nielsen

SHOPPER TRENDS

SAMPLE REPORT

Nielsen Shopper Practice
Year:2013-14

INTRODUCING SHOPPER TRENDS

Shopper Trends provides a comprehensive overview of the grocery retail environment trends, banner equity tracking and in-depth analysis of changing shopping patterns, attitudes and behaviour in over *50 markets globally.

CHANNEL DYNAMICS

RETAILER PERFORMANCE

SHOPPER INSIGHTS

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SHOPPER TRENDS IS PRESENT IN OVER 50 COUNTRIES

Western Europe		Central & Eastern Europe		Middle East & Africa	Asia Pacific		North America
Austria	Norway	Belarus	Lithuania	Egypt	Australia	New Zealand	Canada
Belgium	Portugal	Bosnia	Poland	Israel	China	Philippines	
Denmark	Spain	Bulgaria	Romania	Morocco	Hong Kong	Singapore	
Finland	Sweden	Croatia	Russia	Saudi Arabia	India	Taiwan	
France	Switzerland	Czech Republic	Serbia	South Africa	Indonesia	Thailand	
Germany	UK	Estonia	Slovakia	UAE	Korea		
Ireland	Turkey	Greece	Slovenia	Qatar	Malaysia		
Italy		Hungary	Ukraine	Oman	Vietnam		
Netherlands		Latvia	Kazakhstan	Nigeria			

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UNDERSTAND SHOPPERS ACROSS MARKETS

Provides a 360 view of channel, retail and shopper patterns & behaviour

Channel Dynamics

- What are the retail scene changes year-on-year?
- Shopping mission by channel? Where do they shop most often?
- Frequency of visit? Total monthly grocery spend?
- Average number of stores visited? Where is most of the budget spent?

Retailer Performance

- Which retailers have the strongest store equity?
- Which retailers have the strongest relationship with shoppers?
- Which areas should the retailer focus on to increase commitment levels?
- How shoppers rate retailers on key drivers of satisfaction and loyalty?
- What are the key factors that differentiate on retailer from another?

Shopper patterns

- Are shoppers price sensitive and aware of price changes?
- How do shoppers react to rising food prices?
- Private label purchase and drivers of behaviour?
- Online shopping incidence and drivers of behaviour?
- Green products purchase behaviour and willingness to pay more?
- Loyalty card ownership and preferred benefits?
- Shopper segmentation (*6 global segments identified*)

Shopper Trends ▶ 2013-14 ▶ 50+ markets

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APPLICATIONS ARE BROAD AND VARIED

RETAILERS

- To quantify market potential and assess market entry opportunities
- To benchmark your performance and understand strengths and weaknesses
- To develop strategies to increase shopper loyalty and spending

MANUFACTURERS

- To understand retailers' business & build stronger relationships
- To build retailer-relevant marketing based on shopper insight
- To work with retailers' to improve shopper loyalty and store equity

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RESEARCH DESIGN

GAIN A COMPREHENSIVE VIEW

The ability to identify and respond rapidly to shifts in shopper attitudes and behaviour is critical. Stay ahead of the curve to win in this hyper-competitive share chase. ***Know your shopper, grow your business.***

PROJECT METHODOLOGY

Research Design

- **Collection Method:**
- **Scope:**
- **Field Dates:**
- **Target Respondents:**
- **Eligibility:**

Available Coverage

- **Sample: n**

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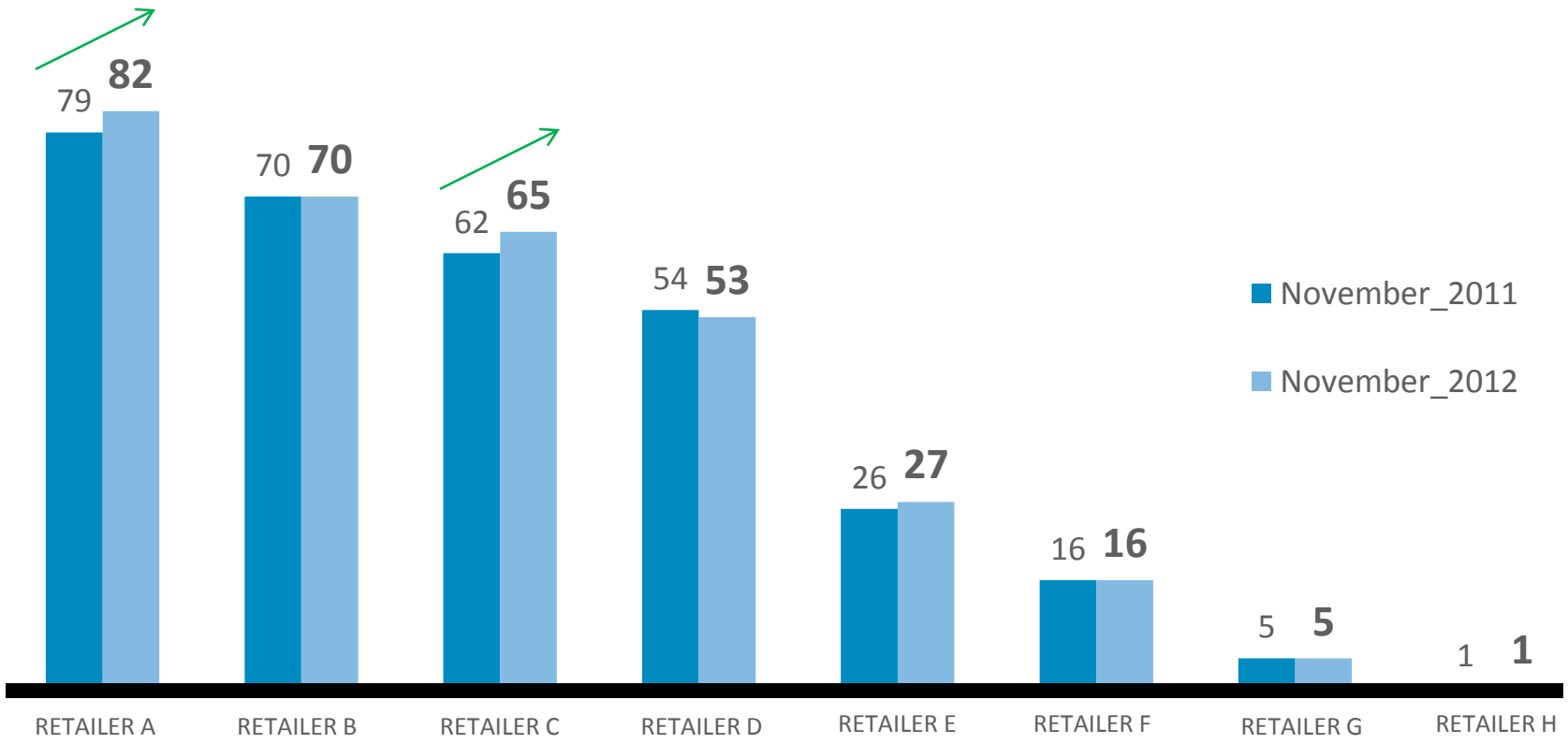
ILLUSTRATIVE EXAMPLES

EXAMPLE

UNDERSTANDING CHANNEL DYNAMICS

Growth of hypermarket outlets



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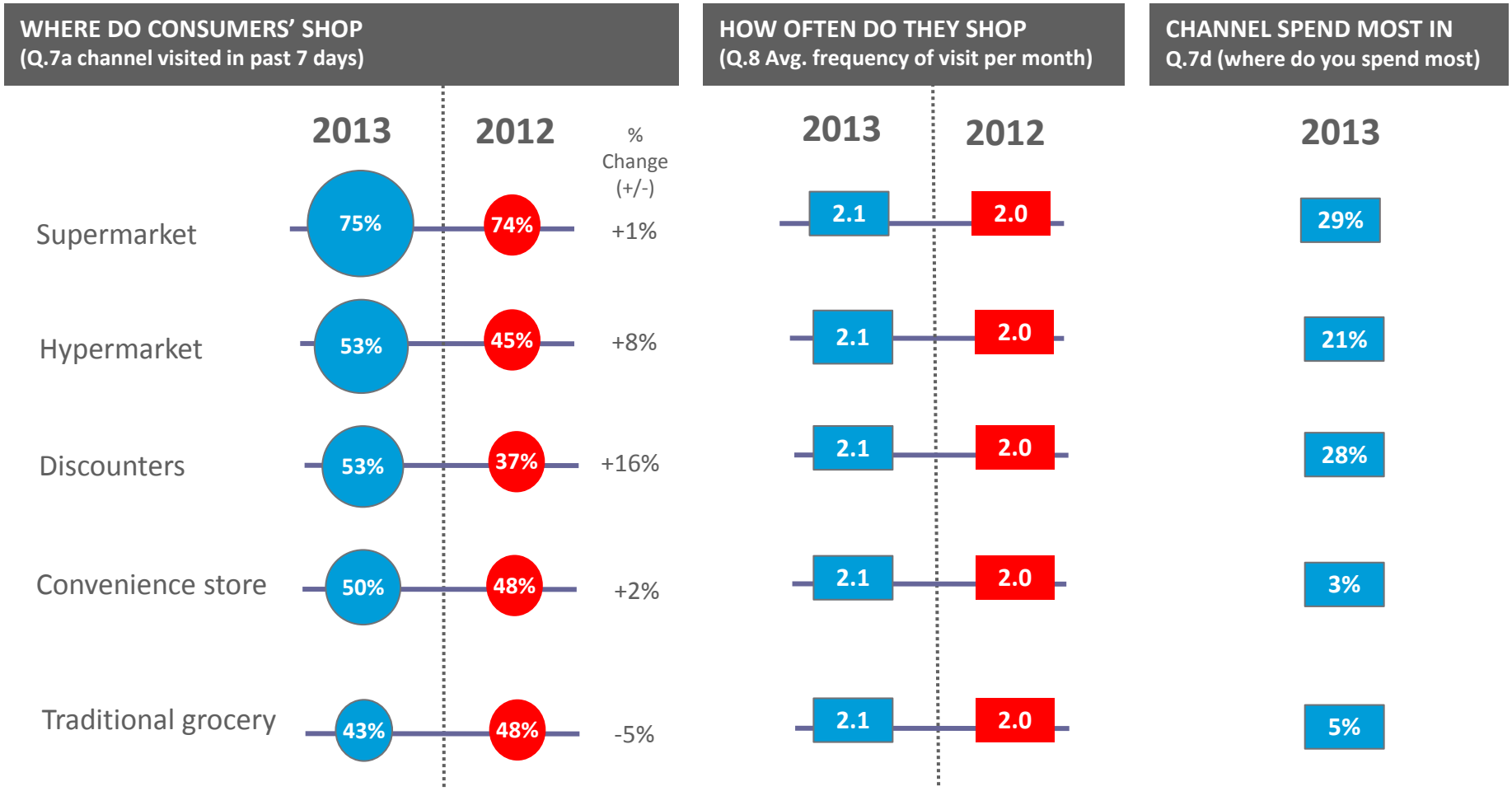
EXAMPLE

UNDERSTANDING CHANNEL DYNAMICS



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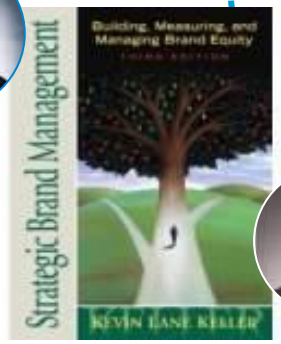
WINNING BRANDS™

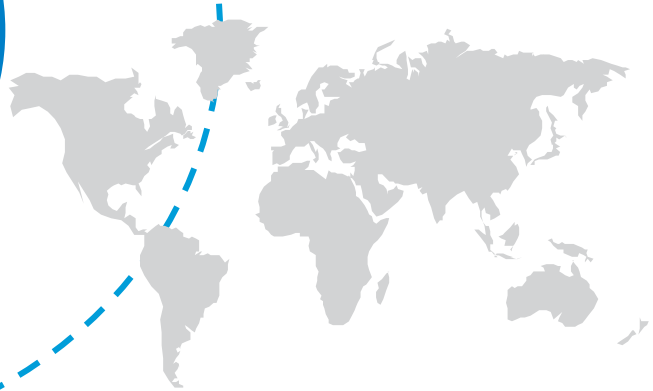
The Winning Brands™ model is Nielsen's proprietary approach to monitor brand equity and brand condition. In the Shopper Trends study this methodology is used to understand the complexity of retailer choice and to identify the brand equity of retailer chains.

This methodology was developed jointly with award winners and brand equity experts: Prof. Kevin L. Keller and Prof. John Roberts.



'Winning Brands'
Brand Equity
Model

A huge benchmarking database across various sectors and categories.



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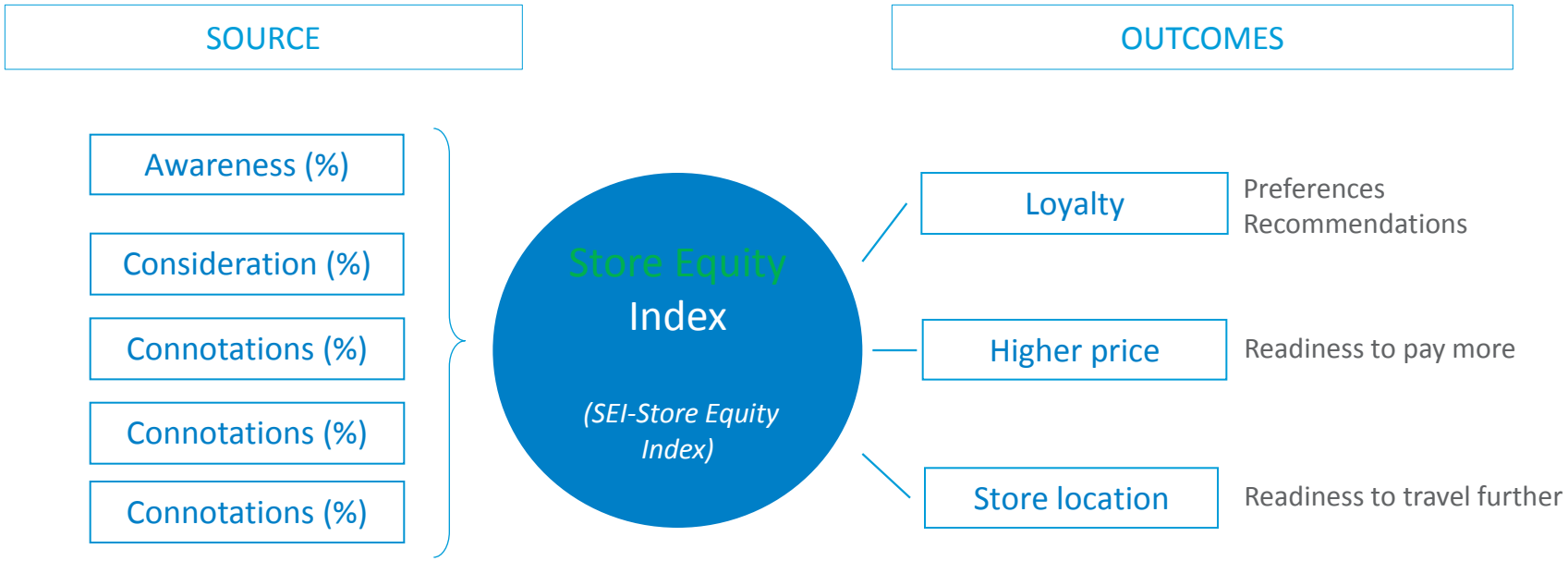
WINNING BRANDS STORE EQUITY MODEL

What is brand equity and what are its key elements?

The Store Equity Model allows us to deconstruct the sources of brand equity in order to understand its key components.

The Store Equity Index is determined by the outcomes reflecting the high brand equity in reality: the emotional value as well as motivation to pay a higher price and to travel to the store.



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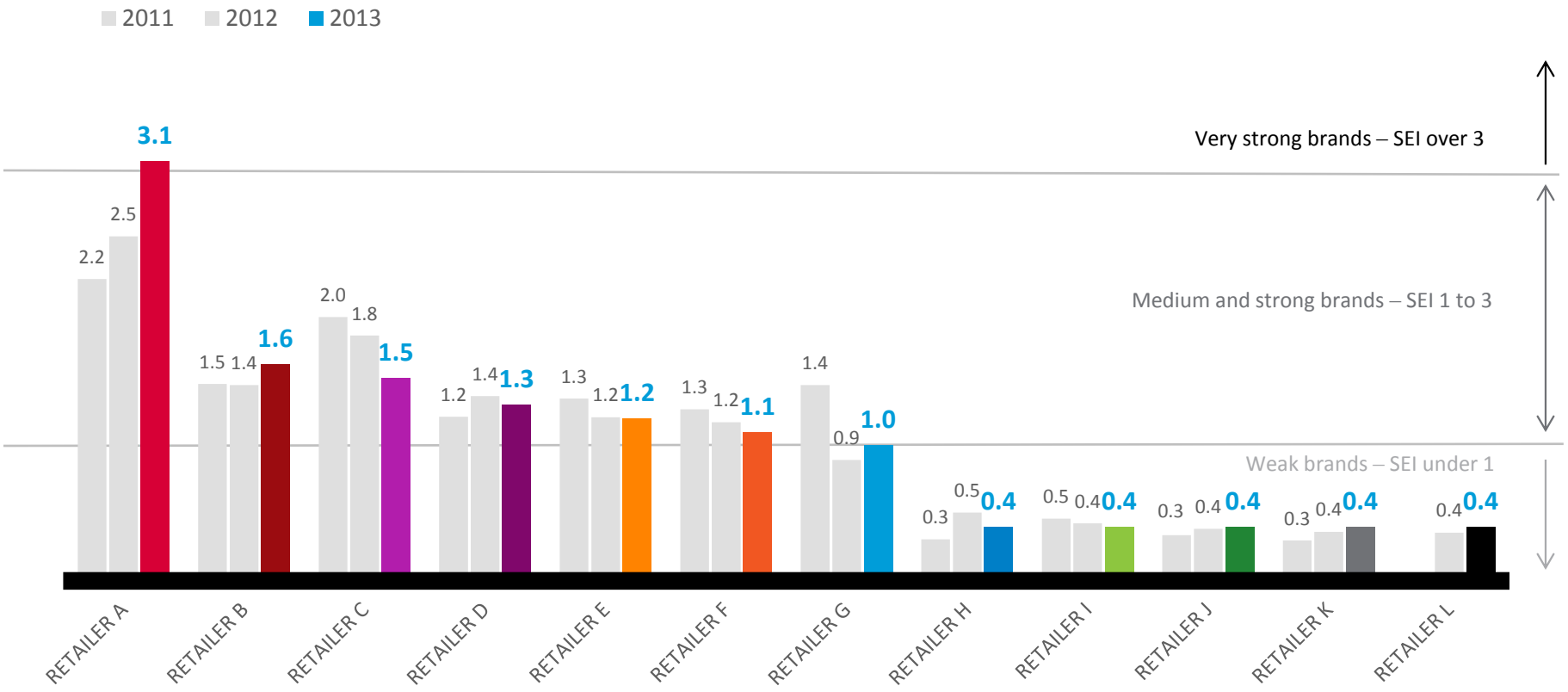
EXAMPLE

THE STRENGTH OF KEY RETAILER BRANDS

STORE EQUITY INDEX



Base: All HM/SM shoppers (2011 n=1500, 2012 n=1500, 2013 n=1512)

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EXAMPLE

STRENGTH OF RELATIONSHIP WITH SHOPPERS

STORE RELATIONSHIP TIERS – ACROSS RETAILERS

Base: All HM/SM shoppers, 2013 (n=1475)
Ref: Q11abcd/Q12a/Q13abcd

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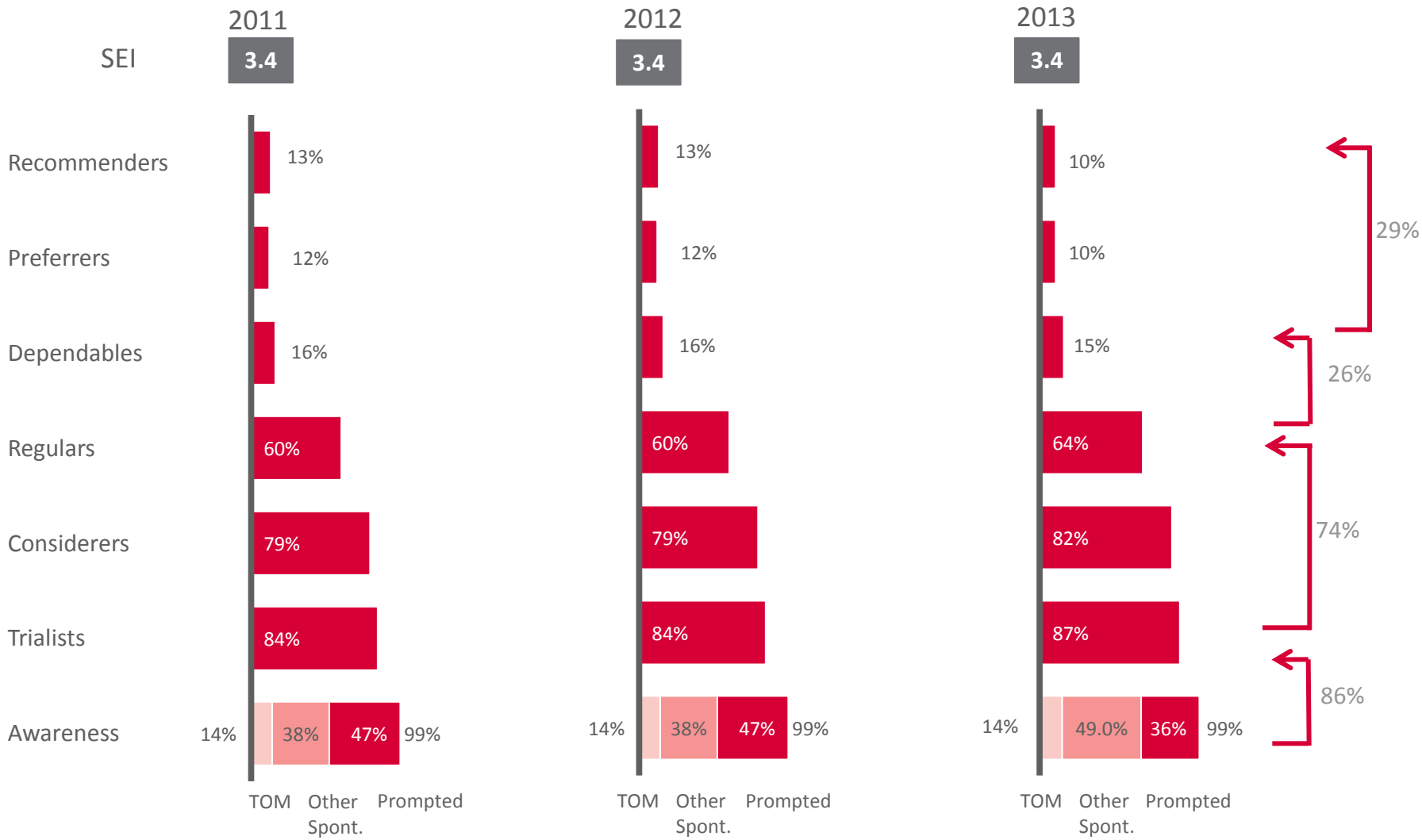
EXAMPLE

STORE RELATIONSHIP TIER – OVER TIME



Base: All HM/SM shoppers. 2011 (n=1439), 2012 (n=1475), 2013 (n=1475)
Ref: Q11abcd/Q12a/Q13abcd

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BRAND EQUITY COMPONENTS

BRAND EQUITY COMPONENTS

	2013	2012
Awareness	15%	14%
Consideration	19%	21%

Awareness and Consideration information enable us to explain how differentiated is the market. The lower the Consideration and Awareness combined %, the more fragmented is the market

Large format and a wide choice	14%	15%
Price and value for money	14%	13%
Product quality	14%	13%
Convenience, efficient service	12%	12%
Accessibility	12%	12%

As may be expected, consumers expect that the store will offer **good value for money.**
Attractive promotions and deals, as well as **private labels** might enhance the perception of the chain as offering good value for money.

Shoppers attach importance not only to the **quality of ready-made dishes and fresh products** but also to a **wide selection** of such products.

Shoppers expect to be able to **find the required products easily**, that **customer service** will be **good** and **checkout payments** will be **efficient**.

Store locations are also important for shoppers: this involves **proximity to their home** as well as **convenient access**. Additionally, **long opening hours** enhance the impression of accessibility.

Base: All HM/SM shoppers, 2013 (n=1512)
Ref: Q 11a/Q11b/Q11c, Q12a, Q18

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EXAMPLE

BUILDING BLOCKS OF BRAND EQUITY COMPONENT

Large format and a wide choice (14%)	Price and value for money (14%)	Product quality (12%)	Convenience, efficient service (14%)	Accessibility (12%)
Everything I need in one shop	Food and groceries are good value for money	It has high quality premium brands/products	A place where I can find things I need easily and quickly	It has a good location, convenient to get to
It has a wider selection of products	It has low prices on most products	It has quality fresh foods	Staff provides excellent service	Long opening hours
Always have what I need in stock	It provides really good deals and promotions	It has high quality ready-made dishes (for reheating)	Efficient service at checkouts	
Well presented product displays	It has own brands which represent a good alternative to manufacturer brands	A wide selection of fruit and vegetables	Parking is easy	
Provide enjoyable shopper experience		A wide selection of fresh fish and meats	Runs its loyalty programmes to reward shoppers	
The store is spacious		It has a wide selection of health foods and organic foods		
The store has a pleasant atmosphere		The store is clean/hygienic		
It is first to provide new products on the market				

Base: All HM/SM shoppers, 2013 (n=1512)
Ref: Q18

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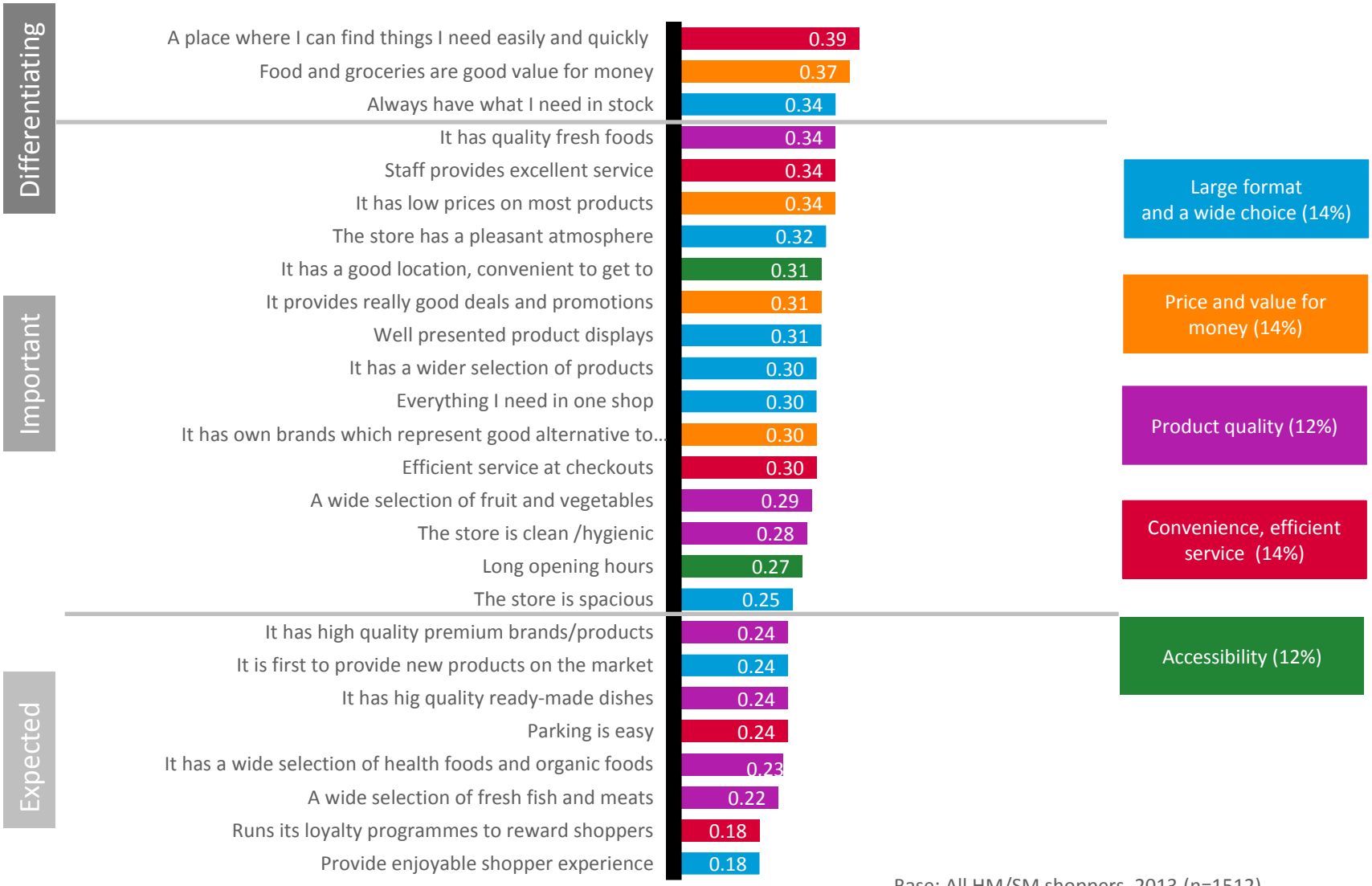
EXAMPLE

WHAT MATTERS TO SHOPPERS

IMPORTANCE OF ATTRIBUTE RANKING



Base: All HM/SM shoppers, 2013 (n=1512)
Ref: Q18

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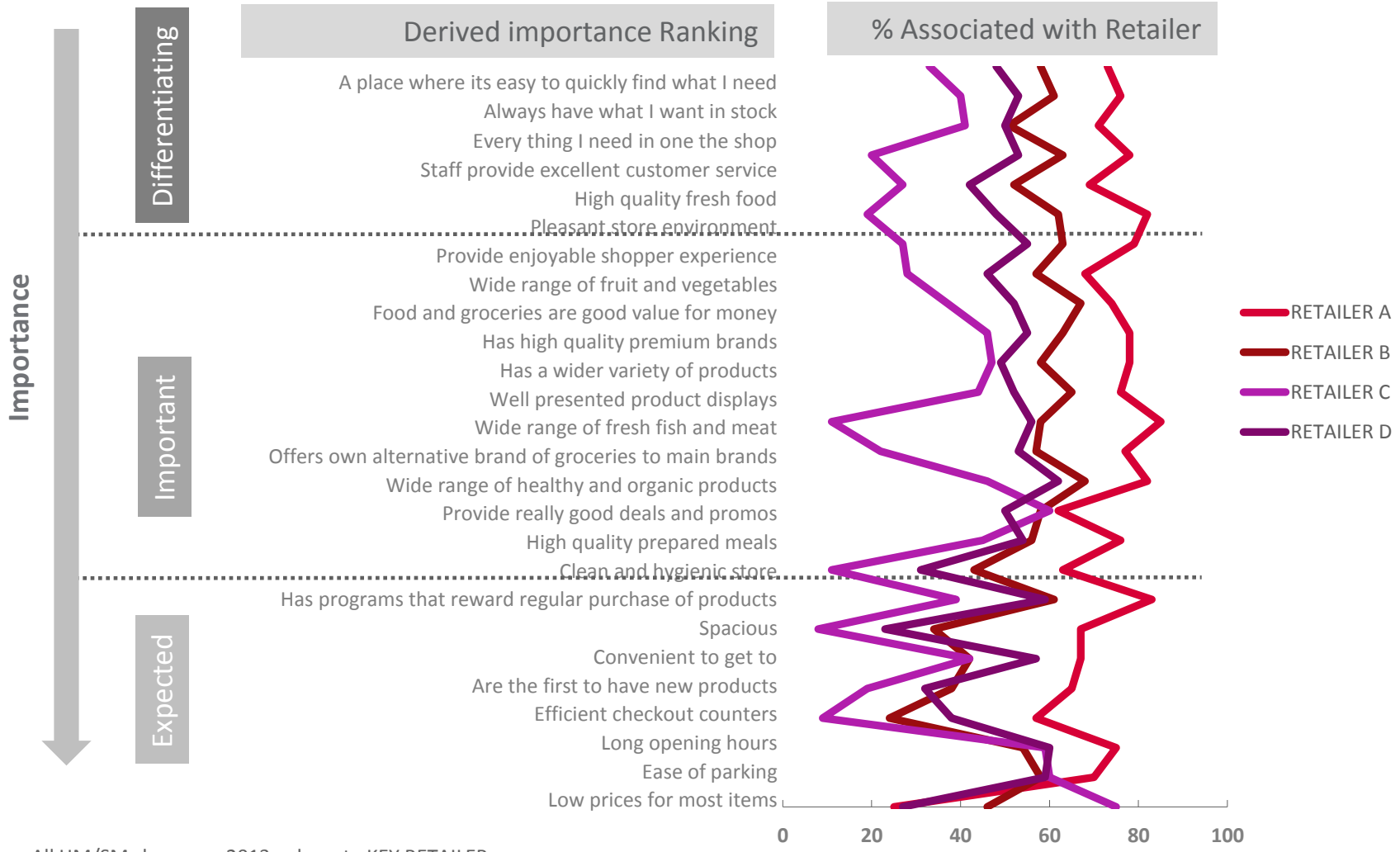
EXAMPLE

HOW KEY RETAILERS ARE PERFORMING

RELATIVE RETAILER PERFORMANCE ON STORE ATTRIBUTES



Base: All HM/SM shoppers, 2013 who rate KEY RETAILER.
Ref: Q18

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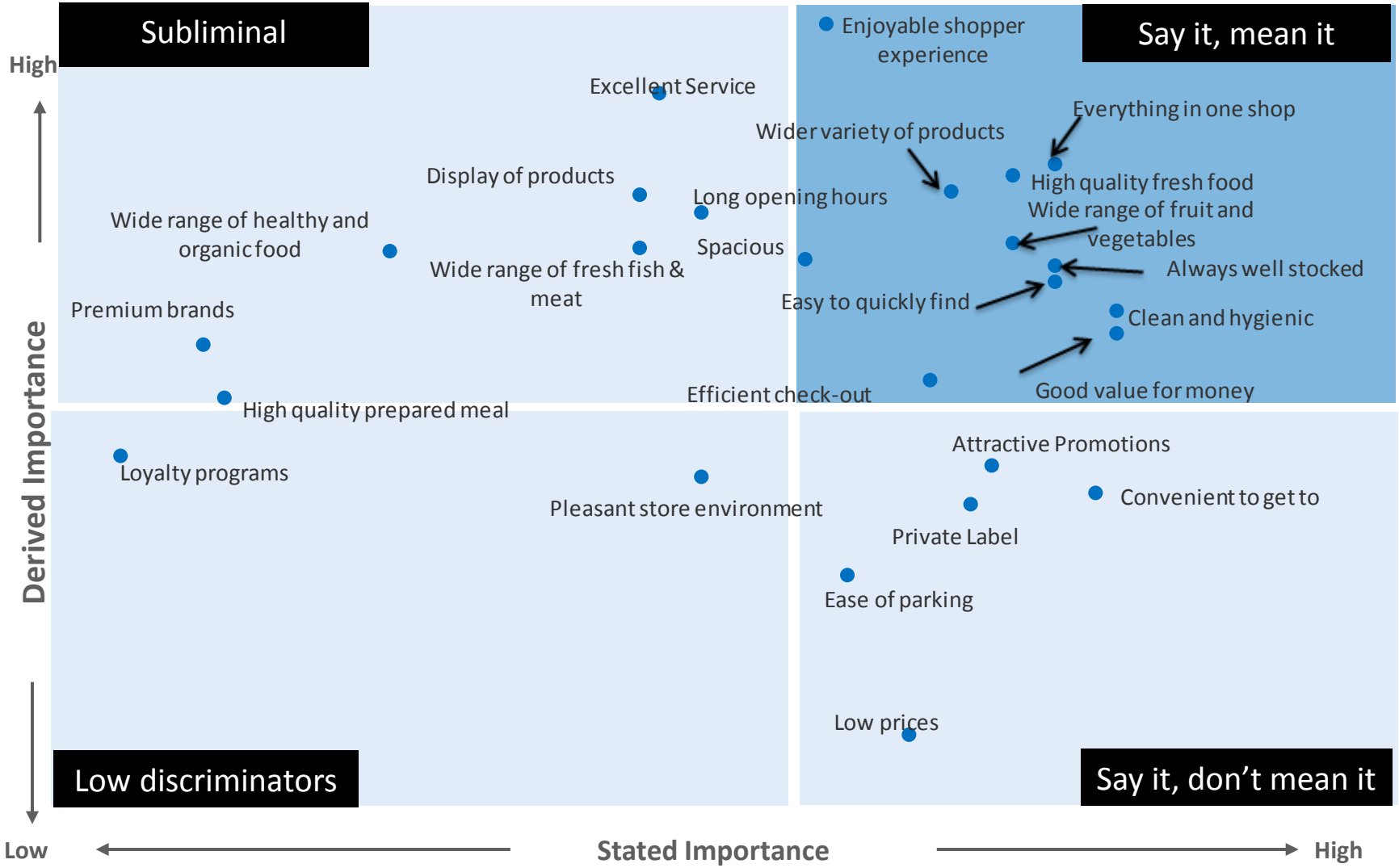
EXAMPLE

COMPARING STATED VS. DERIVED

PINPOINT CRITICAL AREAS FOR ACTION



Base: All HM/SM shoppers (n=1512)
Ref: Q16

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PROFILES OF RETAILERS' MAIN CUSTOMERS

	TOTAL	Retailer A	Retailer B	Retailer C	Retailer D	Retailer E	Retailer F	Retailer G
GENDER*								
Men	36%	35%	41%	36%	40%	45%	38%	31%
Women	64%	65%	59%	64%	60%	55%	62%	69%
AGE*								
18-24 y.o.	10%	12%	8%	11%	8%	11%	11%	7%
25-34 y.o.	24%	27%	22%	20%	17%	31%	23%	26%
35-49 y.o.	28%	26%	32%	36%	27%	30%	16%	39%
50-65 y.o.	38%	36%	38%	32%	48%	28%	49%	29%
HOUSEHOLD INCOME								
Low (up to PLN 1500)	18%	19%	7%	13%	17%	17%	9%	18%
Medium (PLN 1500–4500)	53%	53%	57%	59%	49%	55%	58%	48%
High (over PLN 4500)	19%	16%	20%	18%	26%	20%	28%	23%
EDUCATION*								
Primary	14%	17%	10%	10%	20%	16%	22%	8%
Vocational	24%	25%	24%	20%	19%	21%	23%	27%
Secondary	39%	38%	32%	47%	37%	36%	37%	42%
Higher	23%	20%	34%	23%	23%	27%	18%	22%

Distinctive results:
High
Low

**Quotas for total sample by age, gender, education*
Base: Shoppers shopping most often at a particular outlet of

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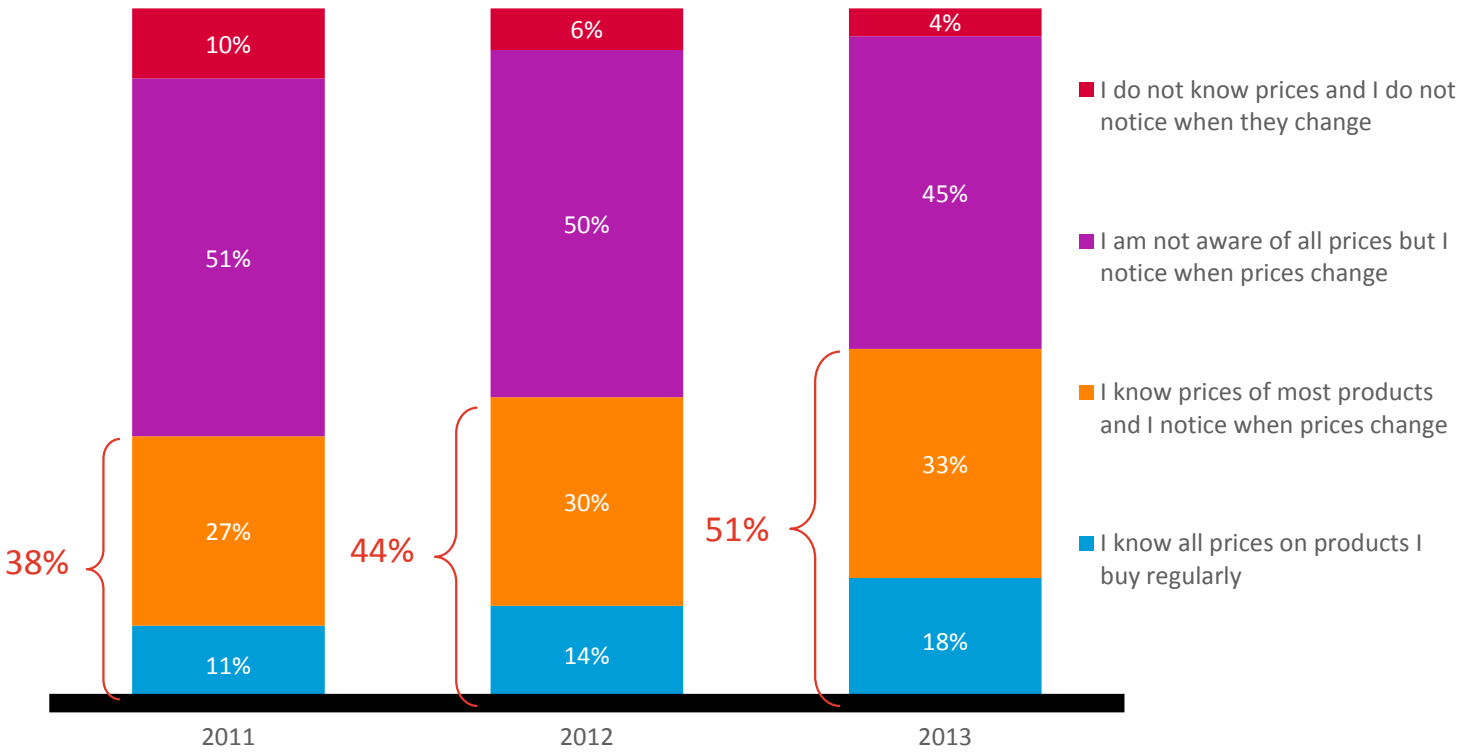
EXAMPLE

ARE SHOPPERS' AWARE OF PRICE CHANGES?

PRICE AWARENESS



Base: All HM/SM shoppers, 2011(n=1512), 2012 (n=1512) 2013 (n=1512)
Ref: Q24

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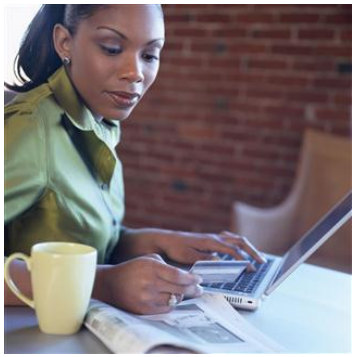
EXAMPLE

6 GLOBAL SHOPPER SEGMENTS

Fresh & Frequent Enthusiast

I like to shop everyday to provide fresh and healthy food for my family

Smart Pragmatist



I know how to get maximum value out of a shopping trip

Frugal Focused Budgeters

I buy only what I want, and can accommodate within my budget

Evolved Healthy Enthusiast

I know the benefits of good products and will spend to get them

Quality Focused Spenders

I pick up the best of everything, price is no issue

Price & Promo Obsessed

There is always a cheaper alternative or a better deal

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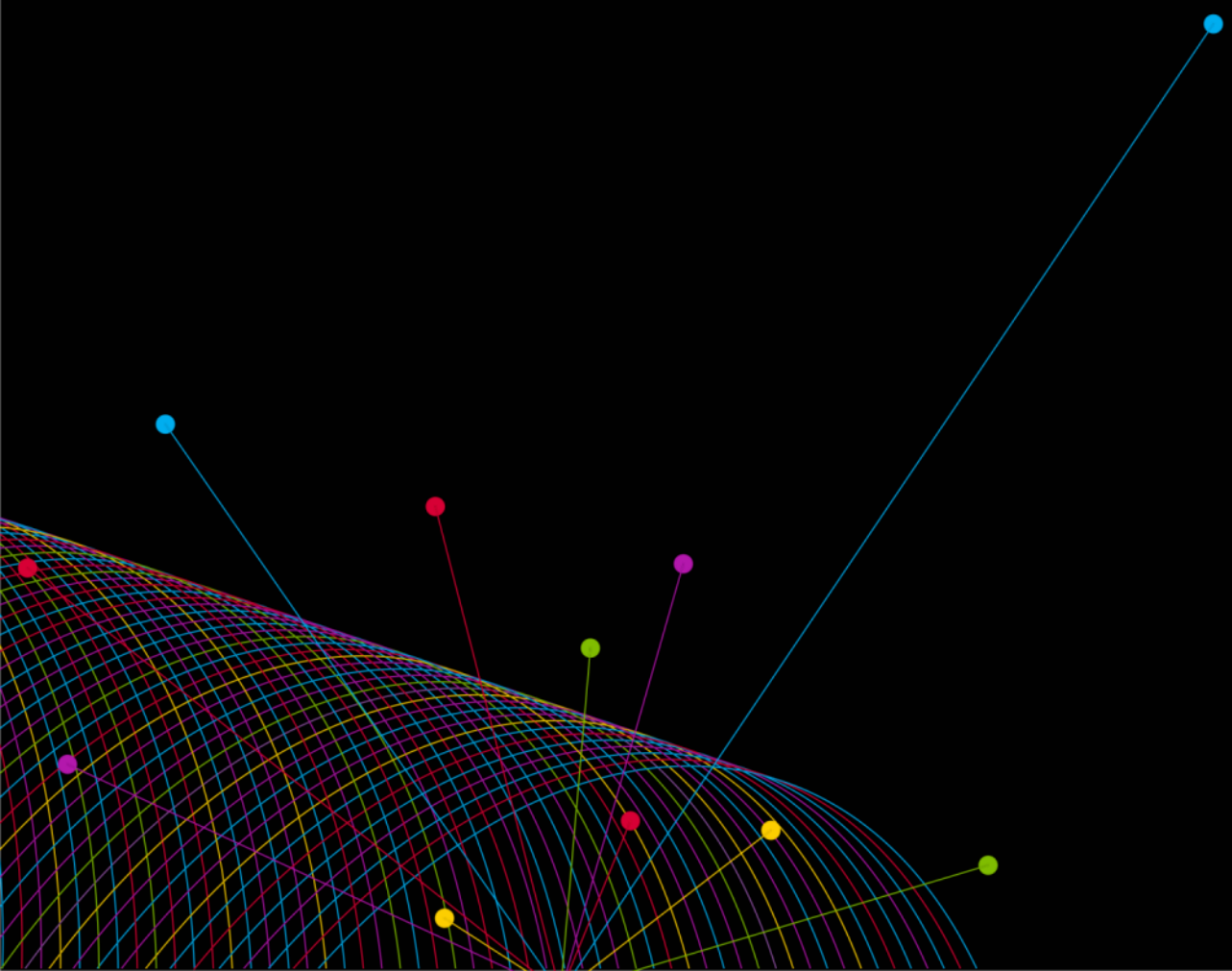
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OF THE CONSUMER™