Category Fundamentals

Mockup Report
Output examples

How do shoppers **PLAN**?

How do they choose the **PLACE**?

How do they **PURCHASE**?

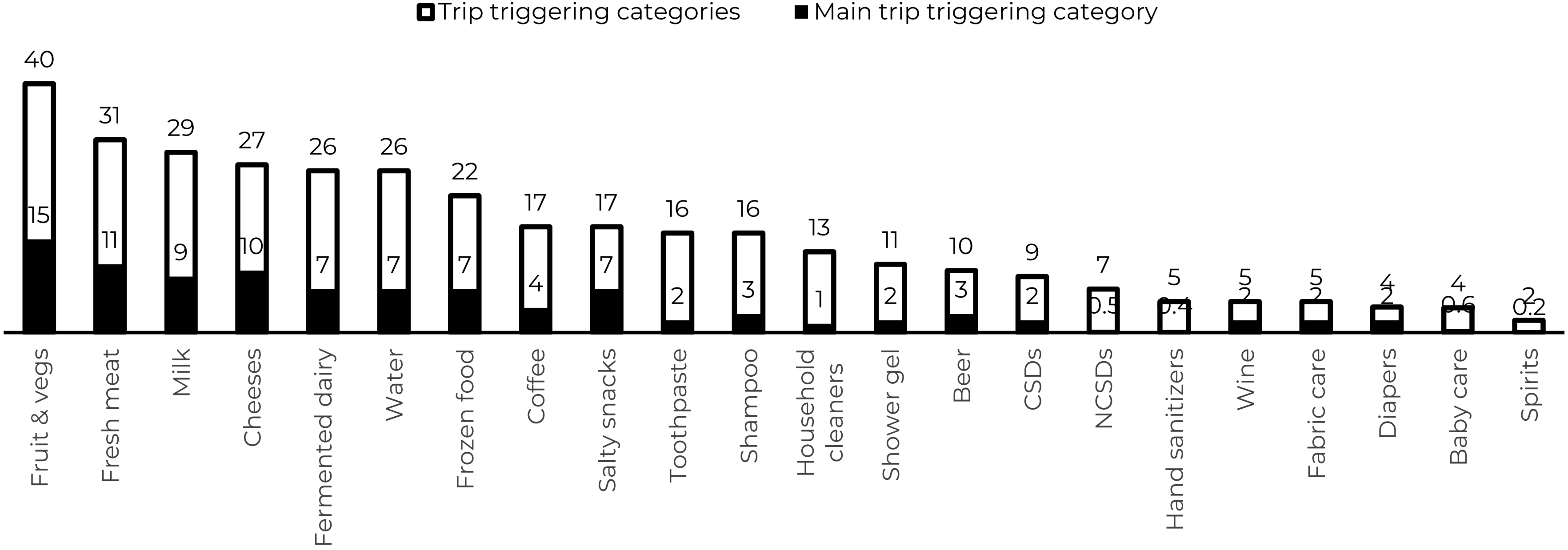
How often are categories pre-planned vs. purchased on impulse?
How detailed is the planning and what can be influenced in store?
How much effort do shoppers make to choose what to buy?

Trigger categories

Over half of shopping trips are triggered by the need for fresh food, dairy products and water

Output example

% grocery shoppers, last shopping trip



Base: all respondents (n=3312)

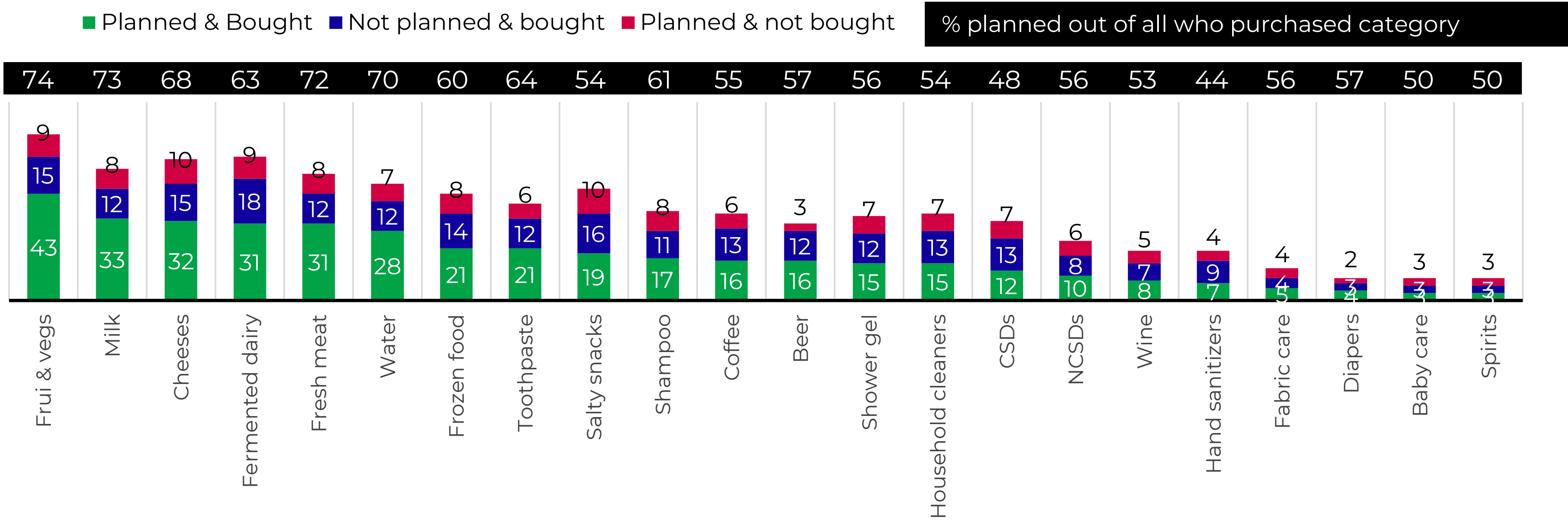
Ref: Q20a. Of the categories you bought, which of these would you say triggered the need for this trip or for accessing the online store/ mobile app? Q20b. Which would you say was the main trigger?

Planning & purchase – last shopping trip

Basic food categories and water were mostly pre-planned.

Output example

% grocery shoppers, last shopping trip



green/ red = higher/ lower than CPG average (statistically significant at 95% confidence)

Base: all respondents (n=3312)

Ref: Q8. Which of the following food, grocery and personal care items did you buy on this most recent shopping trip? Q9. Which categories had you planned on buying, before you reached the store?

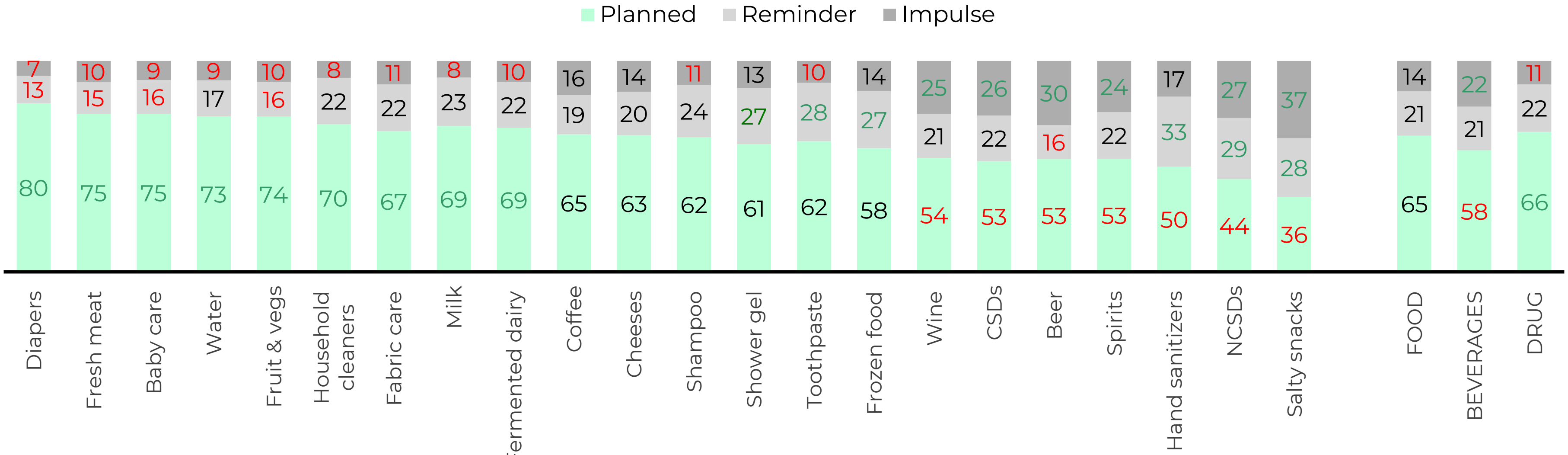
Planning vs Impulse

(last trip when category was purchased)

Output example

Impulse categories are soft beverages and alcoholic drinks, as well as salty snacks.

% of past 4 months category shoppers,
last trip when they bought the category



Planned	= Needed and planned to buy before arriving at store
Reminder	= Needed, but only recalled need once in store
Impulse	= Didn't specifically need, but decided to buy once in store

green/ red = higher/ lower than CPG average (statistically significant at 95% confidence)
Base: n=280-290 respondents per category (category buyers in the past 4 weeks)
Ref: Q25. Last time you purchased <CATEGORY> how would you describe your level of planning?

Output example

When a food category is purchased, chances are that it was already on the shopping list.

But can you still influence choices in these categories?

Planning vs impulse (1/2)

Even in categories that are often pre-planned, some decisions are made in store. Brand is more likely to be pre-planned for water, CSDs and coffee.

Output example

% category buyers, last trip	Cheeses	Milk	Fermented dairy	Salty snacks	Fresh meat	Fruit & vegs	Frozen food	Water	CSDs	NCSDs	Beer	Coffee	Wine	Spirits
Planned purchase	63	69	69	36	75	74	58	73	53	44	53	65	54	53
-Wanted category, decided details at shelf	52	41	50	61	67	68	59	32	43	55	48	45	50	42
-Brand	15	31	22	19	9	8	13	36	34	27	30	33	25	26
-Variety / type	8	18	14	9	7	14	10	12	20	13	11	13	16	22
-Flavour / fragrance	4	6	3	7	5	3	3	3	7	11	3	9	14	14
-Pack type	13	16	7	5	3	2	4	19	14	9	12	10	13	21
-Pack size	12	15	9	5	9	4	9	20	20	12	9	11	12	20
-No. of items to buy	10	21	18	13	9	11	17	22	24	17	16	26	22	18
-Budget	10	9	8	10	9	6	9	8	11	11	9	11	14	17
-Product origin	9	9	7	7	6	9	7	5	6	6	5	8	9	15
Reminder purchase	20	23	22	28	15	16	27	17	22	29	16	19	21	22
Impulse purchase	14	8	10	37	10	10	14	9	26	27	30	16	25	24

green/ red = higher/ lower than CPG average (statistically significant at 95% confidence)
Base: n=280-290 respondents per category (category buyers in the past 4 weeks)
Ref: Q26. You said that you planned to buy <CATEGORY> before you arrived at the store. What specifically did you plan for this item?

Planning vs impulse (2/2)

Even in categories that are often pre-planned, some decisions are made in store. Brand is more likely to be pre-planned for fabric care, shampoo and diapers

Output example

% category buyers, last trip

	Fabric care	Shampoo	Shower gel	Toothpaste	Household cleaners	Baby care	Diapers	Hand sanitizers
Planned purchase	**67**	62	61	62	**70**	**75**	**80**	**50**
-Wanted category, decided details at shelf	47	**35**	54	47	42	**37**	**28**	51
-Brand	**31**	**38**	25	30	27	31	**50**	24
-Variety / type	**22**	18	14	**23**	**30**	**30**	19	12
-Flavour / fragrance	**17**	12	10	6	**14**	10	6	**14**
-Pack type	**18**	15	15	11	12	12	**18**	14
-Pack size	12	12	11	**9**	12	15	**22**	**20**
-No. of items to buy	21	16	14	17	23	**29**	**35**	22
-Budget	13	11	10	**9**	13	16	13	12
-Product origin	8	6	**1**	**2**	**4**	10	5	8
Reminder purchase	22	24	27	**28**	22	**16**	**13**	**33**
Impulse purchase	**11**	**11**	13	**10**	**8**	**9**	**7**	17

green/ red = higher/ lower than CPG average (statistically significant at 95% confidence)

Base: n=280-290 respondents per category (category buyers in the past 4 weeks)

Ref: Q26. You said that you planned to buy <CATEGORY> before you arrived at the store. What specifically did you plan for this item?

Shopping missions

Meal preparation is the top shopping mission. Large stock-up and pantry top-up are less present among young adults, who are, on the other hand, more likely to buy for on-the-go or to shop for urgent needs.

Output example

% missions out of shopping trips, most recent trip

	Total	18-24 y.o.	25-34 y.o.	35-44 y.o.	45-59 y.o.
Meal preparation	25	20	23	21	20
Regular stock-up	18	12	21	19	26
Pantry top-up	14	10	15	16	19
Everyday needs	11	12	8	11	9
For on-the-go	7	12	10	10	4
Urgent needs	7	10	9	9	6
Promo shopping	6	2	5	5	6
Leisure shopping	6	7	3	4	5
Special occasion	4	8	3	3	2
For indulgence	3	6	3	3	2

green/ red = higher/ lower than rest of the population (statistically significant at 95% confidence)

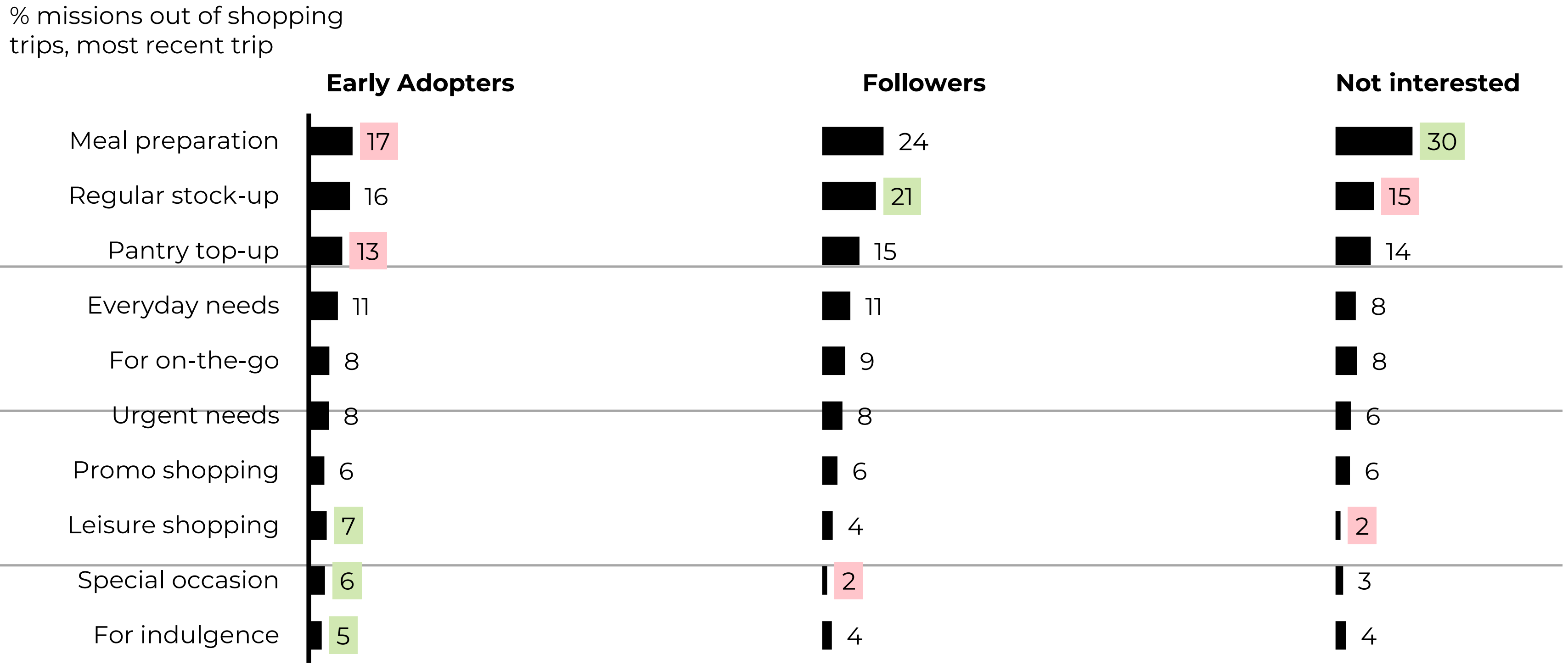
Base: Total (n=3312), 18-24 (n=459), 25-34 (n=1091), 35-44 (n=941), 45-59 (n=821)

Ref: Q17. Which of the following best describes the type of shopping trip this most recent shopping occasion was?

Shopping missions by type of shopper

Early adopters are more likely to shop for pleasure: to treat themselves or just to pass the time.

Output example



green/ red = higher/ lower than rest of the population (statistically significant at 95% confidence)

Base: Early Adopters (n=1021), Followers (n=1525), Not interested (n=766)

Ref: Q17. Which of the following best describes the type of shopping trip this most recent shopping occasion was?

Purchases by shopping mission

Large stock-up had the largest number of items purchased, while special occasion, leisure shopping and indulgence shopping were more likely to have just one.

Output example

% mission out of all trips (most recent)		18	14	11	25	7	7	6	4	6	3
% of grocery shoppers	**Total**	**Large stock-up**	**Pantry top-up**	**Everyday needs**	**Meal preparation**	**Urgent shopping**	**For on-the-go**	**Promo shopping**	**Special occasion**	**Leisure shopping**	**For indulgence**
1 category	11	4	8	11	6	16	13	15	26	19	22
2 categories	5	3	7	6	4	15	12	8	5	6	9
3 categories	12	3	13	16	11	16	14	16	9	13	17
4 categories	12	4	10	15	13	9	12	13	11	6	11
5 categories	9	4	15	7	15	7	8	3	6	10	7
6 categories	6	9	8	8	9	6	6	5	6	1	7
7 categories	7	9	9	5	6	4	7	6	5	7	2
8 categories	8	8	5	5	8	6	4	5	8	6	7
9 categories	5	10	7	5	6	4	4	4	1	8	2
10 categories	5	9	7	4	5	5	4	8	3	7	1
11+ categories	21	37	11	18	17	12	17	17	19	16	15

green/ red = higher/ lower than CPG average (statistically significant at 95% confidence)

Ref: Q8. Which of the following food, grocery and personal care items did you buy on this most recent shopping trip? Q17. Which of the following best describes the type of shopping trip this most recent shopping occasion was?

Impulse purchases by shopping mission

Large stock-up, due to having more categories purchased, also had more of those on impulse.

Output example

% mission out of all trips (most recent)		18	14	11	25	7	7	6	4	6	3
% of grocery shoppers, by categories bought unplanned in the last trip	**Total**	**Large stock-up**	**Pantry top-up**	**Everyday needs**	**Meal preparation**	**Urgent shopping**	**For on-the-go**	**Promo shopping**	**Special occasion**	**Leisure shopping**	**For indulgence**
None (Bought only planned)	67	67	72	69	69	69	65	62	58	63	59
1 category	9	4	3	5	5	11	8	10	16	12	16
2 categories	2	2	4	1	2	8	5	4	1	2	6
3 categories	5	3	5	5	4	5	5	4	8	7	12
4 categories	2	2	3	3	3	0	6	4	1	1	3
5 categories	2	1	2	1	2	2	0	1	1	4	2
6 categories	2	3	1	2	1	1	1	2	1	3	1
7 categories	2	1	3	2	3	1	1	2	1	1	3
8 categories	1	1	1	1	1	2	2	2	3	1	1
9 categories	1	3	1	1	2	1	1	2	0	1	1
10 categories	0	0	2	2	1	0	2	1	0	2	2
11+ categories	10	15	4	8	14	3	4	9	12	10	7

green/ red = higher/ lower than CPG average (statistically significant at 95% confidence)

Ref: Q8. Which of the following food, grocery and personal care items did you buy on this most recent shopping trip? Q9. Which categories had you planned on buying, before you reached the store or accessed the online store/ mobile app? Q17. Which of the following best describes the type of shopping trip this most recent shopping occasion was?

Categories by shopping mission (1/2)

Meal preparation is more likely to involve fresh produce and dairy products. Wine and spirits are more special occasion categories.

Output example

% mission out of all trips (most recent)		18	14	11	25	7	7	6	4	6	3
% of grocery shoppers, by categories bought in the last trip	**Total**	**Large stock-up**	**Pantry top-up**	**Everyday needs**	**Meal preparation**	**Urgent shopping**	**For on-the-go**	**Promo shopping**	**Special occasion**	**Leisure shopping**	**For indulgence**
Cheeses	49	68	72	47	50	35	41	45	35	44	37
Milk	46	57	44	48	48	42	30	40	38	40	33
Fermented dairy	47	63	47	40	54	39	46	42	38	44	37
Salty snacks	37	41	34	36	34	34	40	34	40	44	50
Fresh meat	43	61	34	40	45	35	33	41	42	40	36
Fruit & vegs	60	78	64	60	69	52	51	53	45	52	41
Frozen food	36	49	29	38	37	28	31	37	36	34	30
Water	37	48	40	33	40	37	33	30	27	34	27
CSDs	25	25	20	20	26	22	24	19	29	23	23
NCSDs	17	21	15	14	16	12	20	13	16	18	17
Beer	27	35	20	27	27	22	20	23	27	23	23
Coffee	30	44	27	24	31	23	24	30	20	33	25
Wine	13	14	6	15	11	10	14	13	24	13	16
Spirits	4	5	5	4	5	6	8	5	14	7	9

green/ red = higher/ lower than CPG average (statistically significant at 95% confidence)

Ref: Q8. Which of the following food, grocery and personal care items did you buy on this most recent shopping trip? Q17. Which of the following best describes the type of shopping trip this most recent shopping occasion was?

Categories by shopping mission (2/2)

Drug categories are highly associated with large stock-up.

Output example

% of grocery shoppers, by categories bought in the last trip	Total	Large stock-up	Pantry top-up	Everyday needs	Meal preparation	Urgent shopping	For on-the-go	Promo shopping	Special occasion	Leisure shopping	For indulgence
% mission out of all trips (most recent)		18	14	11	25	7	7	6	4	6	3
Fabric care	9	15	5	9	10	8	6	12	8	13	10
Shampoo	32	39	26	34	31	26	30	26	27	26	30
Shower gel	27	37	24	33	26	22	27	25	23	30	30
Toothpaste	36	48	33	39	35	27	29	27	30	31	26
Household cleaners	30	45	28	28	34	20	27	31	21	20	23
Baby care	6	6	5	4	5	5	5	8	6	8	12
Diapers	8	7	6	6	6	5	5	9	6	8	11
Hand sanitizers	15	22	13	17	10	15	12	14	15	18	15
Other food products	14	17	11	15	17	19	17	20	13	10	13
Other beverages	5	4	4	6	5	3	5	8	3	4	4
Other HH cleaning products	20	31	22	17	20	13	18	19	13	16	12
Other personal care...	13	16	14	15	14	12	7	9	7	11	8

green/ red = higher/ lower than CPG average (statistically significant at 95% confidence)

Ref: Q8. Which of the following food, grocery and personal care items did you buy on this most recent shopping trip? Q17. Which of the following best describes the type of shopping trip this most recent shopping occasion was?

Output example

With or without planning, how much effort do shoppers put into shopping decisions for each category?

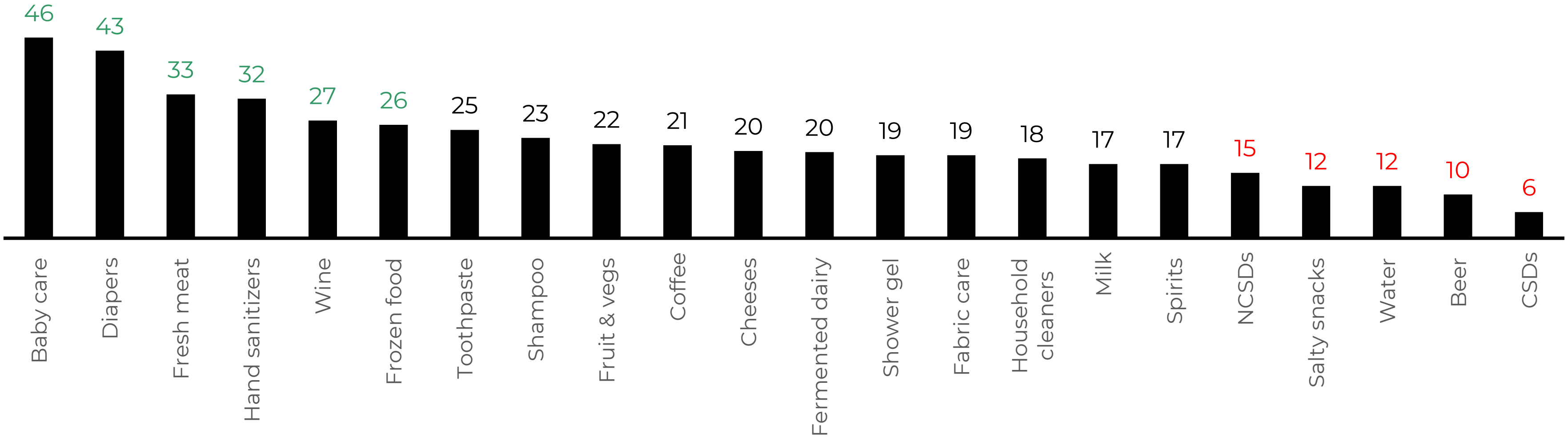
Category involvement

Baby categories show the highest level of involvement in purchase decisions. Fresh meat is the food category that is most important to get right, but frozen food is a close second. Beverages have lower involvement, with the exception of wine.

Output example

% of category shoppers who agree

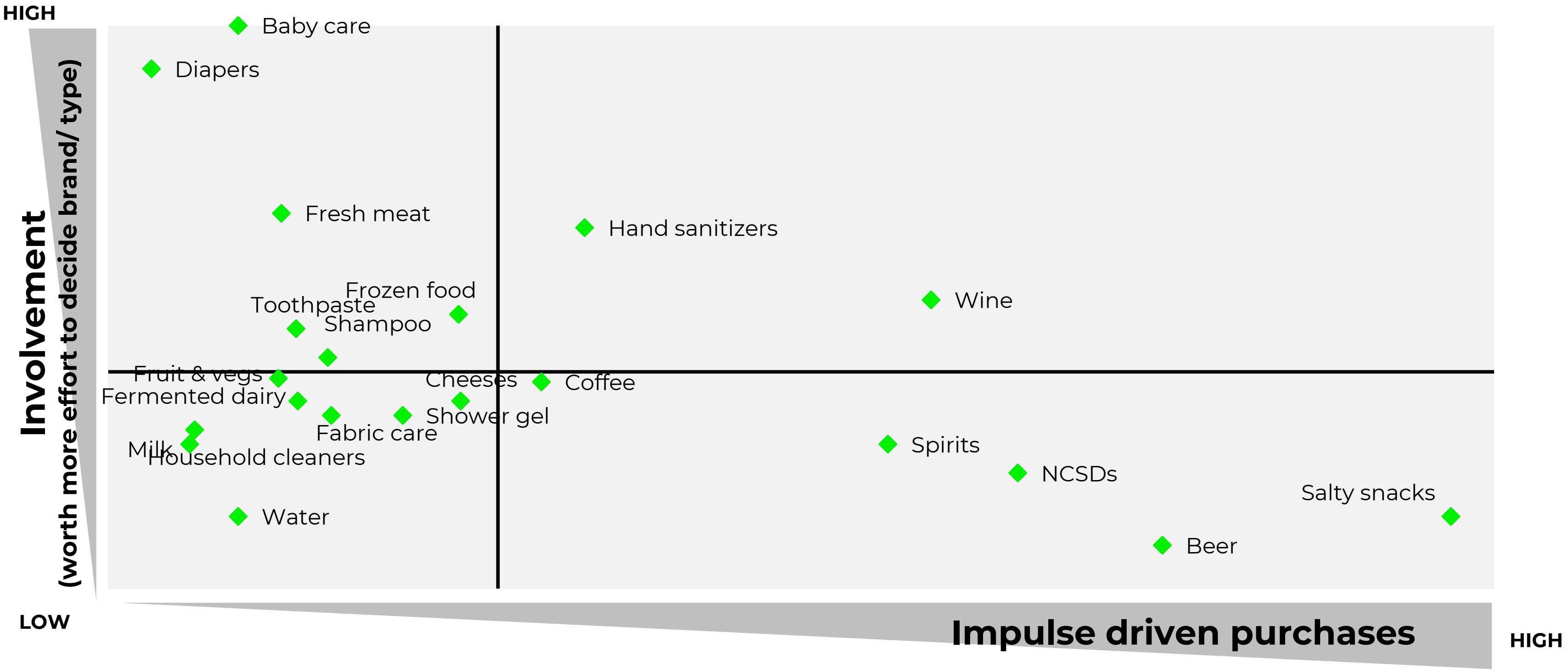
“It is worth more/ much more effort (for selecting right product) than other categories”



green/ red = higher/ lower than CPG average (statistically significant at 95% confidence)
Base: n=280-290 respondents per category (category buyers in the past 4 weeks)
Ref: Q38. Some decisions are more important to us than others. Compared to other food, household and personal care categories, how much effort do you think is worth putting into selecting the right brand and type of <CATEGORY>?

Impulse categories have lowest shopper involvement

Output example



Ref: Q25. Last time you purchased <CATEGORY> how would you describe your level of planning? Q38. Some decisions are more important to us than others. Compared to other food, household and personal care categories, how much effort do you think is worth putting into selecting the right brand and type of <CATEGORY>?

Output example

How do shoppers **PLAN**?

How do they choose the **PLACE**?

How do they **PURCHASE**?

What channels/ retailers are chosen for various missions?
What are the store choice drivers and how much influence do the categories have

Shopping mission by most recent channel

Large stock-up is associated with large formats, meal preparation is more associated with discounters and traditional trade. Online is associated with shopping for special offer or for special occasion.

Output example

% of grocery shoppers	Hyper-market	Super-market	Cash & Carry	Discounter	Traditional trade	Other	Physical store	Online/ mobile app
Meal preparation	23	24	12	27	36	5	26	8
Regular stock-up	25	8	40	25	8	15	21	18
Pantry top-up	14	16	13	14	12	8	14	14
Everyday needs	10	11	7	8	5	16	8	13
For on-the-go	8	12	3	5	15	5	9	4
Urgent needs	5	14	3	4	8	7	8	6
Promo shopping	4	2	9	9	4	17	3	12
Leisure shopping	6	3	4	4	2	5	4	6
Special occasion	2	5	3	3	1	13	2	13
For indulgence	3	5	6	1	9	10	5	6

green/ red = higher/ lower than CPG average (statistically significant at 95% confidence)

Ref: Q17. Which of the following BEST describes the TYPE of shopping trip this most recent shopping occasion was? Q11. Thinking about your most recent shopping trip/ online purchase for food, grocery and household items, or personal care items, which of the following retailers or types of store have you visited?

Shopping mission by retailer (1/2)

Large stock-up is the main shopping mission for hypermarkets, most notably for Retailer 4.

Output example

% of grocery shoppers

	Retailer 1	Retailer 2	Retailer 3	Retailer 4	Retailer 5
Meal preparation	20	22	16	24	1
Regular stock-up	16	21	33	28	16
Pantry top-up	15	10	14	13	12
Everyday needs	10	10	7	9	14
For on-the-go	10	9	9	6	4
Urgent needs	5	6	7	5	7
Promo shopping	4	5	4	5	21
Leisure shopping	8	5	2	2	4
Special occasion	8	5	3	5	14
For indulgence	4	6	5	3	8

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Ref: Q17. Which of the following BEST describes the TYPE of shopping trip this most recent shopping occasion was? Q11. Thinking about your most recent shopping trip/ online purchase for food, grocery and household items, or personal care items, which of the following retailers or types of store have you visited?

Shopping mission by retailer (2/2)

Meal preparation is the top mission for smaller formats, most notably Retailer 7, who is also strongly associated with stock-up missions. Retailer 11 is more associated with urgent shopping.

Output example

% of grocery shoppers

	Retailer 6	Retailer 7	Retailer 8	Retailer 9	Retailer 10	Retailer 11
Meal preparation	16	26	25	26	16	29
Regular stock-up	4	24	8	18	10	8
Pantry top-up	17	12	15	21	21	17
Everyday needs	24	12	10	8	10	10
For on-the-go	5	6	14	5	9	10
Urgent needs	11	3	13	5	11	14
Promo shopping	2	9	3	8	8	2
Leisure shopping	6	4	1	4	6	3
Special occasion	3	1	5	1	6	3
For indulgence	12	3	6	5	4	4

green/ red = higher/ lower than CPG average (statistically significant at 95% confidence)

Ref: Q17. Which of the following BEST describes the TYPE of shopping trip this most recent shopping occasion was? Q11. Thinking about your most recent shopping trip/ online purchase for food, grocery and household items, or personal care items, which of the following retailers or types of store have you visited?

Drivers for choosing a store

Convenience is the main reason to choose a particular store, followed by products with a good quality-price ratio.

Output example

% grocery shoppers, last shopping trip

Base: all respondents (n=3312)
Ref: Q13a/ Q13b// Q13c . Last time you visited <STORE >, what was the first/second/third most important factor in your choice of store on this occasion?

Drivers by most recent channel

Drivers behind choosing a discounter have more to do with products and prices and less to do with convenience, which is more the area of supermarkets.

Output example

% grocery shoppers, last shopping trip

	Hypermarket	Supermarket	Cash & Carry	Discounter	Traditional trade	Other	Physical store	Online/ mobile app
Convenient - saves time	44	64	4	41	83	63	49	51
Many products with good quality / price ratio	38	28	46	50	24	31	42	27
Love their range of certain product ctgs.	32	30	44	45	19	26	35	29
Good / lots of promotions	32	30	37	40	10	30	32	27
Greater variety of products	39	21	52	14	16	44	28	39
Exclusive products	16	22	25	33	16	16	21	14
Lowest prices	16	16	22	22	16	18	17	20
High quality, premium products	15	10	33	17	16	18	16	24
Good loyalty program	12	13	6	22	5	10	13	14
Self service available	11	13	13	4	23	5	13	5
Good customer service	10	12	13	6	24	25	7	21
Best shopping experience	13	5	6	8	7	8	10	13
Convenient payment methods	8	8	1	4	8	9	8	12

green/ red = higher/ lower than CPG average (statistically significant at 95% confidence))

Ref: Q13a/ Q13b// Q13c . Last time you visited <STORE >, what was the first/second/third most important factor in your choice of store on this occasion?

Drivers by retailer (1/2)

Retailer 4 stands out for q good range of products and a good quality-price ratio, while Retailer’s 3 loyalty program is the second driver behind shoppers choosing it. Retailer 5 is strong on convenience.

Output example

% grocery shoppers, last shopping trip

	Retailer 1	Retailer 2	Retailer 3	Retailer 4	Retailer 5
Convenient - saves time	50	41	61	43	63
Many products with good quality / price ratio	35	33	29	52	27
Love their range of certain product ctgs.	31	35	23	33	22
Good / lots of promotions	27	31	20	13	30
Greater variety of products	40	47	36	37	42
Exclusive products	22	19	16	13	16
Lowest prices	18	16	3	15	14
High quality, premium products	15	21	8	10	21
Good loyalty program	7	7	39	21	8
Self service available	10	10	21	11	4
Good customer service	15	10	17	4	25
Best shopping experience	14	16	7	9	10
Convenient payment methods	12	14	6	5	9

green/ red = higher/ lower than CPG average (statistically significant at 95% confidence))

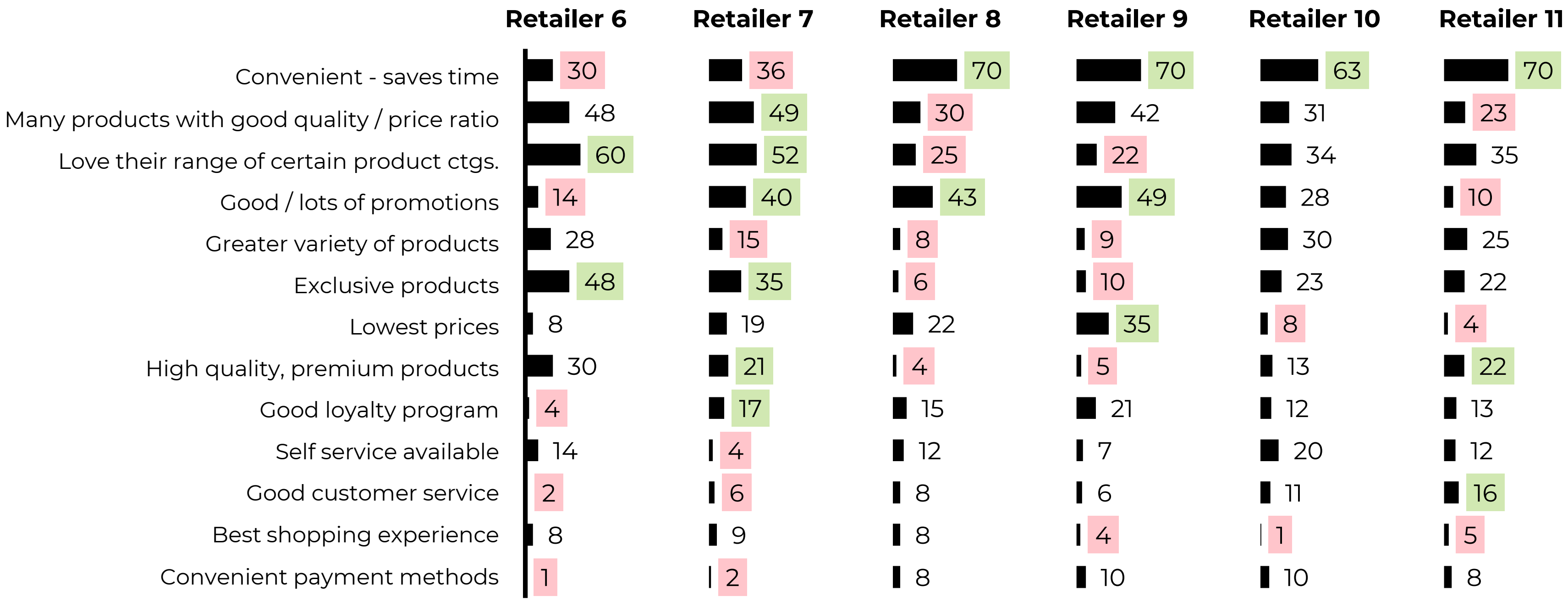
Ref: Q13a/ Q13b// Q13c . Last time you visited <STORE >, what was the first/second/third most important factor in your choice of store on this occasion?

Drivers by retailer (2/2)

Retailer 7 stands out for its product range and good prices/ promos (which are also drivers for Retailer 9), while the other smaller formats mostly get chosen for the convenience factor

Output example

% grocery shoppers, last shopping trip



green/ red = higher/ lower than CPG average (statistically significant at 95% confidence))

Ref: Q13a/ Q13b// Q13c . Last time you visited <STORE >, what was the first/second/third most important factor in your choice of store on this occasion?

Output example

Product range is one of the key drivers of store choice, but not all products are equal

Which categories have more influence than others?

Categories bought recently by channel (1/2)

Frozen food and alcohol were more likely to have been purchased from online channels.

Output example

% grocery shoppers, last shopping trip

	Hypermarket	Supermarket	Cash & Carry	Discounter	Traditional trade	Other	Physical store	Online/ mobile app
Cheeses	54	41	55	52	31	31	50	46
Milk	50	39	60	47	38	35	45	41
Fermented dairy	50	40	56	55	36	32	49	46
Salty snacks	42	34	23	35	32	35	39	40
Fresh meat	49	33	68	41	22	36	43	44
Fresh fruit & vegs	64	60	63	68	54	37	66	53
Frozen food	40	24	50	37	24	26	36	42
Water	40	34	42	40	41	24	42	30
CSDs	26	23	21	21	30	24	23	27
NCSDs	20	15	19	15	12	14	17	21
Beer	32	22	30	25	26	22	27	25
Coffee	34	24	28	24	37	30	30	33
Wine	17	10	7	10	3	15	10	20
Spirits	9	2	8	3	2	9	3	13

green/ red = higher/ lower than CPG average (statistically significant at 95% confidence)))

Ref: Q8. Which of the following food, grocery and personal care items did you buy on this most recent shopping trip?

Categories bought recently by channel (2/2)

Online channels are the most popular when it comes to baby products.

Output example

% grocery shoppers, last shopping trip

	Hypermarket	Supermarket	Cash & Carry	Discounter	Traditional trade	Other	Physical store	Online/ mobile app
Fabric care	13	6	10	8	6	10	11	13
Shampoo	40	26	30	20	13	36	31	35
Shower gel	33	23	27	23	16	29	27	27
Toothpaste	40	26	34	29	23	28	37	33
Household cleaners	34	20	29	31	30	28	30	31
Baby care	9	4	3	5	5	6	4	7
Diapers	9	3	4	7	3	11	8	10
Hand sanitizers	20	10	13	9	15	18	15	18
Other food products	15	15	2	17	28	14	13	15
Other beverages	4	3	6	4	3	4	3	4
Other HH cleaning products	21	15	19	25	21	15	18	16
Other personal care...	12	13	9	12	9	19	12	11

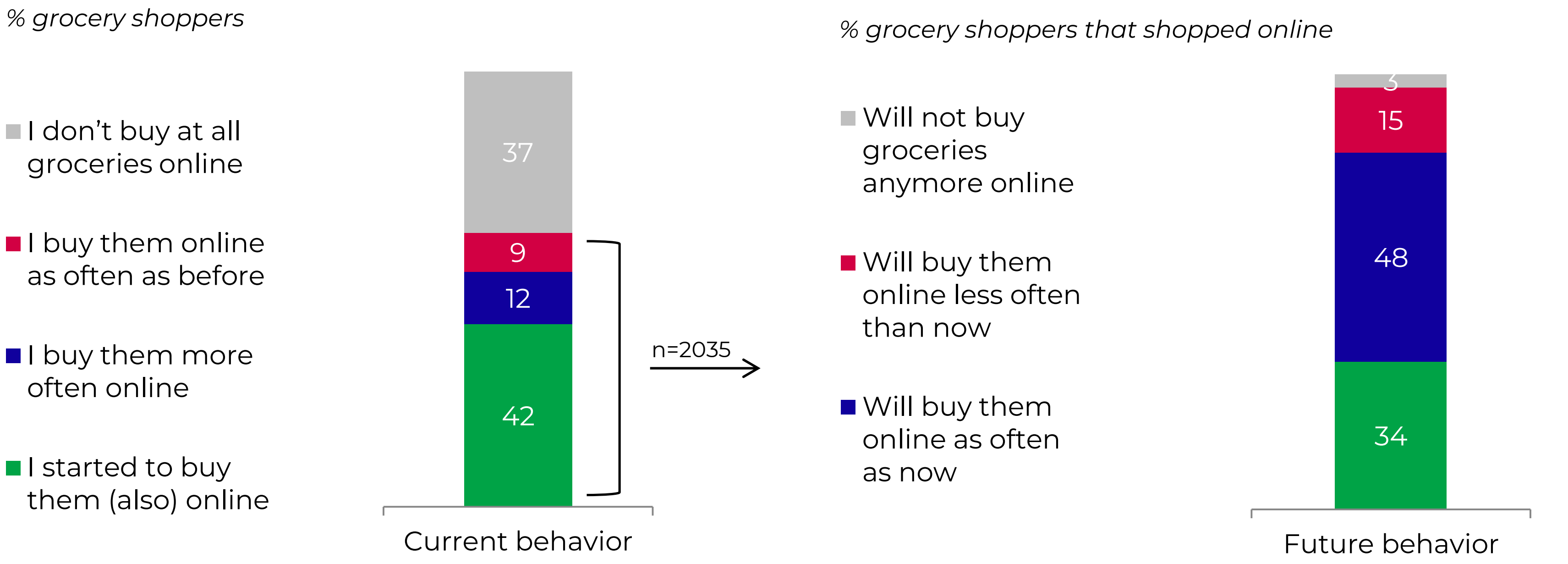
green/ red = higher/ lower than CPG average (statistically significant at 95% confidence))

Ref: Q8. Which of the following food, grocery and personal care items did you buy on this most recent shopping trip?

Online shopping behavior

2 in 5 shoppers became newly acquainted with online grocery shopping in 2022 and most of them will keep up with online shopping, a third going as far as to say they will increase the frequency.

Output example



Base: all respondents (n=3312)

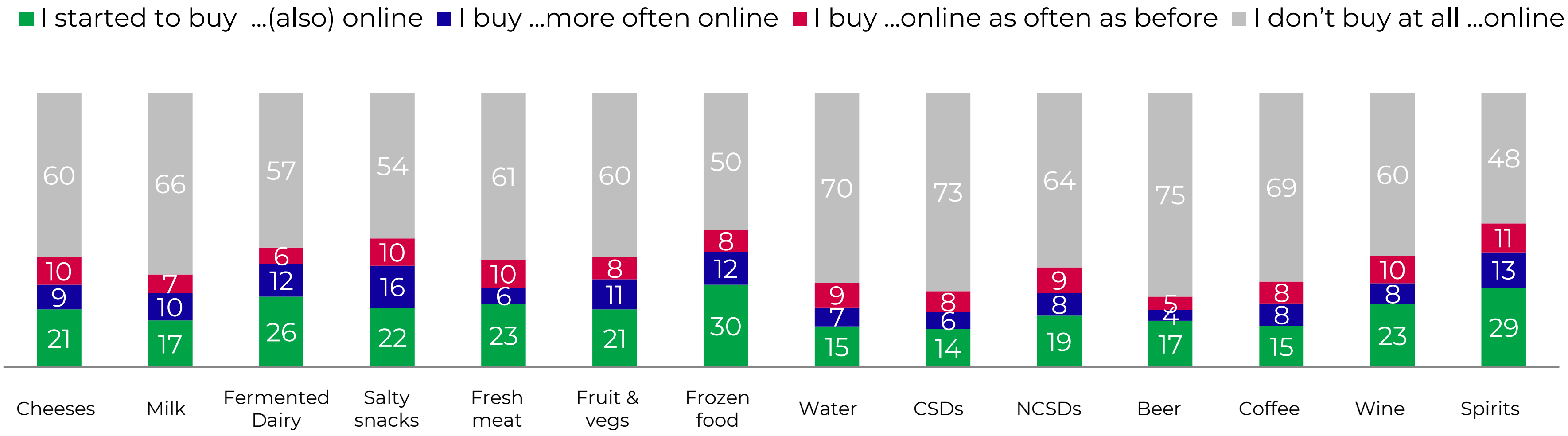
Ref: Q111b. Of the below options, which one describes how you changed the way you shop for groceries compared to 12 months ago? Q111c. In 12 more months, if the current restrictions and risks will disappear, how do you intend to continue buying groceries?

Online shopping by category (1/2)

Spirits and frozen food are the categories most purchased online.

Output example

% grocery shoppers, last shopping trip



Base: all respondents (n=3312)

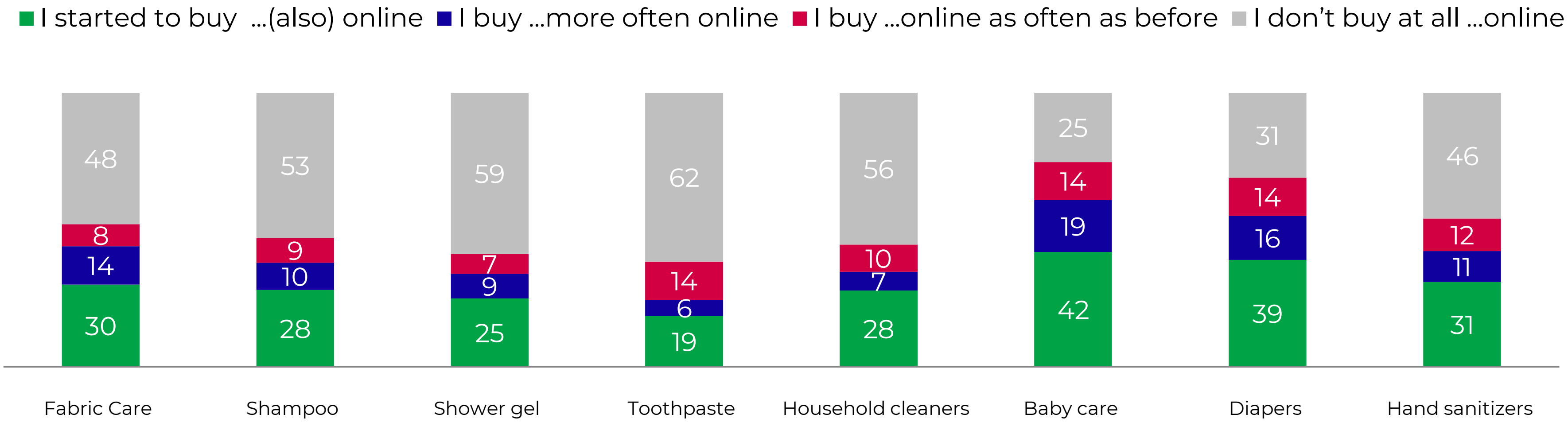
Ref: Q23b. Of the below options, which one describes how you changed the way you shop for < CATEGORY FROM Q22> compared to 12 months ago?

Online shopping by category (2/2)

Drug categories have far higher scores for online purchase, especially baby categories.

Output example

% grocery shoppers, last shopping trip



Base: all respondents (n=3312)

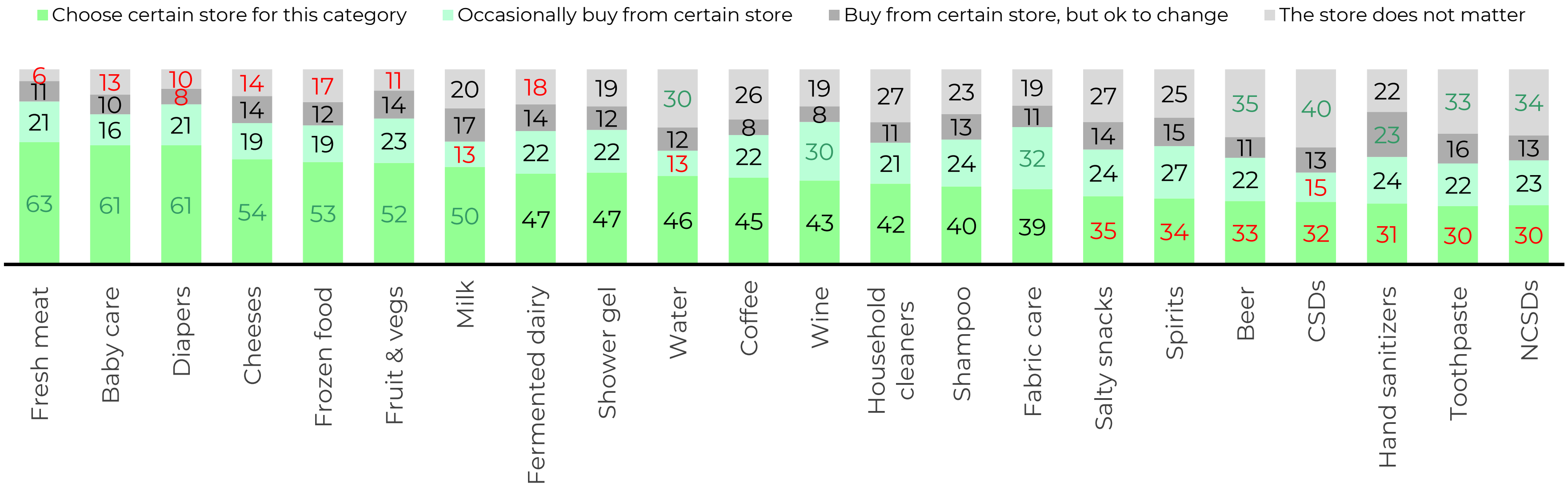
Ref: Q23b. Of the below options, which one describes how you changed the way you shop for < CATEGORY FROM Q22> compared to 12 months ago?

Category impact on store choice

Baby products, fresh meat & produce and dairy have the strongest impact on store choice. Soft drinks, beer and water are categories where the most shoppers feel are getting the same, no matter the store.

Output example

% of grocery shoppers



green/ red = higher/ lower than CPG average (statistically significant at 95% confidence)
Base: n=280-290 respondents per category (category buyers in the past 4 weeks)
Ref: Q24. Please indicate the influence of <CATEGORY> on your choice of store on this most recent shopping trip?

Output example

Food products in particular have high influence on store choice
What are considered to be the "best" channels and retailers to buy them?

Best channels to buy (1/2)

Hypermarkets are the top channel for food categories, although they have a strong competition from discounters in the case of dairy products, and from traditional trade in the case of fresh meat and produce. Cash & carry stores are more likely to be chosen best for buying alcoholic drinks

Output example

% channel considered the best place to buy the category (past 4 weeks category shoppers)	Cheeses	Milk	Fermented dairy	Salty snacks	Fresh meat	Fruit & vegs	Frozen food	Water	CSDs	NCSDs	Beer	Coffee	Wine	Spirits
Hypermarket	48	38	46	45	53	48	57	46	51	57	43	51	58	44
Discounter	30	30	27	19	17	23	22	22	15	20	20	23	11	13
Supermarket	7	15	13	23	8	8	7	16	18	14	17	13	11	11
Cash & Carry	3		2	2	3	2	3	2	3	1	8	3	6	10
Traditional trade	8	8	5	4	16	14	4	4	3	3	4	2	2	1
Cosmetics shop/ pharmacy									0					2
Other	2	7	4	4	2	3	6	3	2	2	1	3	6	15
Does not matter	2	2	3	3	1	2	1	7	8	3	7	5	6	4

green/ red = higher/ lower than CPG average (statistically significant at 95% confidence)
Base: n=280-290 respondents per category (category buyers in the past 4 weeks)
Ref: Q21. Which would you say is the "best place" to buy <CATEGORY>?

Best channels to buy (2/2)

Hypermarkets also lead on drug categories, but other (mostly online) channels are providing a challenge when it comes to baby products.

Output example

% channel considered the best place to buy the category (past 4 weeks category shoppers)	Fabric care	Shampoo	Shower gel	Toothpaste	Household cleaners	Baby care	Diapers	Hand sanitizers
Hypermarket	57	48	50	46	55	36	32	34
Discounter	11	6	16	11	14	10	20	16
Supermarket	13	24	22	18	13	11	4	21
Cash & Carry	3	1	1	1	4	2	1	1
Traditional trade	1	1	0	1	2	1	2	1
Cosmetics shop/ pharmacy	1	8	3	6	2	7	3	10
Other	10	8	4	6	5	31	35	11
Does not matter	4	4	4	11	5	2	3	6

green/ red = higher/ lower than CPG average (statistically significant at 95% confidence)
Base: n=280-290 respondents per category (category buyers in the past 4 weeks)
Q21. Which would you say is the "best place" to buy <CATEGORY>?

Best retailers to buy (1/2)

Retailer 6 is the best retailer for dairy products and frozen foods, disputing the top position for other categories with the three main hypermarkets: Retailer 1, Retailer 2 and Retailer 4

Output example

% retailer considered the best place to buy the category (past 4 weeks category shoppers)	Cheeses	Milk	Fermented dairy	Salty snacks	Fresh meat	Fruit & vegs	Frozen food	Water	CSDs	NCSDs	Beer	Coffee	Wine	Spirits
Retailer 1	15	13	18	14	14	11	19	8	12	15	13	18	15	13
Retailer 2	16	14	16	21	19	15	21	14	17	19	9	13	17	12
Retailer 3	3	3	3	3	2	3	5	2	3	3	2	2	3	3
Retailer 4	13	10	11	9	24	19	15	20	23	19	21	19	22	15
Retailer 5	32	5	5	4	1	2	6	1	1	2	1	2	3	10
Retailer 6	26	27	22	16	15	18	22	18	10	18	16	18	11	8
Retailer 7	2	3	5	5	2	4	3	6	4	5	5	4	1	3
Retailer 8	1		2	1	1		2	3	1	3	2	2	1	2
Retailer 9	3	7	4	8	3	4	1	7	12	3	10	5	2	3
Retailer 10	1	4	1	5	2	2	2	4	3	2	5	3	4	4
Retailer 11	0		0	0								0		1
Retailer 12	2	2	3	3	3	3	1	1	2	1	2	2	2	
Retailer 13		2		1	1	0	1			1			0	
Retailer 14	2		3	1	3	1	2	2	2	1	6	1	6	6
Retailer 15	1			1	2	1	2	0	1	0	1	2	2	5

green/ red = higher/ lower than CPG average (statistically significant at 95% confidence)
Base: n=280-290 respondents per category (category buyers in the past 4 weeks)
Ref: Q21. Which would you say is the “best place” to buy <CATEGORY>?

Best retailers to buy (2/2)

Retailer 13 is a retailer to pay attention to when looking at hair and body care. Retailer 5 has the highest scores in baby care and diapers categories, but also hand sanitizers.

Output example

% retailer considered the best place to buy the category (past 4 weeks category shoppers)	Fabric care	Shampoo	Shower gel	Toothpaste	Household cleaners	Baby care	Diapers	Hand sanitizers
Retailer 1	18	15	14	15	16	14	13	13
Retailer 2	17	17	12	15	14	11	10	10
Retailer 3	4	2	2	2	3	3	2	2
Retailer 4	22	15	6	16	20	8	8	7
Retailer 5	9	7	4	4	7	27	35	13
Retailer 6	7	5	12	10	13	8	14	15
Retailer 7	4	2	2	2	3	1	3	1
Retailer 8	1	1	0					0
Retailer 9	1	2	3	4	4	3	2	4
Retailer 10	1	1	0	3	1	1	1	3
Retailer 11	0	0				0		
Retailer 12	2	2	2	2	1	0	1	1
Retailer 13	4	17	16	10	5	6	2	12
Retailer 14	1	0	1	2	2	1	1	0
Retailer 15	2		1	0	2	1		1

green/ red = higher/ lower than CPG average (statistically significant at 95% confidence)
Base: n=280-290 respondents per category (category buyers in the past 4 weeks)
Ref: Q21. Which would you say is the “best place” to buy <CATEGORY>?

Output example

Some channels and retailers differentiate through their range of particular categories, but convenience and prices have significant weight in store choice

Where do people actually shop?

Bought vs best place to buy

Convenience and prices brings buyers to supermarkets and discounters, even when they are not “best places” to buy. This is particularly the case for beverages.

Output example

% past 4 weeks shoppers of each group of categories

	Food categories			**Beverages**			**Drug categories**		
	Bought from	“Best place” to buy	*bought - best*	Bought from	“Best place” to buy	*bought - best*	Bought from	“Best place” to buy	*bought - best*
Hypermarket	47	50	**-3**	43	52	**-9**	49	47	**2**
Supermarket	17	10	**7**	21	14	**7**	16	15	**1**
Cash & Carry	1	2	**-1**	2	4	**-2**	2	2	**0**
Discounter	25	22	**3**	23	20	**3**	22	14	**8**
Cosmetics shop/...	0	1	**-1**	1	0	**1**	3	5	**-2**
Traditional trade	6	8	**-2**	5	3	**2**	1	1	**0**
Other	3	4	**-1**	3	3	**0**	8	15	**-7**

Ref: Q23. From which retailer or type of store did you buy <CATEGORY> on the last shopping occasion where you got this category? Q21. Which would you say is the “best place” to buy <CATEGORY>?

Output example

How do shoppers **PLAN**?

How do they choose the **PLACE**?

How do they **PURCHASE**?

What factors and touchpoints influence purchase?
How easy or difficult is it to engage shoppers in each category?
What is the impact of promotions?
What is the impact of innovation?

There are several factors that weigh in at the moment of choice

Align category tactics based on a clear understanding of which factors have an influence in your category more than in others

Output example

Habitual purchase	Variety seeking	Family Preference	Bargain hunting	Advertising	In-store Browsing	Word of mouth
Bought the same product as always	Get bored buying every time the same product in the category	Base choices on family/ kids/ friends' preference	Look for promotions, use coupons, carefully check prices	Notice advertising for brands in the category, receive catalogues, buy what advertised. We are looking only at the direct influence of advertising in the purchase. The advertising role in building the brand and influencing sales is reflected by the habitual purchase.	Take a close look at products: read labels, pick up several products to look at them closer, try samples, notice new brands or SKU, pick something up near checkout counters	A brand of the category came up in a conversation or was recommended by peers/store staff.

Decision factors by categories (1/2)

Out of food & bev. categories, brand choice is most habitual for water and soft drinks, while bargain hunting is prevalent for fresh meat and produce, frozen food and cheeses. Family preference has a say in categories that are more oriented to indulgence: salty snacks, soft drinks and spirits.

Output example

% of category shoppers	TOTAL	Cheeses	Milk	Fermented Dairy	Salty snacks	Fresh meat	Fruit & vegs	Frozen food	Water	CSDs	NCSDs	Beer	Coffee	Wine	Spirits
Habitual	50	40	60	52	35	38	46	42	68	59	52	52	61	47	52
Variety Seekers	14	15	8	16	18	22	16	17	8	16	16	16	12	24	19
Family Preference	17	25	14	18	25	21	23	19	15	25	30	22	15	19	21
Bargain Hunting	48	51	42	52	50	56	57	58	35	41	41	51	52	48	59
Advertising	36	38	29	35	46	36	38	40	26	34	36	42	35	43	55
In-store Browsing	38	41	32	38	52	40	36	52	24	36	42	36	37	50	48
Word of Mouth	16	22	10	22	19	18	13	23	7	17	20	25	20	30	37

green/ red = higher/ lower than CPG average (statistically significant at 95% confidence)
Base: n=280-290 respondents per category (category buyers in the past 4 weeks)
Ref: Q27. When you most recently bought <CATEGORY> which of these things do you recall happening? Q35. Which of these do you recall happening recently? Q37. Please indicate how much you agree with the statement below using 1-7 scale where 7= completely and 1= not at all.

Decision factors by categories (2/2)

Bargain hunting is more likely to happen for cleaning and baby categories. The latter also has a high habitual brand choice behavior, so shoppers are less likely to change brands because of bargains, but they might change stores.

Output example

% of category shoppers	TOTAL	Fabric Care	Shampoo	Shower gel	Toothpaste	Household cleaners	Baby care	Diapers	Hand sanitizers
Habitual	50	50	53	42	48	**61**	**64**	**68**	**33**
Variety Seekers	14	18	17	**29**	16	12	15	13	17
Family Preference	17	14	17	**13**	15	**6**	21	13	13
Bargain Hunting	48	**68**	**40**	48	**40**	**52**	**63**	**56**	**58**
Advertising	36	**50**	**46**	39	42	38	**58**	**49**	**42**
In-store Browsing	38	39	38	**50**	34	39	39	32	**54**
Word of Mouth	16	21	**11**	15	15	**13**	**24**	21	**27**

green/ red = higher/ lower than CPG average (statistically significant at 95% confidence)
Base: n=280-290 respondents per category (category buyers in the past 4 weeks)
Ref: Q27. When you most recently bought <CATEGORY> which of these things do you recall happening? Q35. Which of these do you recall happening recently? Q37. Please indicate how much you agree with the statement below using 1-7 scale where 7= completely and 1= not at all.

Which categories need to continuously engage shoppers?

Output example

HIGH

INVOVLEMENT

= it's worth more effort to choose right brand/ type

LOW

High Traction

Don't cut back on ad spend even if share trends are stable. If your consumers defect, it is an uphill battle to win them back.

Super Slippery

Constantly keep consumers engaged to ward off threat with advertising, buzz, new introductions, packaging and exciting promos

Super Traction

Challenging to displace brand leaders. If you are the leader, avoid radical brand repositioning which may disrupt auto-pilot mode. Weaker competitors can make lots of noise but it will fall on deaf ears

Slippery

While they don't care much about the category, they experiment. Price and promos can easily tip them over

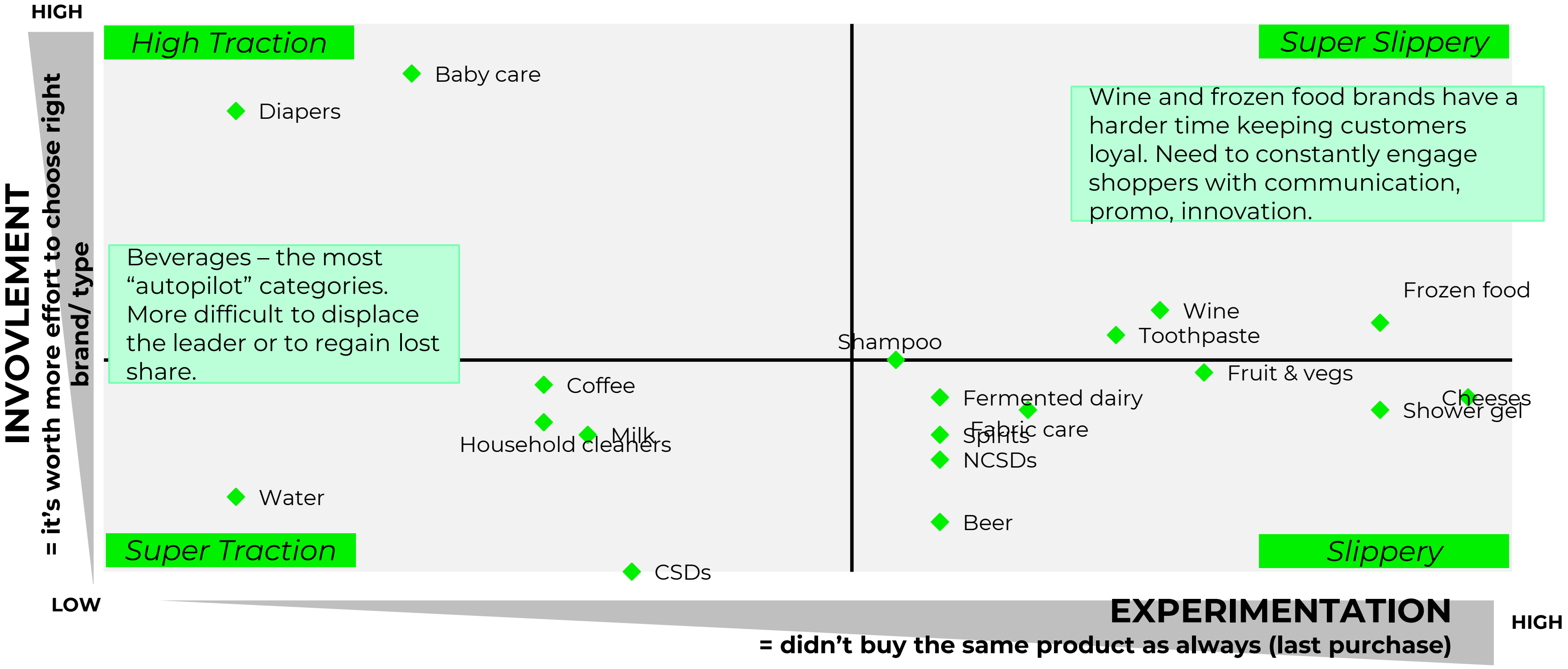
EXPERIMENTATION

= didn't buy the same product as always (last purchase)

HIGH

Reduced brand loyalty in some high involvement categories

Output example

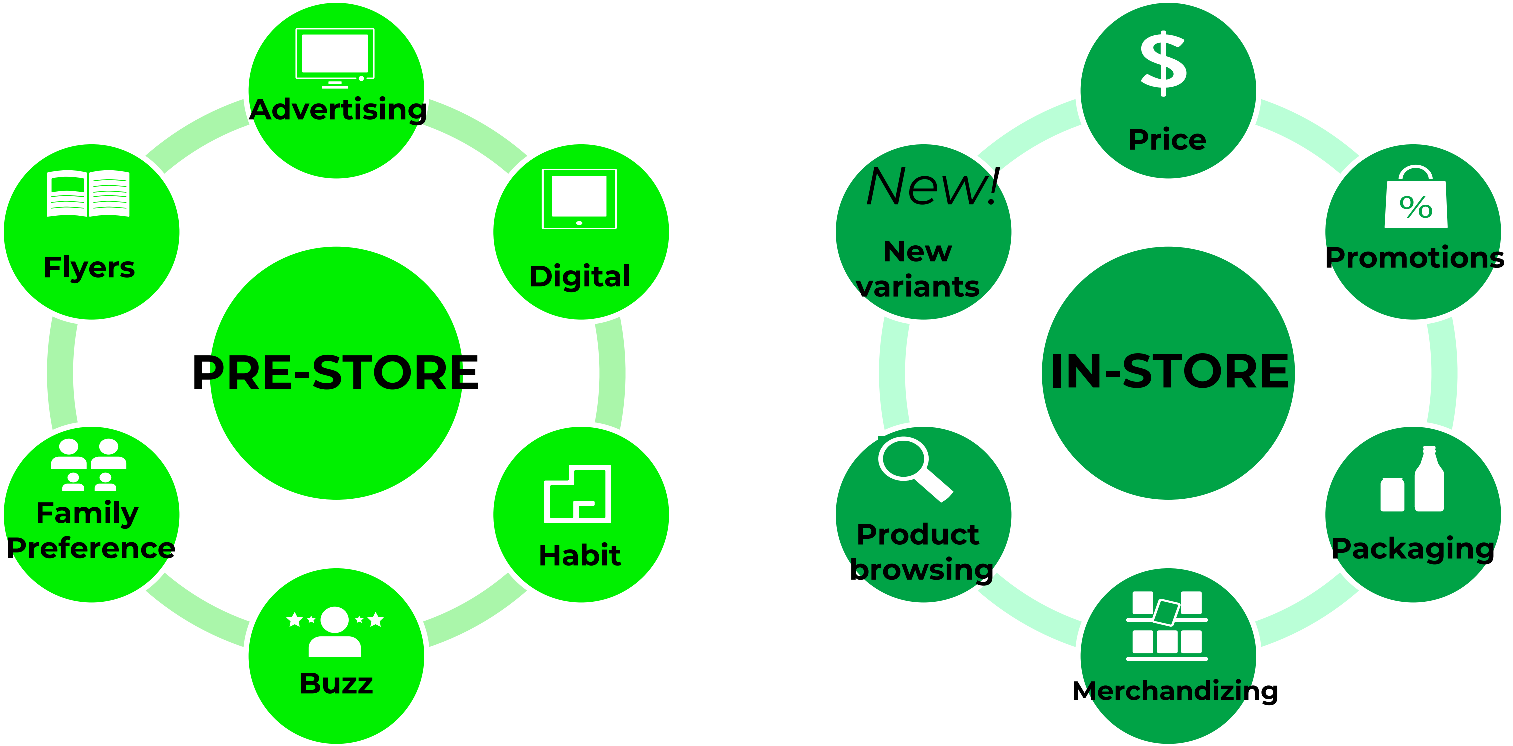


Ref: Q27. When you most recently bought <CATEGORY> which of these things do you recall happening? (% that didn't say: "Just bought the same one I always do") Q38 . Compared to other food, household and personal care categories, how much effort do you think is worth putting into selecting the right brand and type of <CATEGORY>? (% Top2Box)

What is the role of pre/in-store to drive growth?

Focus efforts to influence and activate shoppers in your favor

Output example



Touchpoints by category (1/2)

Wine and spirits appear to be more engaging categories, as they were more likely to have had both pre and in-store touchpoints noticed by shoppers. By contrast, milk and water have less touchpoints in both instances.

Output example

% category shoppers who noticed touchpoints of the category	TOTAL	Cheeses	Milk	Fermented dairy	Salty snacks	Fresh meat	Fruit & vegs	Frozen food	Water	CSDs	NCSDs	Beer	Coffee	Wine	Spirits
PRE-STORE (NET)	54	59	42	49	58	52	48	56	33	42	43	49	54	61	68
- noticed an **online** ad	14	13	11	12	16	6	9	13	12	18	11	16	10	17	21
- saw an interesting ad	15	12	5	7	13	13	11	14	8	10	14	21	13	13	22
- a brand came up in talk	13	15	6	11	14	11	10	12	4	12	9	14	15	23	23
- read about a brand **online**	11	6	11	13	9	13	12	10	9	6	9	6	11	21	17
- saw a brand on **social media**	10	8	8	10	9	8	9	11	6	10	10	8	9	14	19
- kept look out for coupons	9	9	7	9	11	10	9	12	8	10	8	8	13	9	12
- received **email/SMS** coupon	8	12	5	9	8	8	2	8	3	3	5	4	11	6	11
- received brand catalogue	9	10	7	8	12	9	7	10	3	4	5	9	6	4	10
IN-STORE (NET)	37	37	26	39	39	36	34	38	25	39	39	40	41	46	44
- noticed an attractive promo	24	24	12	25	14	21	21	22	12	24	21	26	25	23	31
- noticed a new product	20	18	14	17	26	17	16	22	13	22	21	19	21	28	22
None of the above	30	26	43	27	24	25	31	22	47	37	33	30	21	21	15

green/ red = higher/ lower than CPG average (statistically significant at 95% confidence)
Base: n=280-290 respondents per category (category buyers in the past 4 weeks)
Ref: Q35. Which of these do you recall happening recently?

Touchpoints by category (2/2)

Pre-store touchpoints are more noticed in the case of drug categories. Toothpaste, shampoo and soap shoppers are the most inert when it comes to noticing in-store touchpoints.

Output example

% category shoppers who noticed touchpoints of the category	TOTAL	Fabric care	Shampoo	Shower gel	Toothpaste	Household cleaners	Baby care	Diapers	Hand sanitizers
PRE-STORE (NET)	54	64	50	48	45	47	68	59	58
- noticed an **online** ad	14	15	19	13	19	11	17	23	16
- saw an interesting ad	15	19	11	12	12	13	19	21	13
- a brand came up in talk	13	17	10	7	6	6	14	13	15
- read about a brand **online**	11	15	18	11	10	9	22	18	13
- saw a brand on **social media**	10	12	11	8	8	6	26	18	15
- kept look out for coupons	9	17	4	12	6	9	12	13	8
- received **email/SMS** coupon	8	9	6	4	1	8	18	117	8
- received brand catalogue	9	13	4	6	4	4	11	8	7
IN-STORE (NET)	37	50	30	42	29	43	41	34	44
- noticed an attractive promo	24	34	12	21	19	26	34	22	26
- noticed a new product	20	23	16	24	14	22	21	19	25
None of the above	30	16	31	32	40	32	21	27	19

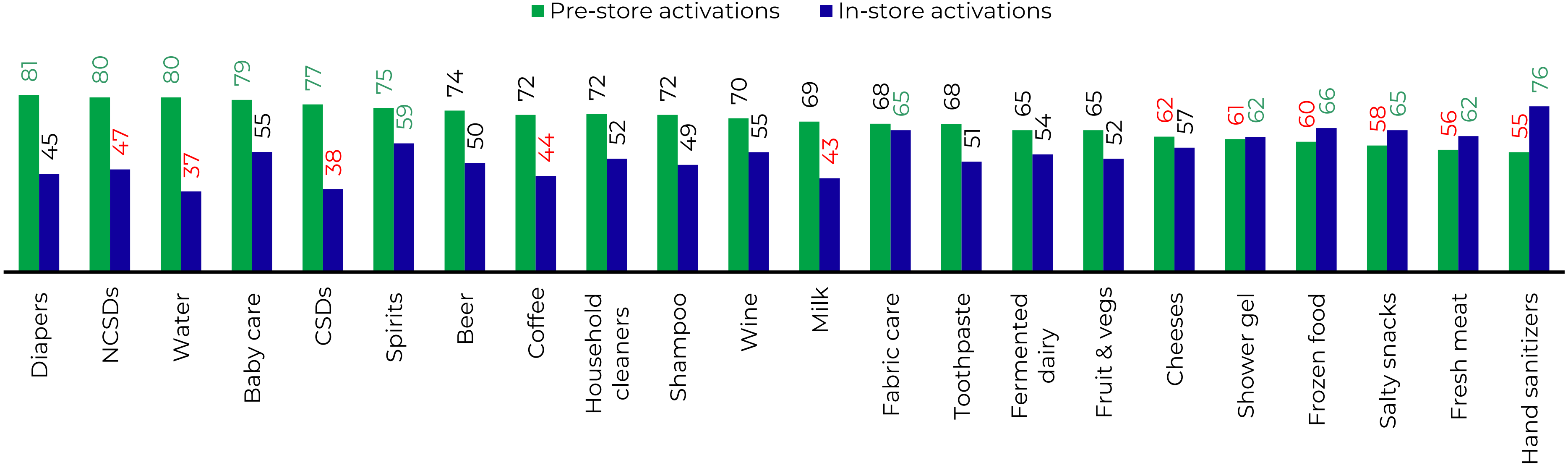
green/ red = higher/ lower than CPG average (statistically significant at 95% confidence)
Base: n=280-290 respondents per category (category buyers in the past 4 weeks)
Ref: Q35. Which of these do you recall happening recently?

Pre-store vs in-store touchpoints

Pre-store activations are strongest for baby products, as well as beverages. In-store activations are have an equal impact for fresh meat and produce, frozen food, as well as snacks. Hand sanitizers are the category most activated by in-store touchpoints.

% category shoppers whose purchase was activated by pre-/in-store factors

Output example



green/ red = higher/ lower than CPG average (statistically significant at 95% confidence)

Base: n=280-290 respondents per category (category buyers in the past 4 weeks)

Ref: Q27. When you most recently bought <CATEGORY> which of these things do you recall happening?

Pre-store drivers – (1/2)

Main pre-store factor: habit (= brand preference). Family preference was more important for purchases of soft drinks and fruit & vegetables.

Output example

% category shoppers whose purchase was activated by these pre-store factors	**TOTAL**	**Cheeses**	**Milk**	**Fermented dairy**	**Salty snacks**	**Fresh meat**	**Fruit & vegs**	**Frozen food**	**Water**	**CSDs**	**NCSDs**	**Beer**	**Coffee**	**Wine**	**Spirits**
PRE-STORE (NET)	67	**62**	69	65	**58**	**56**	66	**60**	**80**	**77**	**80**	74	72	70	**75**
-Auto (buy same brand)	52	**40**	**59**	50	**35**	**38**	44	**42**	**68**	**55**	54	553	**61**	45	51
-Family preferance	15	18	12	17	17	18	**23**	15	11	**19**	**28**	18	13	17	20
-Friend recommendation	7	5	6	6	5	5	**2**	8	**3**	4	8	11	5	**16**	**13**
-Advertising	8	6	**3**	5	8	5	5	7	**2**	4	6	8	5	6	**13**
-Coupon	5	6	4	3	9	5	4	6	**2**	6	4	4	8	5	8

green/ red = higher/ lower than CPG average (statistically significant at 95% confidence)

Base: n=280-290 respondents per category (category buyers in the past 4 weeks)

Ref: Q27. When you most recently bought <CATEGORY> which of these things do you recall happening?

Pre-store drivers – (2/2)

Habitual brand purchase was common for drug categories, especially in the case of baby products and cleaning supplies.

Output example

% category shoppers whose purchase was activated by these pre-store factors	TOTAL	Fabric care	Shampoo	Shower gel	Toothpaste	Household cleaners	Baby care	Diapers	Hand sanitizers
PRE-STORE (NET)	67	68	72	**61**	68	72	**77**	**81**	**55**
-Auto (buy same brand)	52	51	54	**42**	49	**63**	**64**	**68**	**35**
-Family preferance	15	**10**	12	**9**	14	**6**	16	**9**	**10**
-Friend recommendation	7	8	**3**	5	**3**	8	11	11	8
-Advertising	8	**15**	8	6	8	7	10	7	9
-Coupon	5	8	6	7	2	4	6	**10**	3

green/ red = higher/ lower than CPG average (statistically significant at 95% confidence)
Base: n=280-290 respondents per category (category buyers in the past 4 weeks)
Ref: Q27. When you most recently bought <CATEGORY> which of these things do you recall happening?

In-store drivers – (1/2)

In-store drivers were more influential in recent purchases of fresh meat, frozen food, snacks and spirits.

Output example

% category shoppers whose purchase was activated by these in-store factors	TOTAL	Cheeses	Milk	Fermented dairy	Salty snacks	Fresh meat	Fruit & vegs	Frozen food	Water	CSDs	NCSDs	Beer	Coffee	Wine	Spirits
IN-STORE (NET)	52	57	43	54	65	62	52	66	37	38	47	50	44	55	59
PROMOTION (NET)	26	23	19	25	28	28	24	29	16	17	24	28	26	26	33
-Discounted price	11	10	7	12	10	12	15	13	9	7	11	13	12	10	17
-On promotion	8	10	8	10	9	10	10	11	7	10	5	13	11	12	14
-Special display	6	5	8	6	8	7	6	5	3	3	6	4	4	8	7
-Sales promoter	5	4	3	7	5	6	3	5	1	3	5	3	3	5	11
PACK INDUCED BROWSING (NET)	15	18	9	15	20	15	12	23	5	5	16	8	10	22	20
-Read pack description	11	10	8	8	9	12	8	15	3	3	8	1	7	11	12
-Attractive pack	9	7	3	9	16	6	3	11	3	3	10	7	7	11	16
-Checked prices	13	12	7	14	7	22	18	17	6	7	7	11	111	12	17
-New product	9	8	5	8	14	4	8	11	1	6	14	10	10	18	11
-Tested it in-store	5	10	2	5	7	5	4	5	2	2	3	5	6	5	5
-Signage/poster	5	4	4	4	9	6	6	7	2	4	6	3	5	5	7
-Saw near checkout	3	5	2	3	4	3	4	4	3	3	4	2	3	2	8
-Agent shopping	3	6	2	2	4	2	3	3	1	2	2	3	2	5	8

green/ red = higher/ lower than CPG average (statistically significant at 95% confidence)
Base: n=280-290 respondents per category (category buyers in the past 4 weeks)
Ref: Q27. When you most recently bought <CATEGORY> which of these things do you recall happening?

In-store drivers – (2/2)

Promotion purchases and price checking were drivers for fabric care and baby care, while pack browsing was more influential for shower gel and hand sanitizer.

Output example

% category shoppers whose purchase was activated by these in-store factors	TOTAL	Fabric care	Shampoo	Shower gel	Toothpaste	Household cleaners	Baby care	Diapers	Hand sanitizers
IN-STORE (NET)	52	**65**	49	**62**	51	52	55	45	**76**
PROMOTION (NET)	26	**42**	**16**	28	21	31	**33**	26	**32**
-Discounted price	11	**20**	**7**	12	10	**19**	**19**	12	13
-On promotion	8	**19**	**4**	**7**	11	11	11	14	11
-Special display	6	8	7	5	**2**	5	**15**	6	**8**
-Sales promoter	5	7	**1**	7	4	**1**	6	4	**10**
PACK INDUCED BROWSING (NET)	15	16	17	**24**	13	13	18	11	**26**
-Read pack description	11	12	11	11	9	10	14	10	**18**
-Attractive pack	9	7	6	**14**	8	6	8	8	**14**
-Checked prices	13	**23**	10	13	15	19	15	13	15
-New product	9	13	12	**17**	13	12	8	9	11
-Tested it in-store	5	6	6	4	4	3	10	6	5
-Signage/poster	5	**8**	4	3	**1**	**1**	7	5	7
-Saw near checkout	3	3	2	**1**	**2**	**1**	6	3	**17**
-Agent shopping	3	6	3	3	**2**	**2**	**7**	6	5

green/ red = higher/ lower than CPG average (statistically significant at 95% confidence)

Base: n=280-290 respondents per category (category buyers in the past 4 weeks)

Ref: Q27. When you most recently bought <CATEGORY> which of these things do you recall happening?

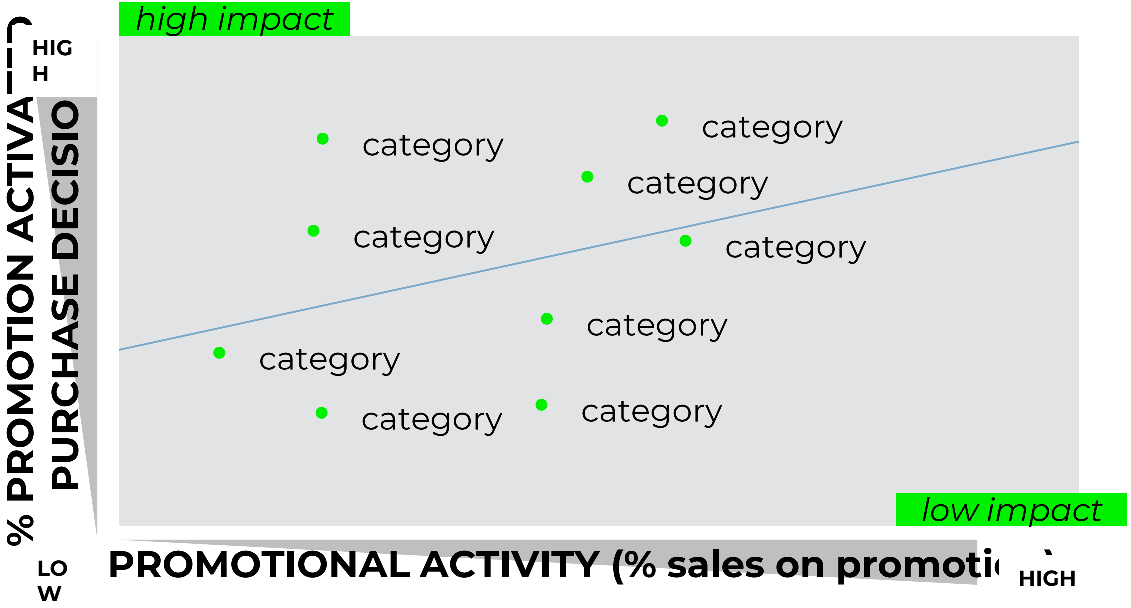
For which categories do you need to focus on promotions?

Output example

Above the best fit line: Activate consumers through promotions and impact choice

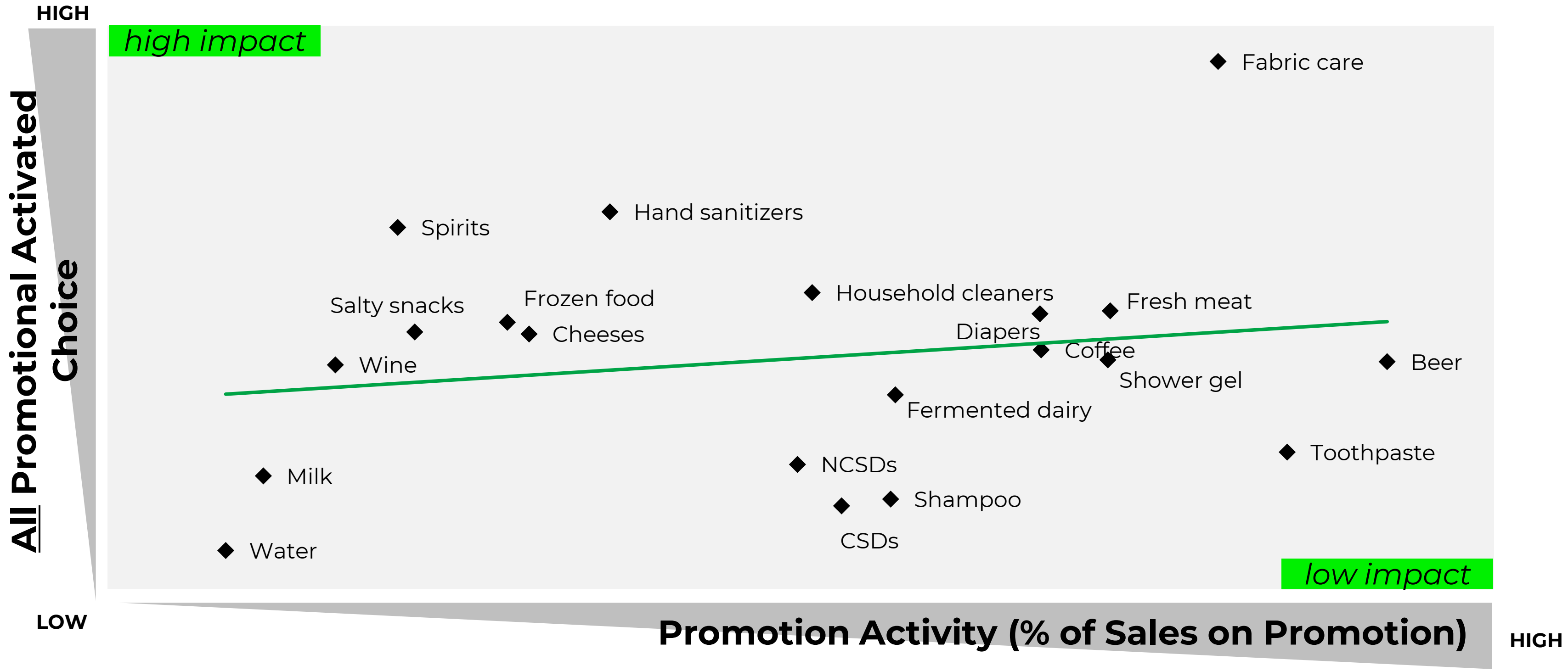
When brands are promoted

Below the best fit line:
Go unnoticed by shoppers who buy either on auto-pilot, based on family preference, relying on advertising and buzz



Promotions more effective for drug categories, cheeses and wine

Output example



Q27. When you most recently bought <CATEGORY> which of these things do you recall happening? RMS data

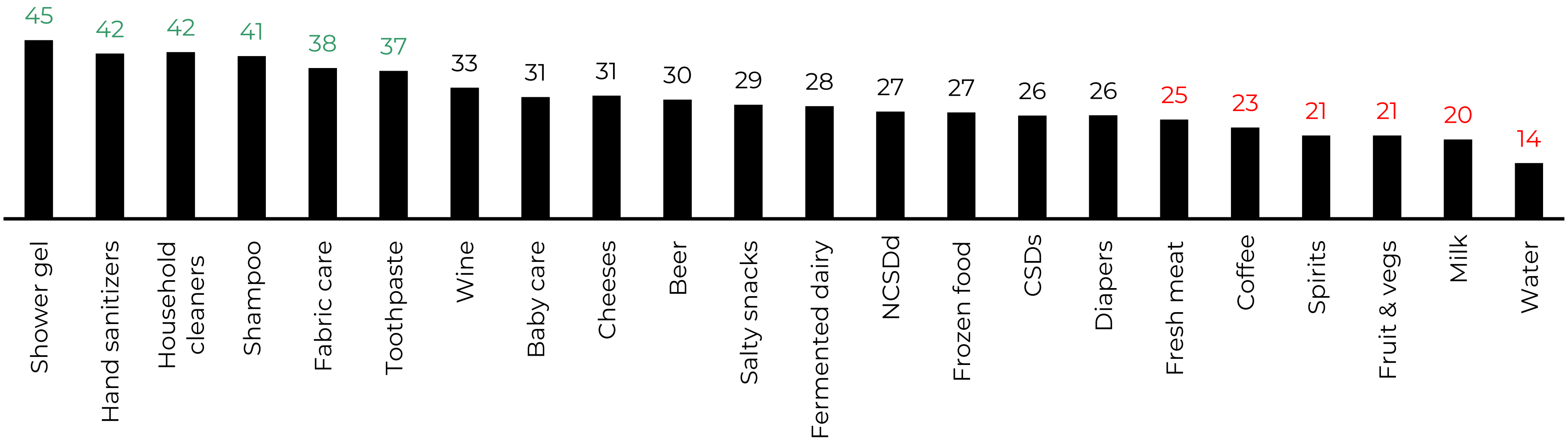
Perception on new launches

Drug categories are the ones where shoppers notice new launches the most, while water is the least dynamic category in terms of consumer perception.

Output example

% of category shoppers who selected statement

“Frequently there are new products, varieties and pack sizes / Very frequent changes in this category that it’s almost hard to keep up”



green/ red = higher/ lower than CPG average (statistically significant at 95% confidence)
Base: n=280-290 respondents per category (category buyers in the past 4 weeks)
Ref: Q39. Some everyday product categories always seem to have new things happening. Others don’t seem to change much. Thinking <CATEGORY> which statement do you feel applies best?

Output example

Category dashboards

Cheeses

Output example

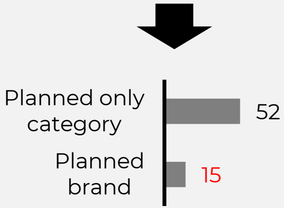
Purchasing cheeses involves a high level of planning especially at category level, but less when planning with regards to brand. The effort put into making the purchase decision is moderate than for other categories. Retailer 6 is the top retailer for this category. Promotions have high effectiveness, this category is perceived as being moderately dynamic. Bargains and family preferences are influences of choice when it comes to buying cheeses.

PLAN

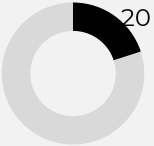
Traffic driver (shoppers make trips especially for this category).

% who went shopping specifically to buy this

63% planned it before trip



MODERATE INVOLVEMENT



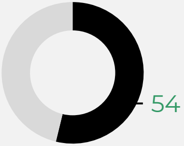
% who think it's worth putting in more effort when choosing brand/ type.

PLACE

Perceived **best places** to buy:

- Hypermarket (**48%**), Discounter (**30%**)
- among retailers: Retailer 6 (**26%**), Retailer 2 (**16%**), Retailer 1 (**15%**)

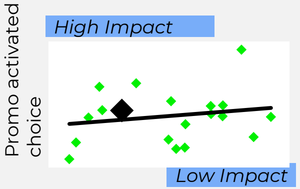
Influence over the store choice is high (compared to other categories)



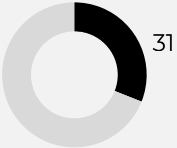
% who go to a particular store especially for this category

PURCHASE

High promotion effectiveness



Perceived moderately dynamic

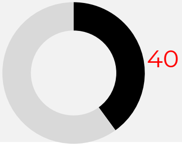


% who say there are frequent new launches

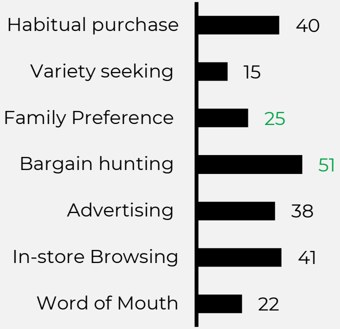
Pre-store activated demand: **62%**
In-store activated demand: **57%**

More slippery than other categories as shoppers tend to vary between brands

HABITUAL BRAND CHOICE



INFLUENCES ON CHOICE



green/ red = statistically significant differences from CPG average, higher/ lower (95% confidence).

Salty snacks

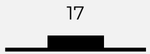
Output example

The least pre-planned category out of those analyzed. The effort put into making the purchase decision is considerably lower than for other categories. Retailer 2 is the top retailer for the salty snacks category. Promotions have high effectiveness and it is perceived as a moderately dynamic category. Shoppers tend to vary between the brands they choose, most deciding in store. Advertising is an influential factor, significantly more for this category.

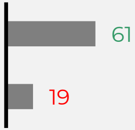
PLAN

Basket builder (doesn't drive traffic, but increases basket value)

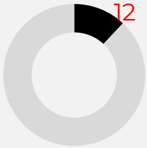
% who went shopping specifically to buy this



36% planned it before trip



LOW INVOLVEMENT



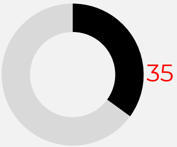
% who think it's worth putting in more effort when choosing brand/ type.

PLACE

Perceived **best places** to buy:

- Hypermarket (45%), Supermarket (**23%**), Other (**4%**)
- among retailers: Retailer 2 (**21%**), Retailer 6 (**16%**), Retailer 1 (**14%**)

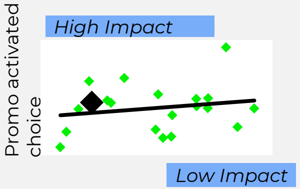
Influence over the store choice is low (compared to other categories)



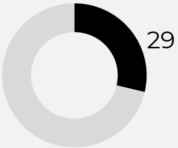
% who go to a particular store especially for this category

PURCHASE

High promotion effectiveness



Perceived moderately dynamic

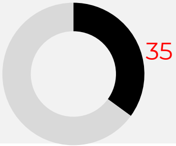


% who say there are frequent new launches

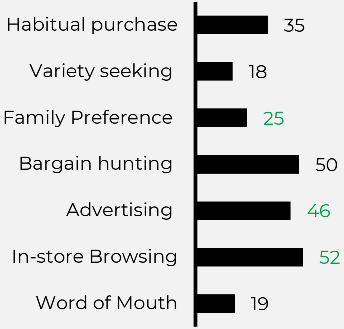
Pre-store activated demand: **58%**
In-store activated demand: **65%**

More slippery than other categories as shoppers tend to vary between brands:

HABITUAL BRAND CHOICE



INFLUENCES ON CHOICE



green/ red = statistically significant differences from CPG average, higher/ lower (95% confidence).

Fruit & vegs

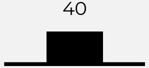
Output example

The category that triggers the most shopping trips, while also being highly pre-planned. The effort put into making the purchase decision is moderate, but it can have a significantly more influence on store choice. Retailer 4 is the top retailer for this category. A significantly less dynamic category, impacted by bargain hunting and family preference.

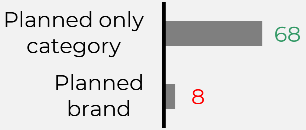
PLAN

Traffic driver (shoppers make trips especially for this category).

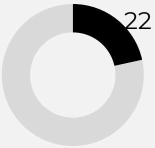
% who went shopping specifically to buy this



74% planned it before trip



MODERATE INVOLVEMENT



% who think it's worth putting in more effort when choosing brand/ type.

PLACE

Perceived **best places** to buy:

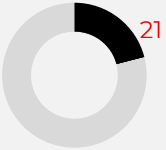
- Hypermarket (**48%**), Discounter (**23%**), Traditional trade (**14%**)
- among retailers: Retailer 4 (**19%**), Retailer 6 (**18%**), Retailer 2 (**15%**)

Influence over the store choice is high (compared to other categories)

% who go to a particular store especially for this category

PURCHASE

Perceived less dynamic



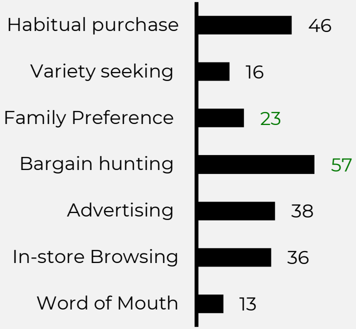
% who say there are frequent new launches

Pre-store activated demand: **65%**
In-store activated demand: **52%**

Moderately slippery, as shoppers vary bought brands somewhat:

HABITUAL BRAND CHOICE

INFLUENCES ON CHOICE



green/ red = statistically significant differences from CPG average, higher/ lower (95% confidence).

Carbonated soft drinks

Output example

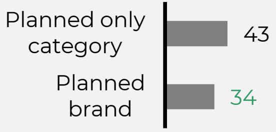
A significantly less pre-planned category out of those analyzed. The effort put into making the purchase decision is the lowest for CSD vs other analyzed categories. Retailer 4 is the retailer of choice for the CSD category. Promotions have a low effectiveness and it is perceived as a moderately dynamic category. When purchasing CSD, shoppers tend to not vary between brands significantly more than when purchasing other categories.

PLAN

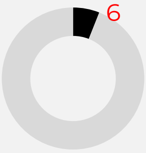
Basket builder (doesn't drive traffic, but increases basket value)

% who went shopping specifically to buy this

53% planned it before trip



LOW INVOLVEMENT



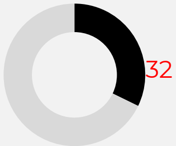
% who think it's worth putting in more effort when choosing brand/ type.

PLACE

Perceived **best places** to buy:

- Hypermarket (**51%**), Supermarket (**18%**), Discounter (**15%**),
- among retailers: Retailer 4 (**23%**), Retailer 2 (**17%**), Retailer 6 (**10%**)

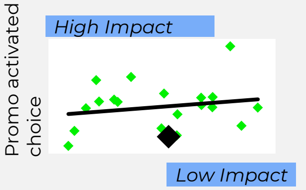
Influence over the store choice is low (compared to other categories)



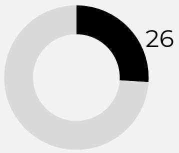
% who go to a particular store especially for this category

PURCHASE

Low promotion effectiveness



Perceived moderately dynamic

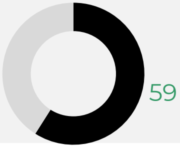


% who say there are frequent new launches

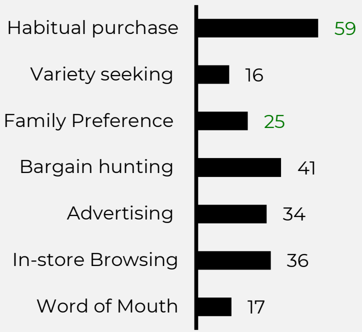
Pre-store activated demand: **77%**
In-store activated demand: **38%**

Less slippery than other categories as shoppers don't really vary bought brands:

HABITUAL BRAND CHOICE



INFLUENCES ON CHOICE



green/ **red** = statistically significant differences from CPG average, higher/ lower (95% confidence).