



Shopper Trends 2023

Your guide to the life of the shopper

NIQ's Shopper Trends offers an in-depth analysis of the shopping patterns, attitudes, and behavior of today's shopper. This report will help you understand the latest trends in grocery retail, retailer performance and equity across 50+ markets.



Manufacturer



Shopper



Retailer

Channels included: Hypermarkets/Supermarkets, Discounters, Convenience stores, Personal care stores, Online Channels , Traditional Trade stores (channels vary by market)



Channels performance:

- Visit frequency
- Channel spend most in
- Monthly grocery spend
- New store adoption



Retailers' performance:

- Retailers with the strongest store equity
- Retailers' relationships with shoppers
- Key differentiators between retailers
- Profiles of main shoppers by retailer
- Loyalty card ownership (optional)



Shopper dynamics:

Shopper insights:

- Grocery Shopping attitudes , store selection, planning, propensity to experiment, deal-seeking, promo sensitivity & price awareness
- Category-level insights: promo sensitivity, price awareness, imp. of category innovation, category influence on store selection
- **NEW***- Shopper Segmentation
- Trending themes (Optional): Private labels/ Store brands, Eco-friendly shopping, Online & technology

* For an additional fee

LatAm

- Brazil
- Mexico
- Guatemala
- Costa Rica

Western Europe

- Austria
- Netherlands
- Belgium
- Norway
- Denmark
- Portugal
- France
- Spain
- Germany
- Sweden
- Ireland
- Switzerland
- Italy
- Turkey
- UK

Central & Eastern Europe

- Belarus
- Latvia
- Bosnia
- Lithuania
- Bulgaria
- Poland
- Croatia
- Romania
- Czech Rep.
- Serbia
- Estonia
- Slovakia
- Greece
- Slovenia
- Hungary
- Ukraine
- Kazakhstan

Middle East & Africa

- Egypt
- Morocco
- Saudi Arabia
- South Africa
- UAE

Asia Pacific

- China
- Malaysia
- Hong Kong
- Philippines
- India
- Singapore
- Indonesia
- Taiwan
- Korea
- Thailand

Frequency of visits fell down in all large format channels, so did regular usage. Discounters managed to increase regulars and dependable shoppers share

CHANNEL RELATIONSHIP TIERS

(N)	DISCOUNTIERS		SUPERMARKETS	
	2020	2021	2020	2021
Speedometer	50	75	18	25
Visit without ITD	79	89	75	73
Visit without H&M	88	96	86	77
Visit occasionally	90	96	93	96
Frequency of visiting	12.9 times/month	11.8 times/month	7.1 times/month	6.6 times/month

Speedometer	HYPERMARKETS		CONVENIENCE STORE	
	2020	2021	2020	2021
Visit without ITD	15	42	2	2
Visit without H&M	49	56	55	65
Visit occasionally	61	72	68	87
Frequency of visiting	6.0 times/month	5.5 times/month	9.0 times/month	5.9 times/month

Base all shoppers 2020/10/01~2021/01/31 (n=1202)

One stop, quick & easy shopping plus value for money. The importance of the assortment is growing, while shopping experience less important vs YA

Derived Importance Ranking

▲ 2021 vs 2020

Importance	Factor	2020 Score	2021 Score
High	One stop, quick & easy shopping plus value for money	4.1	4.1
High	The importance of the assortment is growing	3.9	3.9
Medium	Price is important	3.8	3.8
Medium	Product assortment	3.7	3.7
Medium	Shopping experience	3.6	3.6
Medium	Value for money	3.5	3.5
Medium	Low prices for imported items	3.4	3.4
Medium	Product assortment	3.3	3.3
Medium	High quality fresh food	3.2	3.2
Medium	Easy thing, meeting the needs	3.1	3.1
Medium	Wide range of fresh food assortment	3.0	3.0
Medium	Offers new alternative brands to meet brands	2.9	2.9
Medium	Wide range of healthy assortment	2.8	2.8
Medium	Product assortment	2.7	2.7
Medium	Provide middle grade goods and promote	2.6	2.6
Medium	Has programs that reach higher economic segments	2.5	2.5
Medium	Are the first to have new products	2.4	2.4
Medium	Staff provide excellent customer service	2.3	2.3
Medium	Convenient to get to	2.2	2.2
Medium	Well-groomed product display	2.1	2.1
Medium	Efficient checkout counters	2.0	2.0
Medium	Has high quality premium brands	1.9	1.9
Medium	Has a wider variety of products	1.8	1.8
Medium	Wide range of fast and vegetables	1.7	1.7
Medium	High quality premium meats	1.6	1.6
Medium	Clear and legible signage	1.5	1.5
Medium	Specialties	1.4	1.4
Medium	Long opening hours	1.3	1.3
Medium	Easy to parking	1.2	1.2
Low	Shopping experience less important vs YA	1.1	1.1
Low	YA	1.0	1.0

▲ 2020 vs 2019

▲ 2019 vs 2018

▲ 2018 vs 2017

▲ 2017 vs 2016

▲ 2016 vs 2015

▲ 2015 vs 2014

▲ 2014 vs 2013

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Shopper Needs (Manufacturer)

Demographic analysis 1 | Demographic analysis 2 | Demographic analysis 3 | Demographic analysis 4 | Time | Fresh fruit & vegetables

Total Shoppers: Gender

Gender	Percentage
Male	40%
Female	60%

Total Shoppers: Age group

Age Group	Male (%)	Female (%)
18-24	10%	20%
25-34	20%	20%
35-44	30%	30%
45-54	25%	25%
55-64	15%	15%

Fresh fruit & vegetables Shoppers: Gender

Gender	Percentage
Male	33%
Female	67%

Fresh fruit & vegetables Shoppers: Age group

Age Group	Male (%)	Female (%)
18-24	10%	20%
25-34	20%	20%
35-44	30%	30%
45-54	25%	25%
55-64	15%	15%

Total time

Year	2020	2021
Category time	12345	12345

Category time

Category	2020	2021
Fresh fruit & vegetables	12345	12345

Base: All

The screenshot shows a dashboard for 'Shoppers' Needs (Manufacture)' with a 'Multiple views' dropdown. The 'Category' is 'Shoppers' and the 'Promotion sensitivity' is 'Fresh fruit & vegetables'. The 'Select Category' dropdown is set to 'Shoppers' and the 'Select Promotion sensitivity' dropdown is set to 'Fresh fruit & vegetables'.

Total Shoppers: Promotion sensitivity

The funnel chart shows the distribution of promotion sensitivity for 'Total Shoppers' across five categories: 'Buy different brands because of promotions' (2%), 'Change stores based on which one I think has the best' (2%), 'Only buy promotions when I already like the brand' (2%), 'I seldom change stores, I seldomly search for promotions' (94%), and 'Promotion rarely change my brand choices' (2%).

Fresh fruit & vegetables Shoppers: Promotion sensitivity

The funnel chart shows the distribution of promotion sensitivity for 'Fresh fruit & vegetables Shoppers' across five categories: 'Buy different brands because of promotions' (2%), 'Change stores based on which one I think has the best' (2%), 'Only buy promotions when I already like the brand' (2%), 'I seldom change stores, I seldomly search for promotions' (94%), and 'Promotion rarely change my brand choices' (2%).

Description

- Buy different brands because of promotions
- Change stores based on which one I think has the best
- Only buy promotions when I already like the brand
- I seldom change stores, I seldomly search for promotions
- Promotion rarely change my brand choices

Custom

- Buy different brands because of promotions
- Change stores based on which one I think has the best
- Only buy promotions when I already like the brand
- I seldom change stores, I seldomly search for promotions
- Promotion rarely change my brand choices

Total base

2020	2021
154	140

Category base

2020	2021
154	140

Base All

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