 box Price importance (4 or 5, important/very important) PLUS current cost-of-living action is ‘I buy cheaper versions’

PREMIUM Top 2 box Premium importance (4 or 5, important/very important) PLUS top 2 box (4 or 5 agree/strongly agree) for ‘don’t mind pay more for better’

HEALTH Top 2 box Health importance (4 or 5, important/very important) PLUS willing to pay more for healthy options

SUSTAINABILITY Top 2 box Sustainability importance (4 or 5, important/very important) PLUS willing to pay more for sustainable options

EXPLORATORY Top 2 box Innovation importance (4 or 5, important/very important) PLUS will ‘usually look around and open to try something new or different’

For details on measures used please contact us..

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

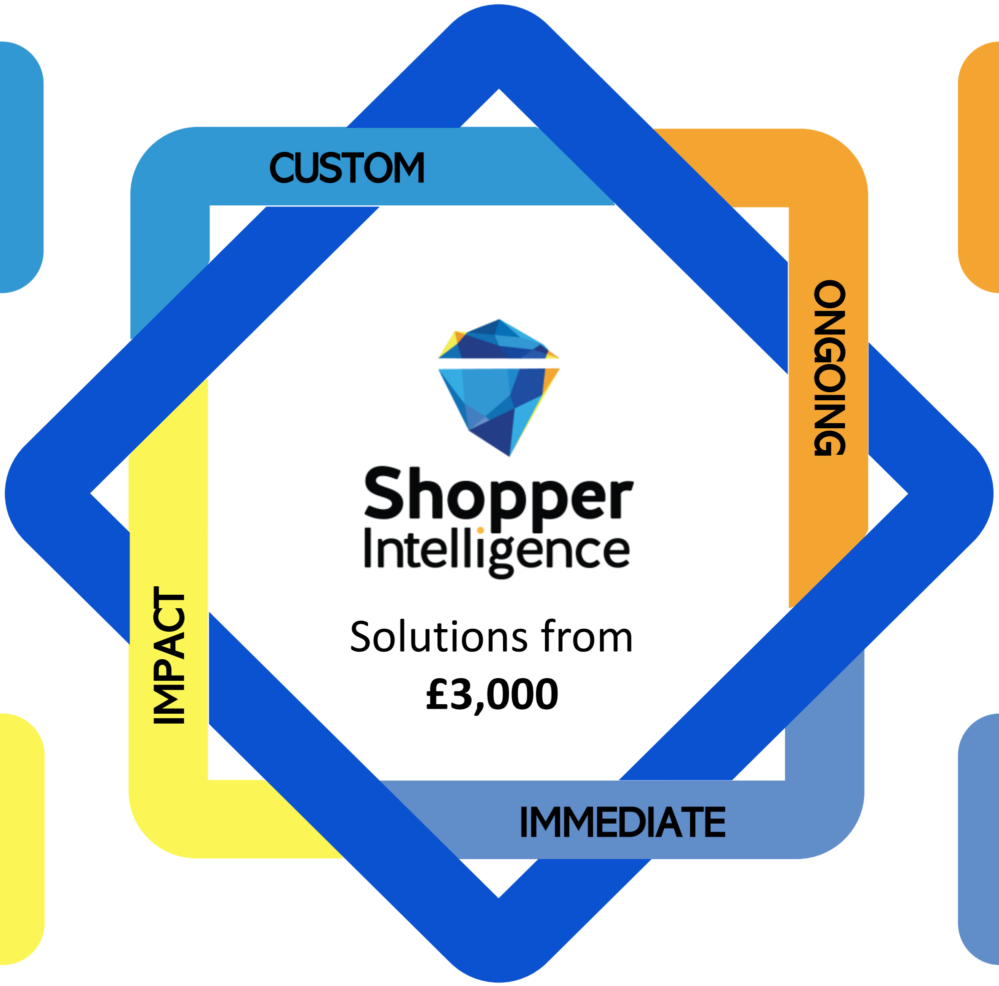
We are shopper and category experts with 20+ years' supplier side experience to Category Director level, working strategically with retailers to deliver with impact

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

Schedule a call with us to discuss your specific requirements

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Shopper Intelligence