

What really matters

for grocery shoppers when money is short.

Between challenging economic headwinds, a dwindling data landscape and a heavily saturated grocery market, consumers are much more aware of their spending - and looking for ways to save money here and there.

Brand loyalty is under threat, and understanding what really matters to your customers is the only way to stay relevant. Here are a few things you need to know to avoid becoming **just another ordinary brand**.

Oh, hi! Nice to meet you

3 things you need to know about your customers.

Physical stores remain as powerful as ever.

41% are still only shopping in-store
57% choose to do so they can choose fresh items
1 in 5 choose to buy in-store because it's quicker as they can use smart carts and self-checkout

Own-label products are much more crucial.

85% are likely to buy supermarket own-label products
Compared to a year ago, **70%** of consumers are more likely to buy a supermarket's own-label product

Convenience stores are fighting for share of wallet.

20% of consumers are now more likely to use convenience stores to buy grocery items
39% use convenience stores to buy last-minute items near home
26% use convenience stores to buy snacks or lunch on the way to work

When inflation hits... UK consumers are

Spending

weekly grocery shopping compared to last year

+62%

more in-store

+30%

more online

£74

on their in-store weekly grocery shopping

£36

on their online weekly grocery shopping

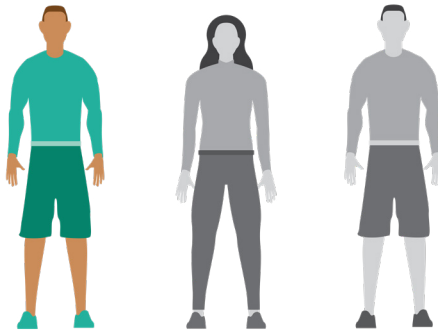
46%

more likely to be bargain hunters

Going to multiple stores to get the best offers
(2 stores on average)

1 in every 3 customers

- Use super-fast delivery services to at least partially buy their groceries.
- Consider the quality of products and loyalty programmes are key to building connections.



The practical bit

Customers are more worried about their money than before. At the same time, their path to purchase is more fragmented than ever, with convenience stores and super-fast delivery services competing for market share.

Here are three ways to take care of your audiences while achieving your goals:

1

Increasing awareness:

Customers know who you are, but that doesn't mean they're always thinking about you. Build top-of-mind awareness to ensure you're always the first option, associating yourself with what matters to which shoppers – whether that's quality, cost, convenience or indulgence.

2

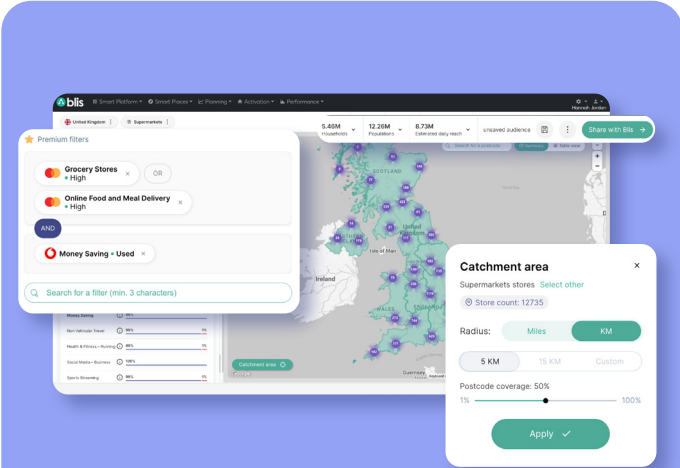
Gaining market share:

Embrace a mindset of perpetual acquisition. Give shoppers reasons to pop in and more reasons to keep coming back – after all, that's where grocery shoppers spend most of their budget.

3

Building loyalty:

Disloyalty is the default state. Invest in loyalty programmes that allow consumers to take advantage of benefits fairly quickly. That will help you become much more valuable in the long run.



Through our integrated planning and activation platform, Audience Explorer, you can discover what makes your customers unique, build richer media plans and deliver better outcomes without reliance on personal data.

To find out more about our upcoming breakfast presenting the full findings on 27.04, [register here](#) or [contact us](#) to learn more about Audience Explorer.