NielsenIQ

The Nicotine Shopper Unlocked

UK Results report syndicated study



UK, 2025

Consumer Behavior & Insights

EXAMPLE DELIVERABLE · ILLUSTRATIVE DATA ONLY

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Key learnings

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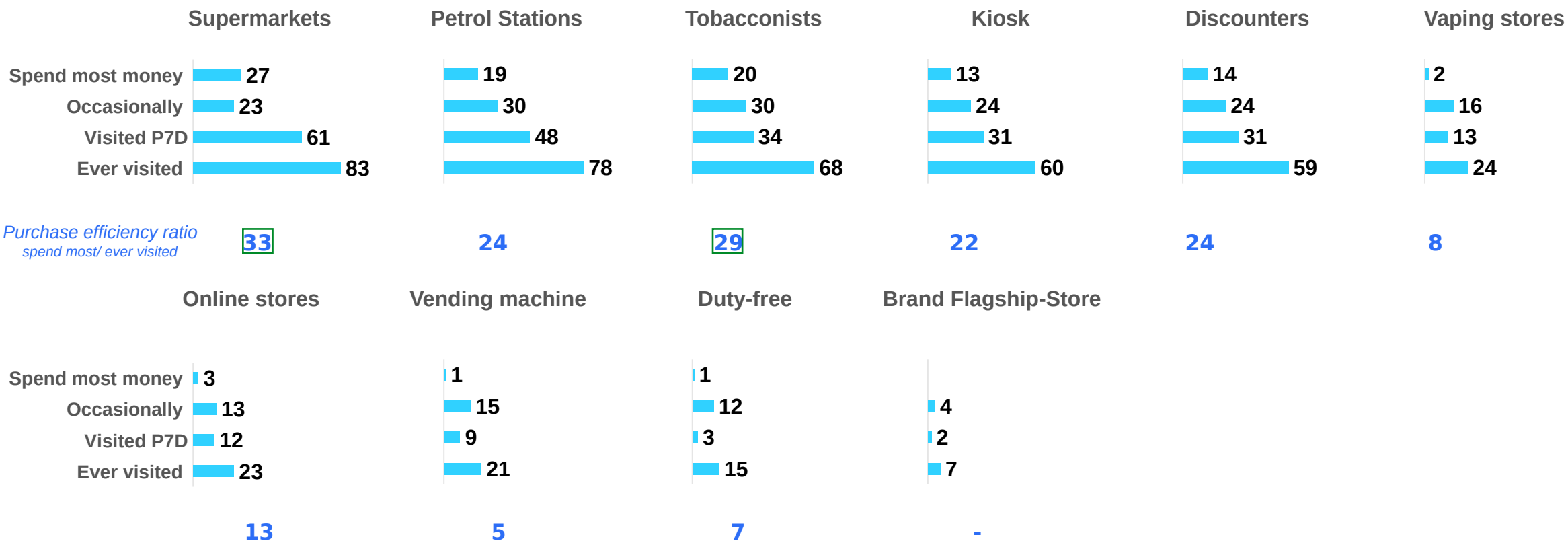
Nicotine landscape

Key purchase channels for nicotine products & how important is online.



Supermarkets lead as the main channel for the purchase of nicotine products. Petrol Stations and Tobacconists follow.

Channel relationship tiers



Base: all shoppers, N=940, data in %

Q01 Stores where they have bought nicotine products in the last 7 days? MA Q03 Which of these store types are ones that you occasionally visit to buy nicotine products? MA Q04 Which of these types of stores is the one where you normally spend most of your nicotine product budget IN? SA

Higher / lower vs. Total

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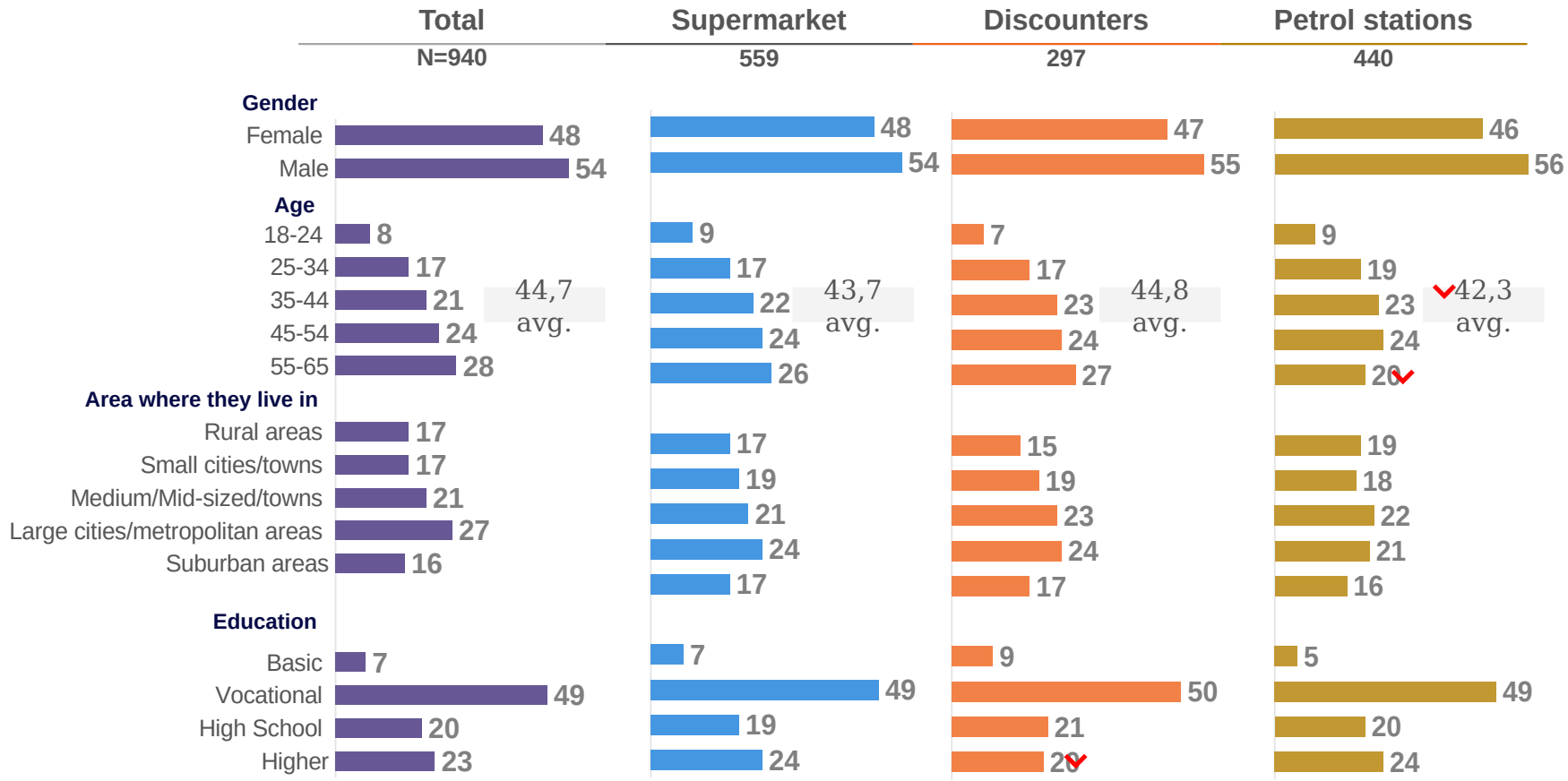
Petrol station shoppers tend to be slightly younger.

Past 7 days shopper profile – by channel



Base: Total base/ channels purchased in the p7d for nicotine categories, data in %

Q01 Stores where they have bought nicotine products in the last 7 days? MA AGE. How old are you? SA SEX. Indicate your gender SA REG. Indicate which region you live in. SA SOR. Which of the following best describes the area you currently live in? SA Z03. Who do you live with? SA Z04. What is the highest level of education you have completed/are completing? SA

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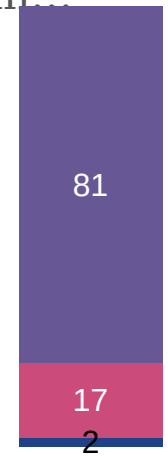
Proximity to home drives purchase decisions.

Area where they shop

"In normally purchase nicotine products in…



"Stores close to my home"

"Stores close to my work"

Most nicotine shoppers prioritize stores close to home.

Only 1 in 5 choose locations near their workplace or study center, making convenience at home the key factor in where they shop.

Base: all shoppers, N=940, data in %

Q05bis. Now, please select which of the following statements apply to your most regular purchasing habits for this type of nicotine products. SA

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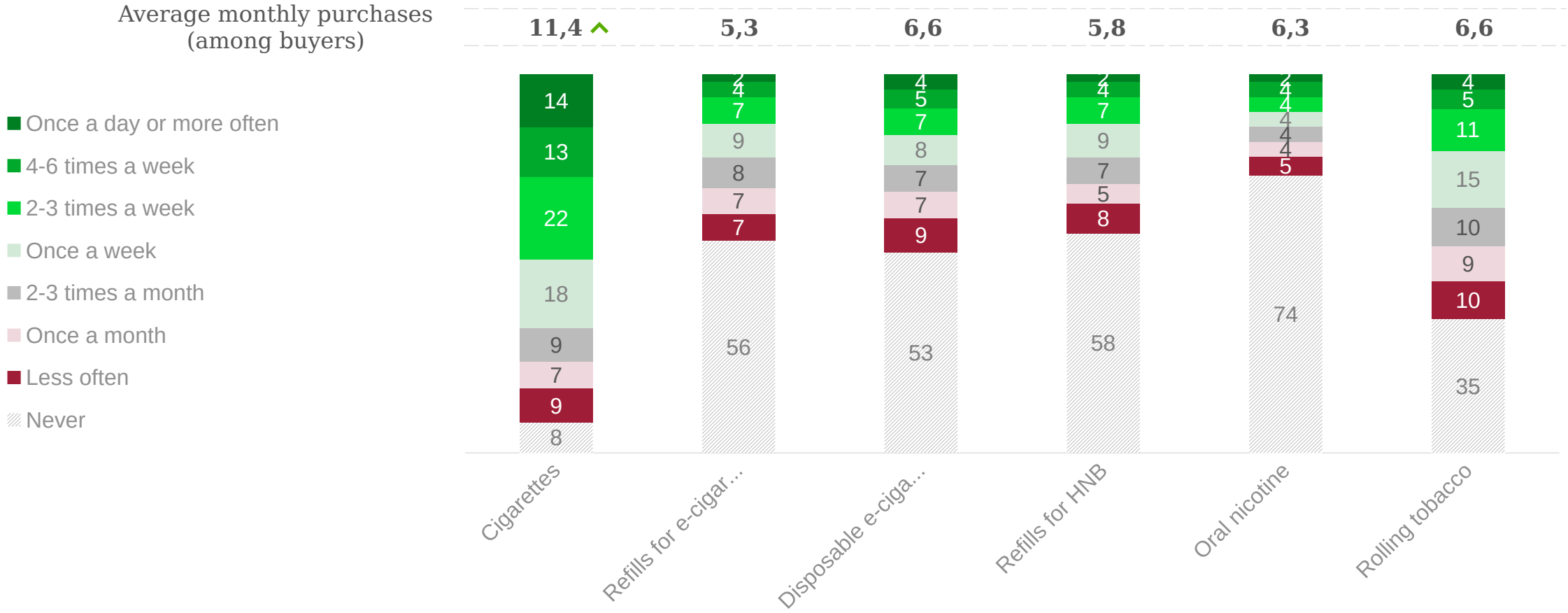
Purchase behavior

Product categories bought on the past 7 days & co-purchase habits.



Frequent purchase patterns confirm cigarettes as the leading category among respondents, followed by rolling tobacco.

Purchase frequency of nicotine products (overall behaviour)



Base: all shoppers, N=940, data in %

Q24. On average, how often do you buy the following nicotine products?

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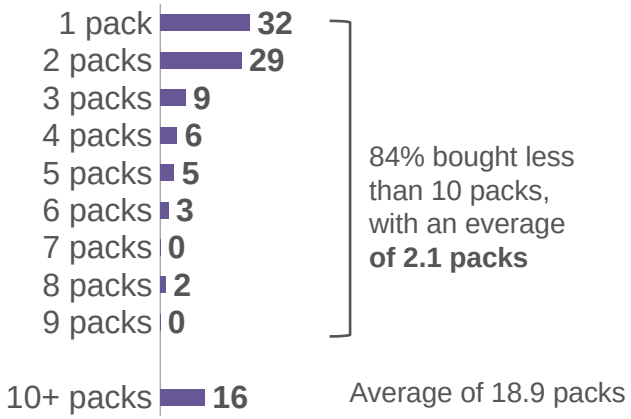
Number of packs purchased by category (last occasion)

of packs purchased intra-category in the last occasion

Cigarettes	E-cigarettes	HNB	Rolling tobacco
	2,6 avg	2,9 avg	2,1 avg
705	312	153	327



Across categories, LANU tend to purchase multiple packs per visit, which can lead to lower daily traffic.

Among cigarette buyers, single-pack shoppers purchase an average of 2 packs per occasion.

Base: Shoppers of respective category regardless of the channel in which they purchase

Q3. How many nicotine products did you buy? NUM

Q2. How many products from these non nicotine categories did you purchase in total? NUM

** Very small base<50

*Small base >49 and <75

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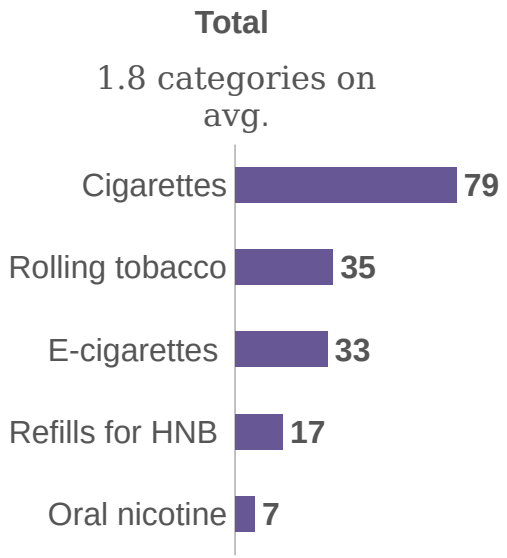
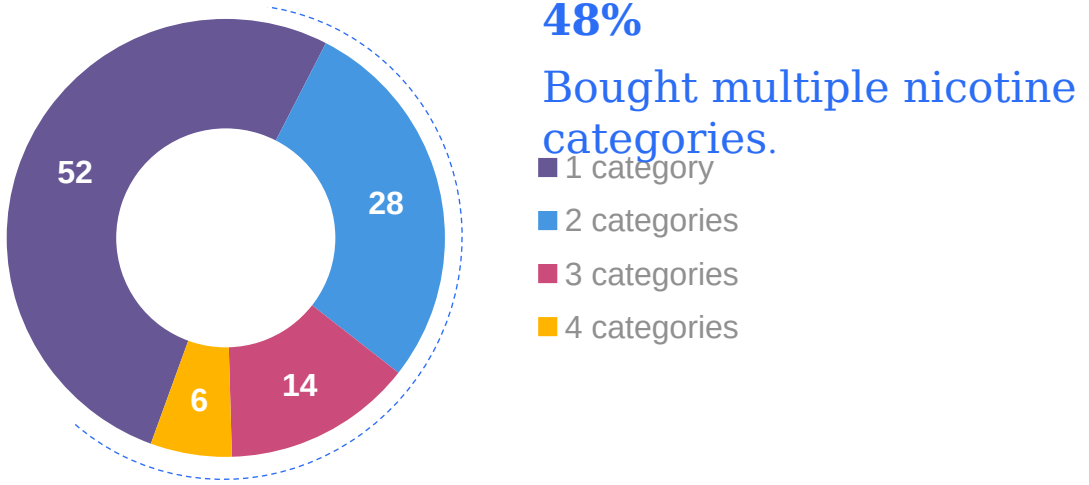
On average, shoppers purchased almost 2 nicotine categories in the past week.

Cigarettes lead nicotine purchases in the past week.

Nicotine categories purchased in the past week





48%

Bought multiple nicotine categories.

Base: all shoppers, N=940, data in %

S01. What nicotine products have you purchased in the past week? MA

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Single-category shoppers tend to stick with cigarettes.

Nicotine categories emerge progressively in the shopper journey: e-cigarettes and rolling tobacco dominate among dual users, HNB appears with three categories, and oral nicotine is introduced with four.

Nicotine categories purchased in the past week deep dive

Nicotine categories purchased in the past week	1 category 52%	2 categories 28%	3 categories 14%	4 categories 6%
Cigarettes	**71**	92	94	98
E-cigarettes	-	**46**	89	100
Refills HNB	5	16	**55**	78
Oral Nicotine	7	2	16	**57**
Rolling tobacco	20	**47**	59	70
	(489)	(278)	(123)	(50*)

** Very small base<50
*Small base >49 and <75

Base: all shoppers, N=940, data in %

S01. What nicotine products have you purchased in the past week? MA7

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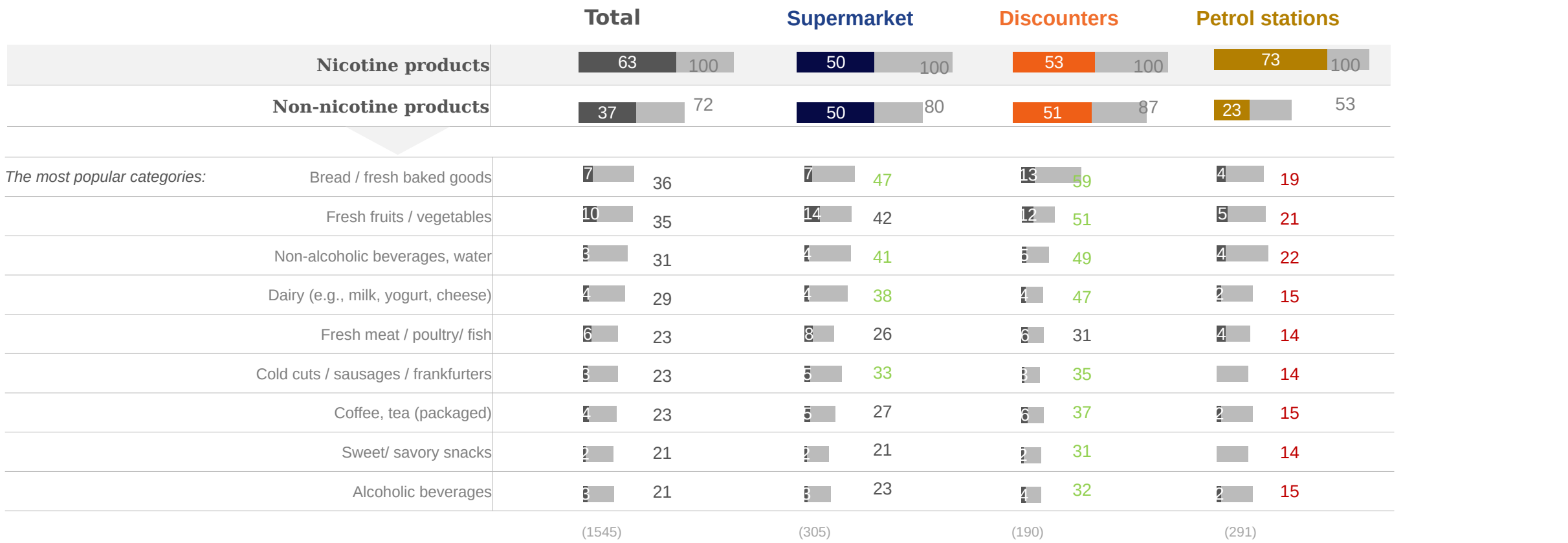
Nicotine products are generally the primary driver of store choice, significantly more in Petrol Stations.

Products bought & main category (last occasion)



Base: All nicotine product purchase occasions in HM/SM/Discounters/Convenience/Petrol stations across any of the five categories, data in %

Q1. Did you also purchase other products in this store besides the nicotine product(s)? If so, from which categories? MA

Q4. Which category was the main one that influenced your choice of this store as your shopping location SA

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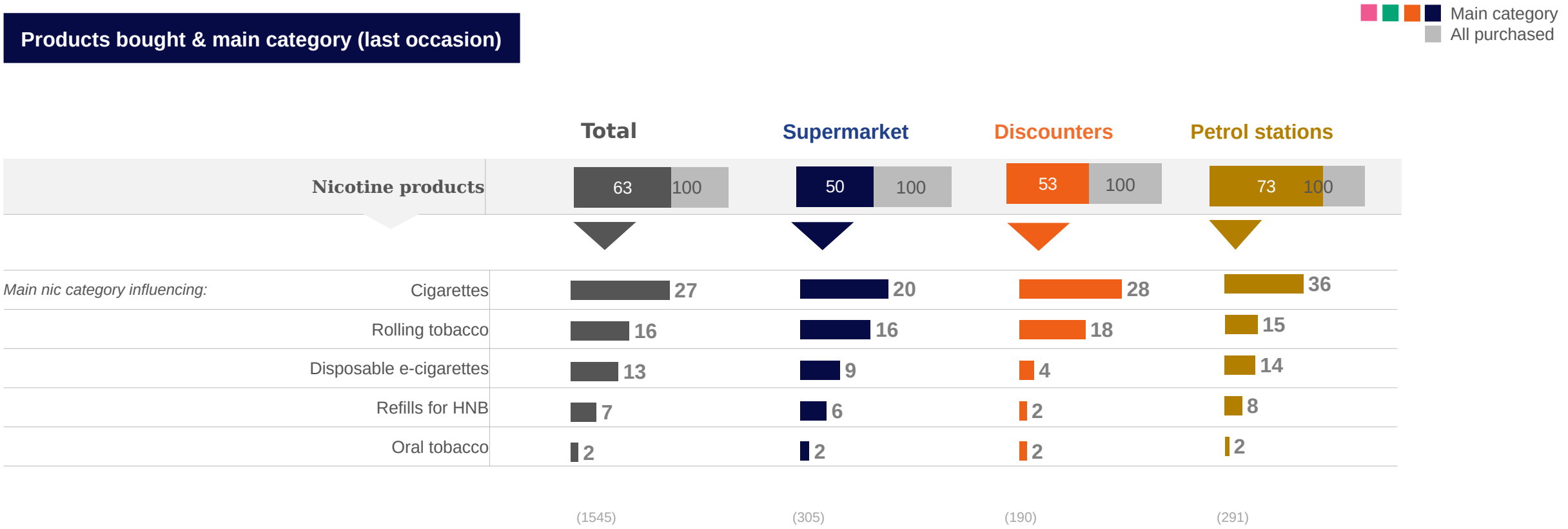
Cigarettes lead as nicotine category influencing store choice across all channels, but specially in petrol stations.

Rolling tobacco and e-cigarettes follow.

Products bought & main category (last occasion)



Base: All nicotine product purchase occasions in HM/SM/Discounters/Convenience/Petrol stations across any of the five categories, data in %
Q1. Did you also purchase other products in this store besides the nicotine product(s)? If so, from which categories? MA
Q4. Which category was the main one that influenced your choice of this store as your shopping location SA

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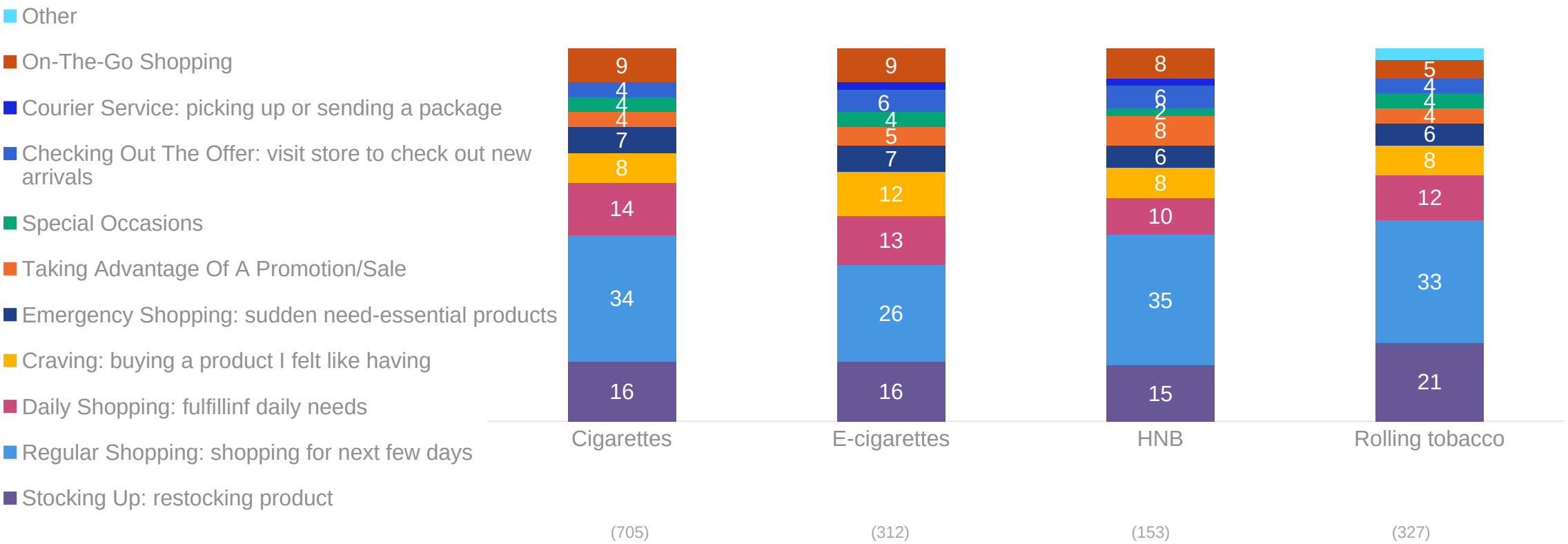
Regular shopping missions dominate nicotine purchases, followed by stocking up & daily shopping trips.

Shopping mission by category



Q5. Which of the following statements best describes the main reason for your shopping, during which you purchased [CATEGORY FROM S1 1-3]? What type of shopping was it?

Higher / lower vs. Total

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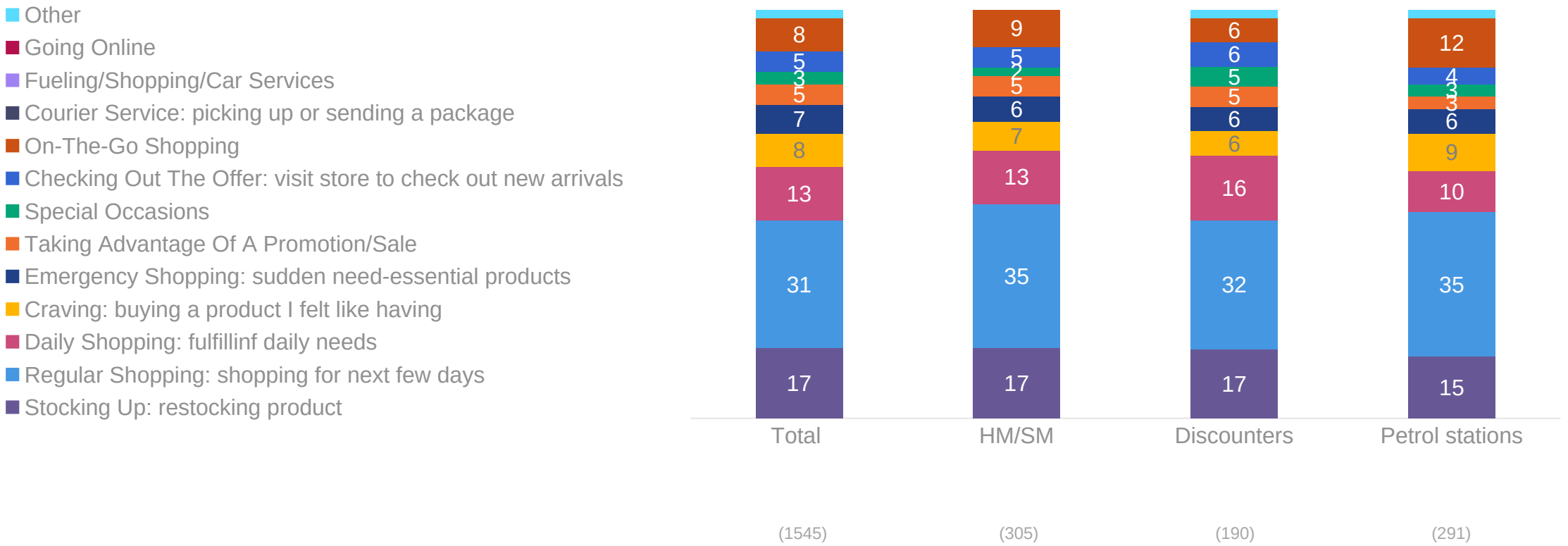
Regular and stocking missions are the most common types of nicotine purchases, though petrol stations show a more mixed mission profile.

Shopping mission by channel



Base: All nicotine product purchase occasions in HM/SM/Discounters/Convenience/Petrol stations across any of the five categories

Q5. Which of the following statements best describes the main reason for your shopping, during which you purchased [CATEGORY FROM S1 1-3]? What type of shopping was it?

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Last trip analysis

Respondents were asked a series of questions about their **most recent nicotine purchase**.

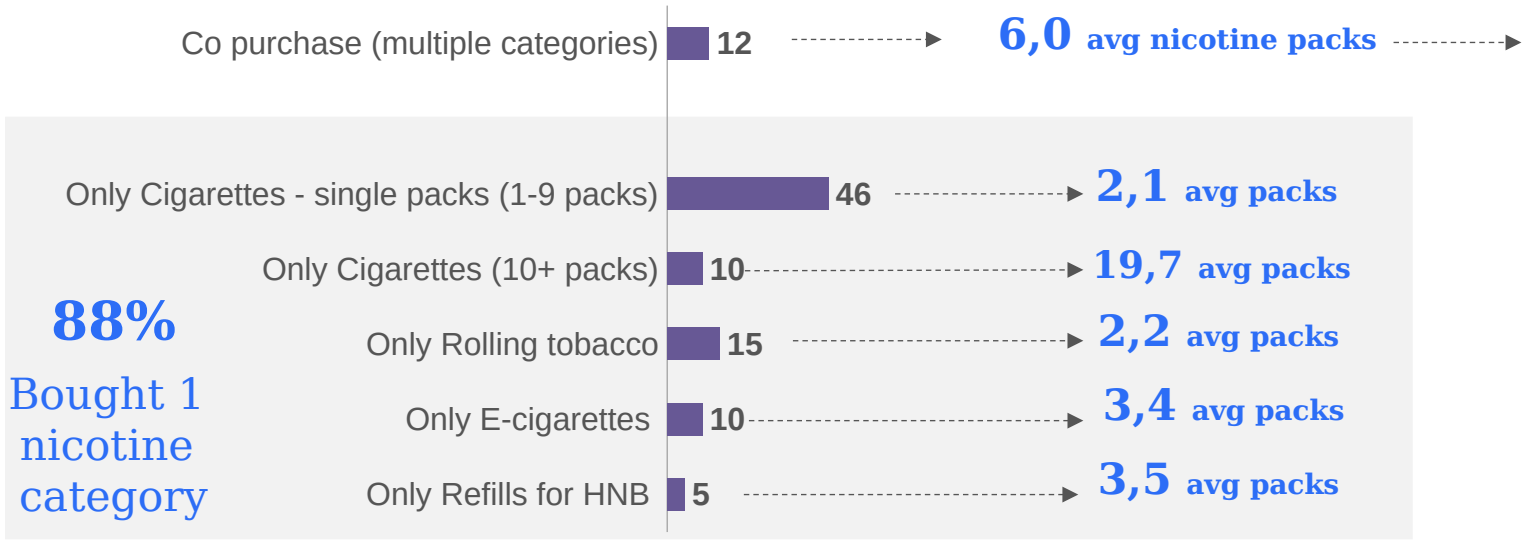


During the last trip single-category purchases dominate.

Single-category shoppers confirm to stick with cigarettes, whereas rolling tobacco and e-cigarettes purchases are increasingly observed among those buying two categories.

Categories bought during last purchase

Basket size last purchase



Co-purchase last purchase	2 categories
Cigarettes	82
Rolling tobacco	50
E-cigarettes	40
Refills HNB	19
Oral Nicotine	8
	(118)



Total basket size last trip: 3,9 packs/ products
across nicotine categories in the last purchase (both solus and multicategory purchasers)

Base: all shoppers, N=877, data in %

S01. What nicotine products have you purchased in the past week? MA7
Q3. How many nicotine products did you buy? NUM
Q2. How many products from these non nicotine categories did you purchase in total? NUM

Last purchase calculation: For each buyer, up to three nicotine-related transactions have been captured across different product categories in the past 7 days. The most recent transaction is identified based on the latest purchase date and its corresponding channel.

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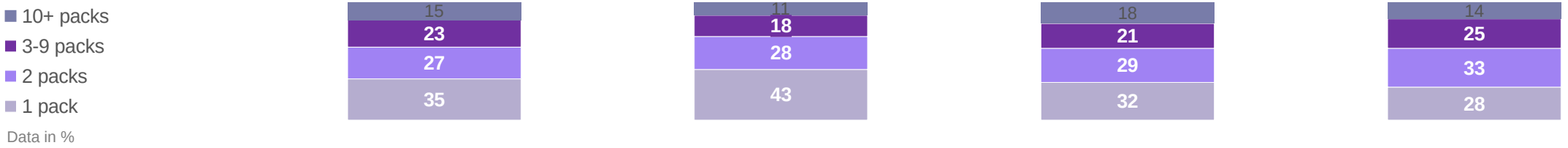
The average basket size during the last purchase across nicotine categories is nearly 3 or 4 packs/products.

Basket size of NICOTINE products last trip per channel



	Total	Supermarkets	Petrol Stations	Discounters
Avg. No. of packs	3,9	2,8	4,8	3,7
base	940	210	176	135

Basket size of NICOTINE products last trip per category and channel

	Total	Supermarkets	Petrol Stations	Discounters
Avg. No. of Cigarettes *(single packs buyers, 1-9 range)*	2,2	2,0	2,1	2,3
base	530	125	107	78
Avg. No. of Rolling tobacco	2,1			
base	201			
Avg. no. of E-cigarettes	3,0			
base	145			

** Very small base<50
*Small base >49 and <75

S01. What nicotine products have you purchased in the past week? MA7
Q3. How many nicotine products did you buy? NUM

Higher / lower vs. Total

Last purchase calculation: For each buyer, up to three nicotine-related transactions have been captured across different product categories in the past 7 days. The most recent transaction is identified based on the latest purchase date and its corresponding channel.

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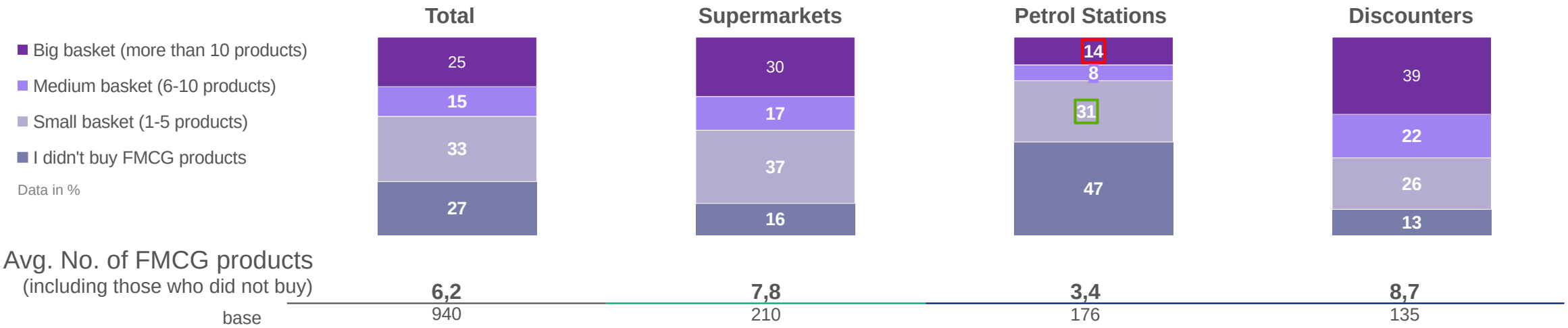
During the last trip, the overall average basket size, including FMCG items, remains moderate at fewer than 10 products. In petrol stations, baskets is even smaller reflecting the specific nature of their shopping mission.

Basket size FMCG products last trip per channel



Avg. No. of FMCG products (including those who did not buy)	Total	Supermarkets	Petrol Stations	Discounters
	6,2	7,8	3,4	8,7
base	940	210	176	135

Avg products last trip per channel

Avg. No. of all products (including nicotine products)	Total	Supermarkets	Petrol Stations	Discounters
	9,8	10,5	8,3	12,4
base	940	210	176	135

S01. What nicotine products have you purchased in the past week? MA7
Q2. How many products from these non nicotine categories did you purchase in total? NUM

Higher / lower vs. Total

Last purchase calculation: For each buyer, up to three nicotine-related transactions have been captured across different product categories in the past 7 days. The most recent transaction is identified based on the latest purchase date and its corresponding channel.

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What drives behavior in-store?

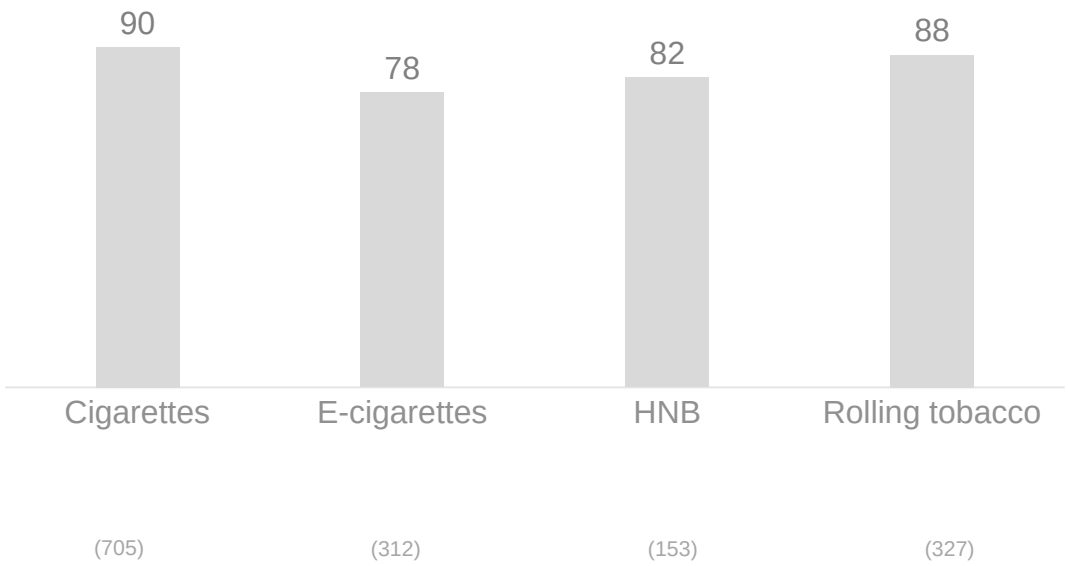
What influences purchase, decision trees by category



Level of planning : % of planned purchases

**no significant differences by channel*

** no base for oral nicotine*



High levels of planning in the last purchase of nicotine products across categories and channels.

Base: Shoppers of respective category regardless of the channel in which they purchase, data in %

Q9. Was this purchase of [category] planned? SA

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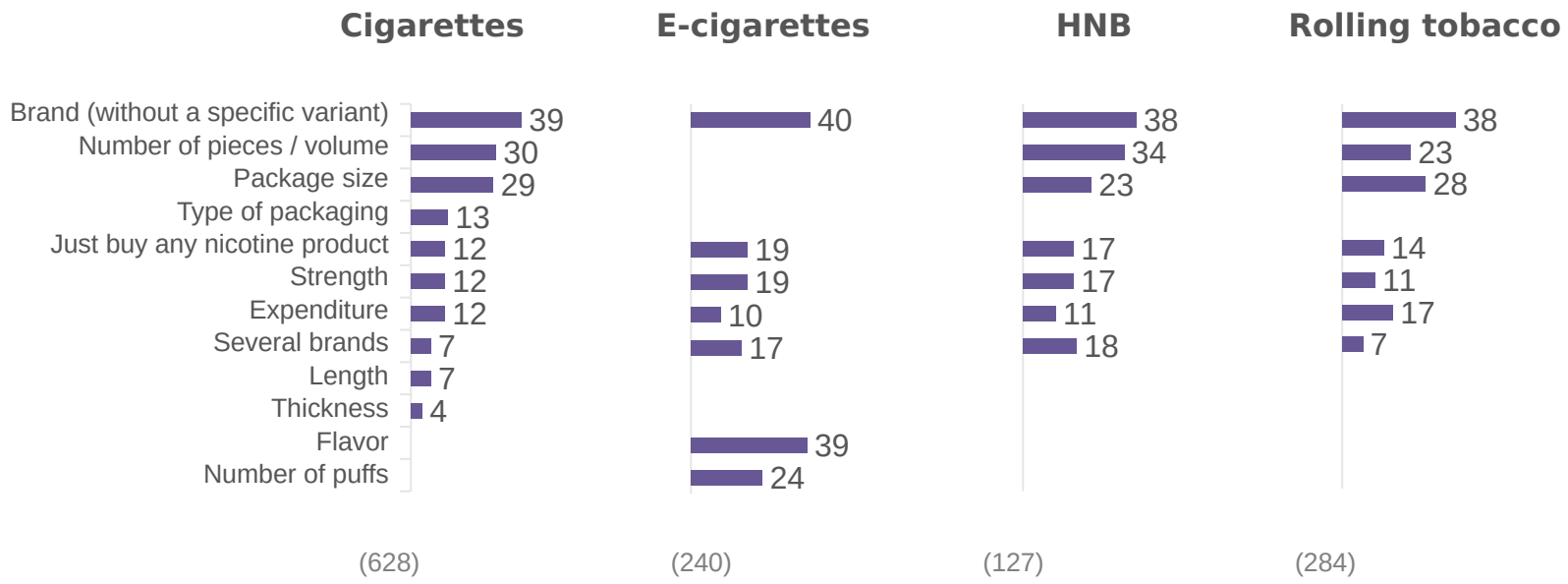
Across all categories, brand is the most planned feature.

Pack size & nº of pieces follows for cigarettes, HNB and rolling tobacco. While flavor for E-cigarettes and number of puffs.

Planned features by category



Base: all shoppers, data in %
Q10.What specifically had you planned before entering the store regarding the purchase of (category)? MA

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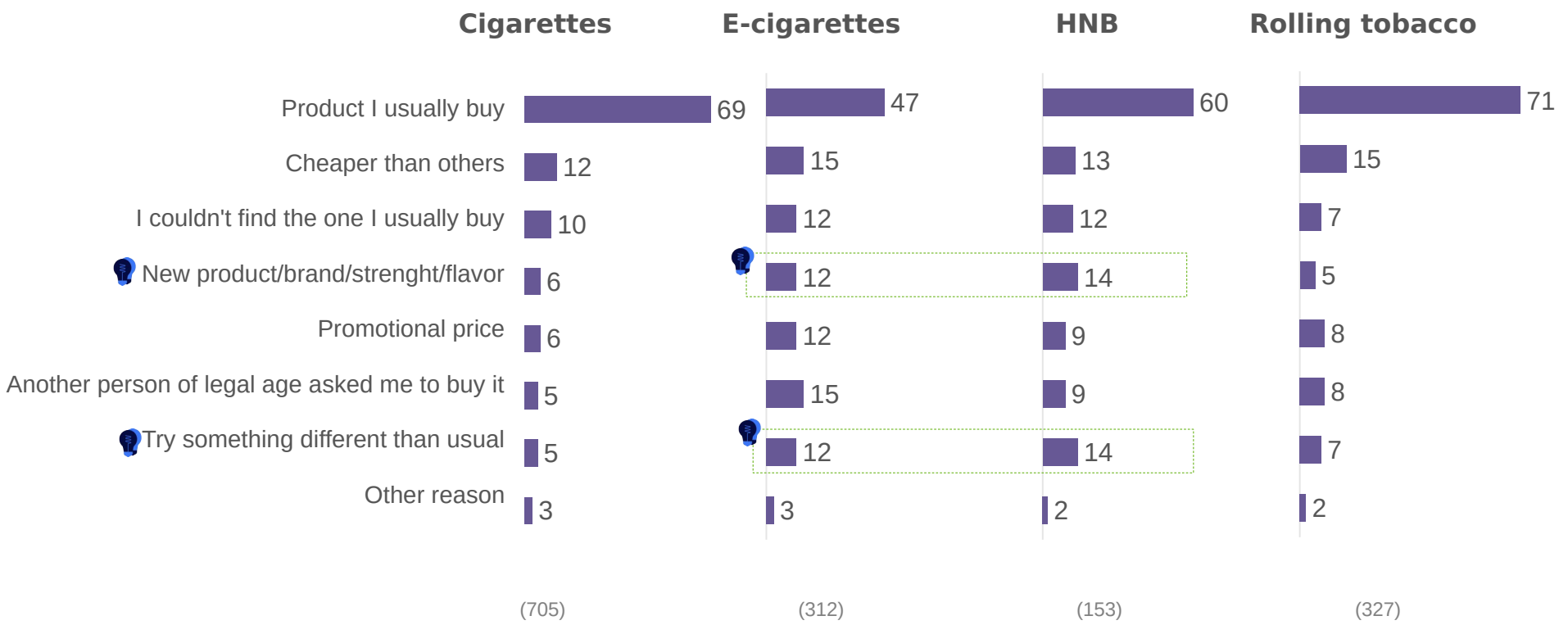
Product familiarity is the first driver of nicotine purchase decisions across categories.

Novelties & trying different than usual becomes more relevant for e-cigarettes and HNB.

Decision drivers by category



Base: all shoppers, data in %

Q7a. What made you choose this specific product(s)? MA

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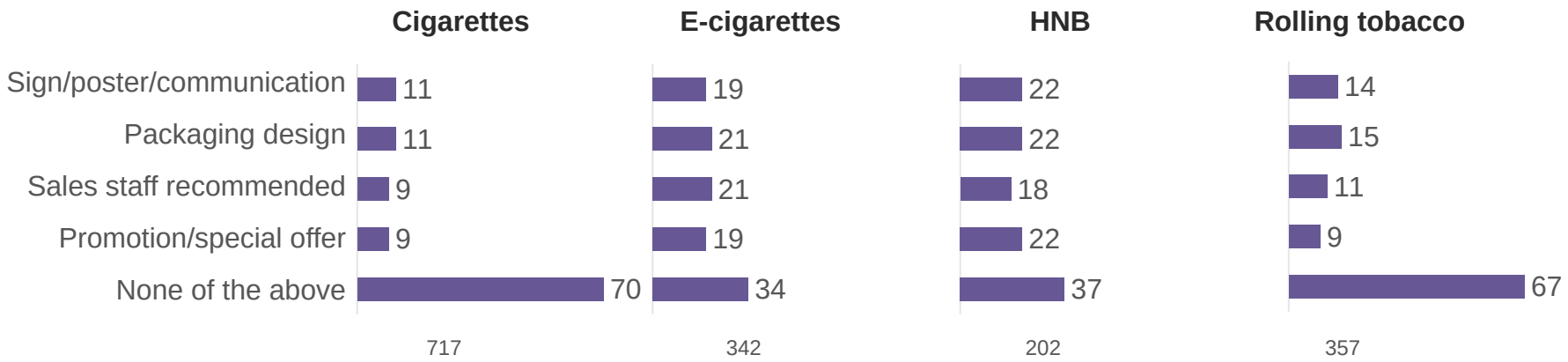
Oral nicotine shows the highest POS interaction, limited impact for cigarettes and Rolling tobacco.

POS's interaction by category



Base: all shoppers, data in %
Q7b. Did you experience any of the following in your recent trip to this store to purchase your product(s)? MA
Q7c. Do you remember which nicotine product was it?

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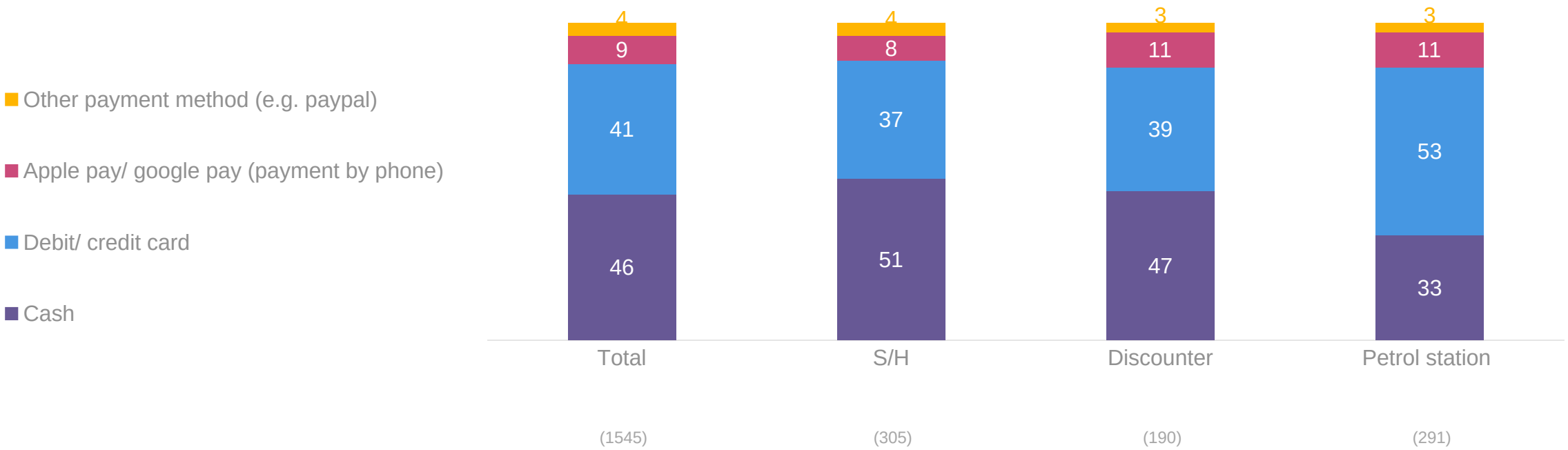
Cash & card with similar levels of usage for nicotine purchases, except in discounters where card payments gain significant importance.

Payment methods – by channel



Base: All nicotine product purchase occasions in HM/SM/Discounters/Convenience/Petrol stations across any of the five categories, data in %

Q3b. Please select the payment method you used SA

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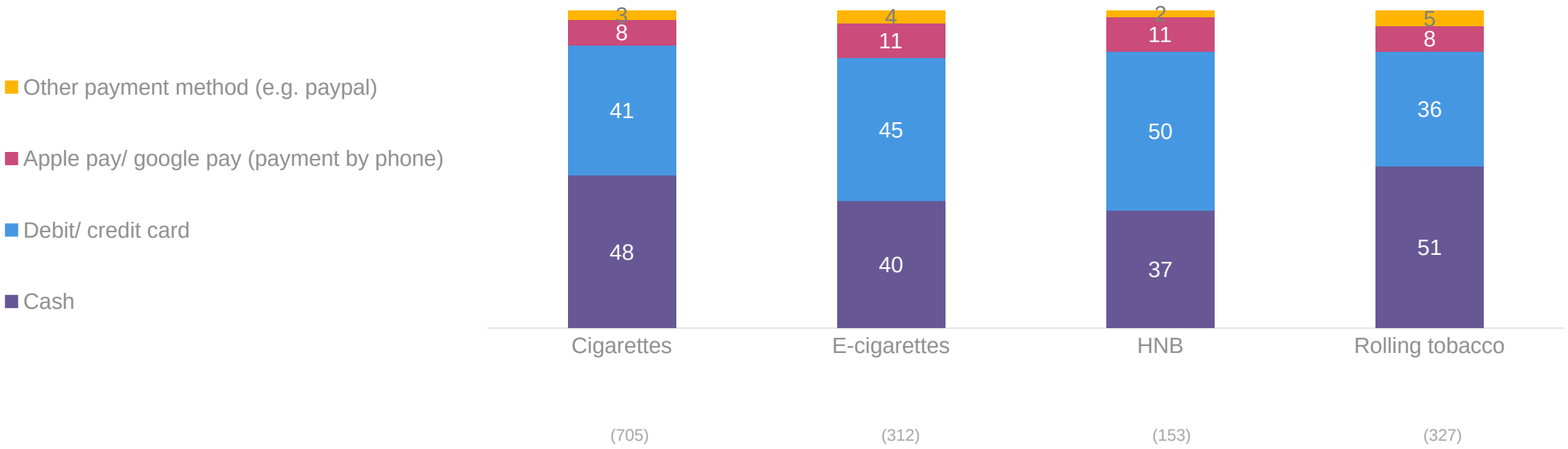
Cash slightly more used in cigarette and rolling tobacco purchases.

Payment methods



Base: Shoppers of respective category regardless of the channel in which they purchase, data in %

.Q3b. Please select the payment method you used SA

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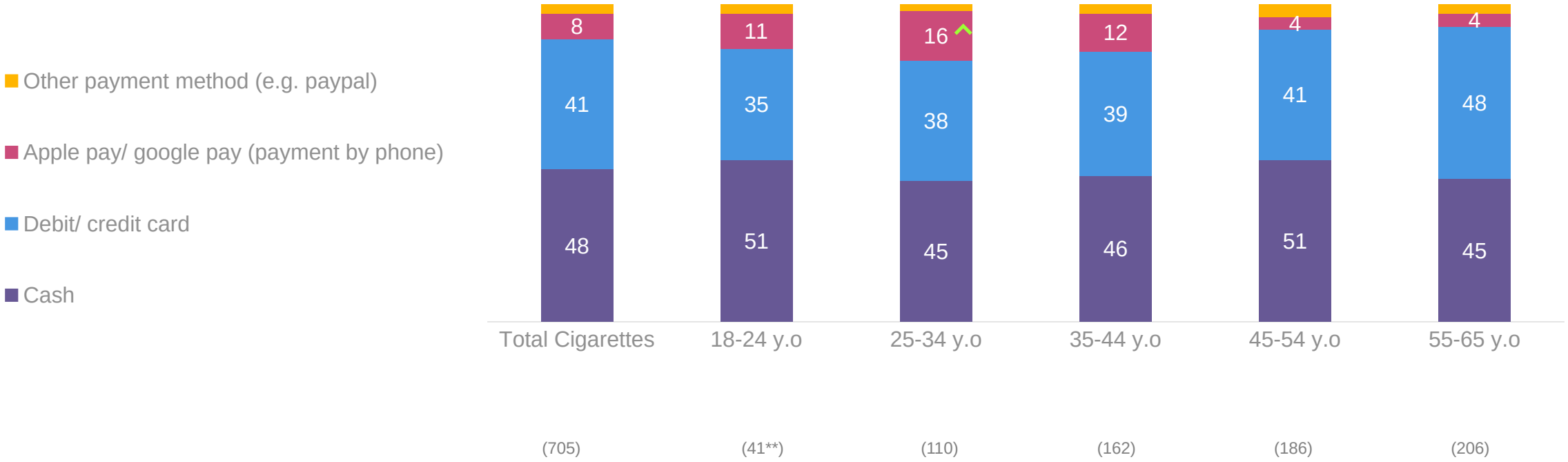
Similar cash and card usage among different age groups.

Payment methods – Focus on cigarettes socio-demo



** Very small base<50
*Small base >49 and <75

Base: All nicotine product purchase occasions in HM/SM/Discounters/Convenience/Petrol stations across any of the five categories, data in %
Q3b. Please select the payment method you used SA

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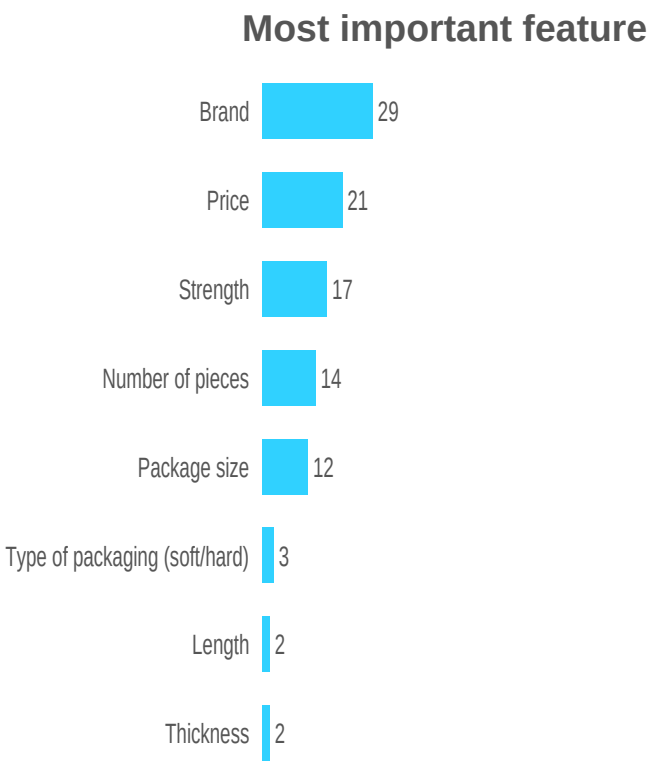
Brand becomes the most relevant attribute for cigarette shoppers, followed by price. Thickness ranks next in importance for brand-oriented shoppers, while strength does for price sensitive cigarette buyers.

Most important features Cigarettes





Base: Cigarette shoppers, N=705, data in %

Q11A. Let's assume the product you recently purchased was not available in the store. If you had to choose a different product, which feature would be the hardest for you to give up? Please select the one feature that is most important to you.
Q11C. Please rank the remaining features from most to least important, where 1 represents the most important.

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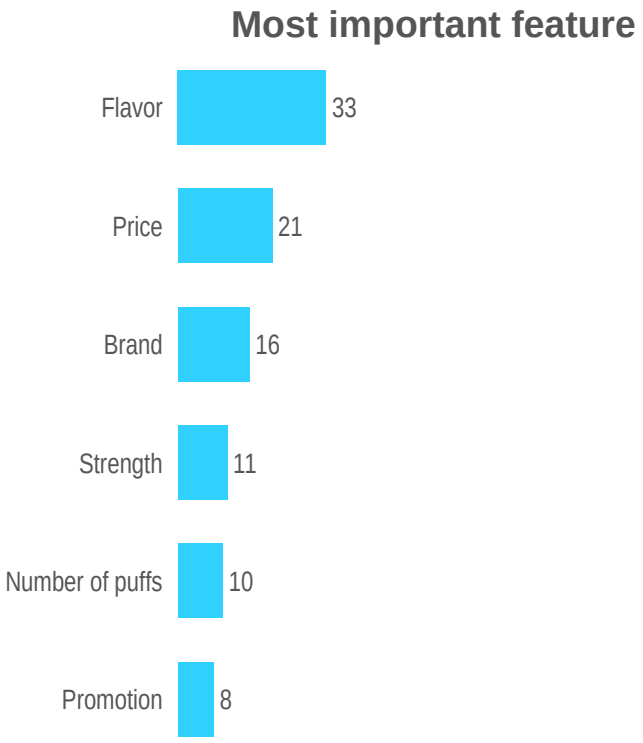
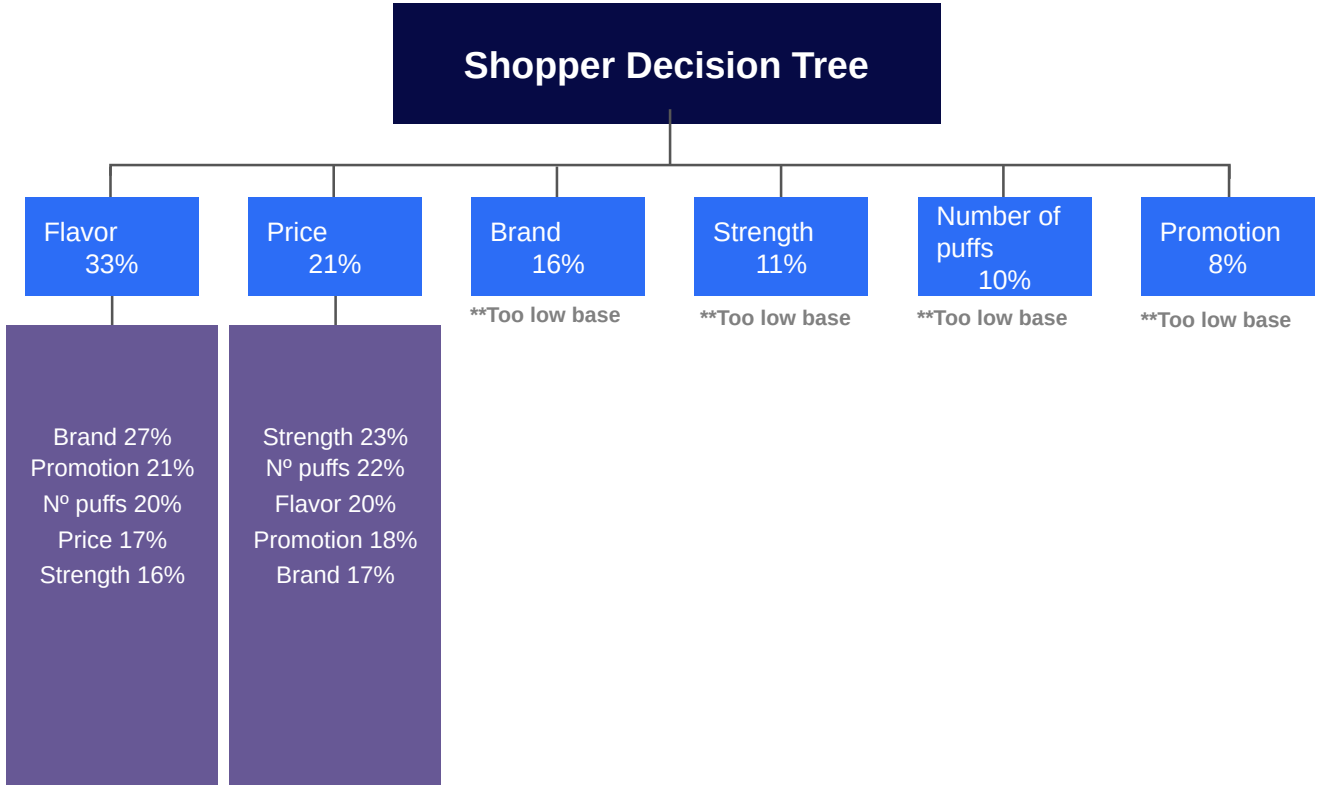
Flavor becomes by far the most important feature for e-cigarette shoppers. Brand as the next most relevant feature for those searching by flavor.

Most important features E-cigarettes





Base: E-cigarettes, N=312, data in %

Q11A. Let's assume the product you recently purchased was not available in the store. If you had to choose a different product, which feature would be the hardest for you to give up? Please select the one feature that is most important to you.
Q11C. Please rank the remaining features from most to least important, where 1 represents the most important.

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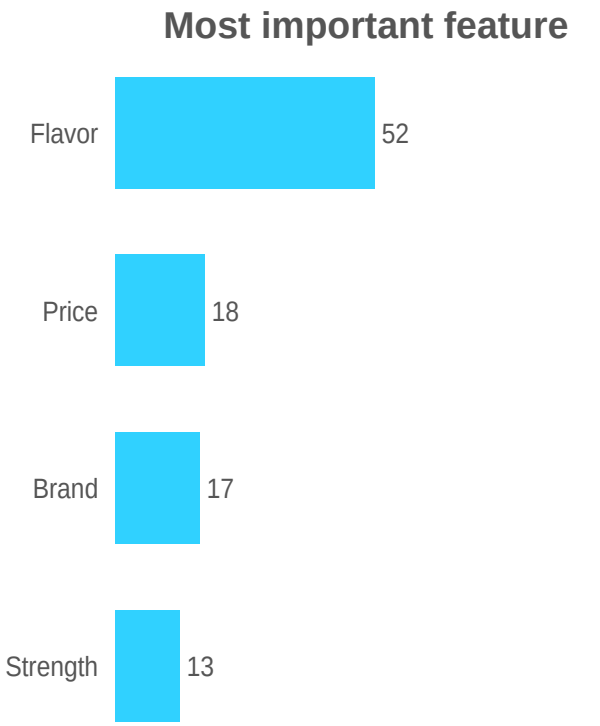
Once HNB shoppers identify their preferred flavor as their most relevant feature, price becomes the next most relevant factor in their decision-making process.

Most important features HNB





Base: HNB, N=153, data in %

Q11A. Let's assume the product you recently purchased was not available in the store. If you had to choose a different product, which feature would be the hardest for you to give up? Please select the one feature that is most important to you.
Q11C. Please rank the remaining features from most to least important, where 1 represents the most important.

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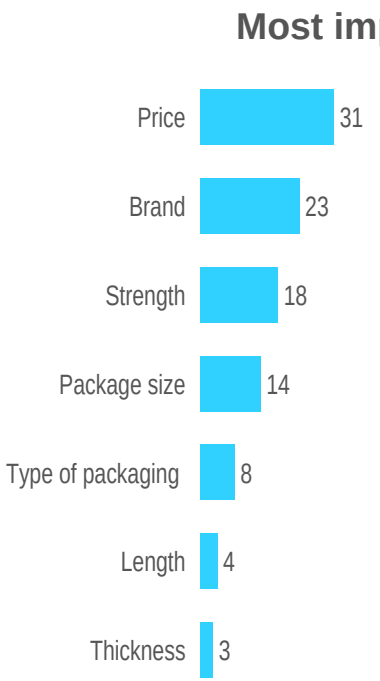
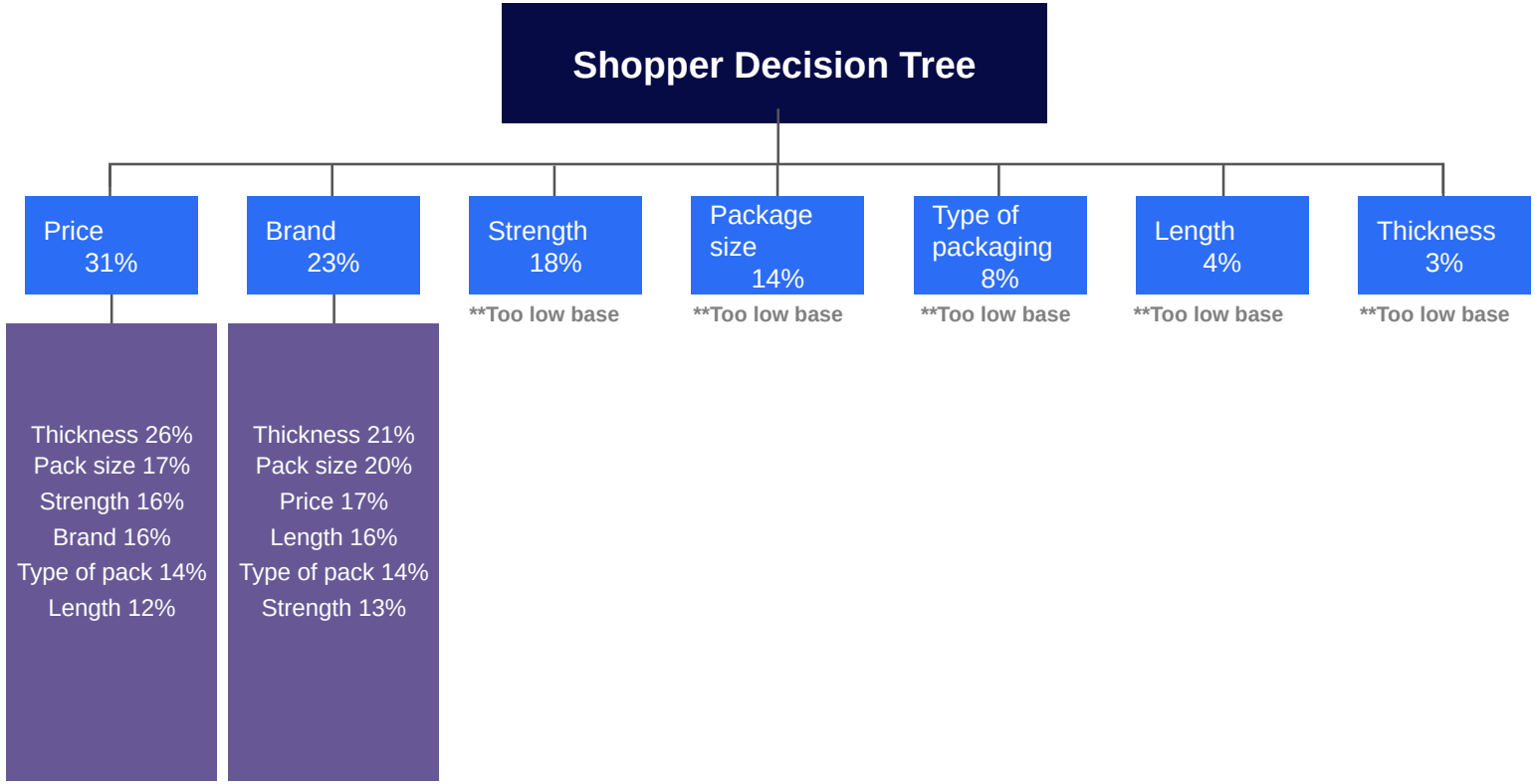
Thickness is the most relevant secondary feature for shoppers driven by either price or brand in the Rolling tobacco category; pack size follows (very closely among brand oriented)

Most important features Rolling tobacco





Base: Rolling tobacco tobacco, N=327, data in %

Q11A. Let's assume the product you recently purchased was not available in the store. If you had to choose a different product, which feature would be the hardest for you to give up? Please select the one feature that is most important to you.
Q11C. Please rank the remaining features from most to least important, where 1 represents the most important.

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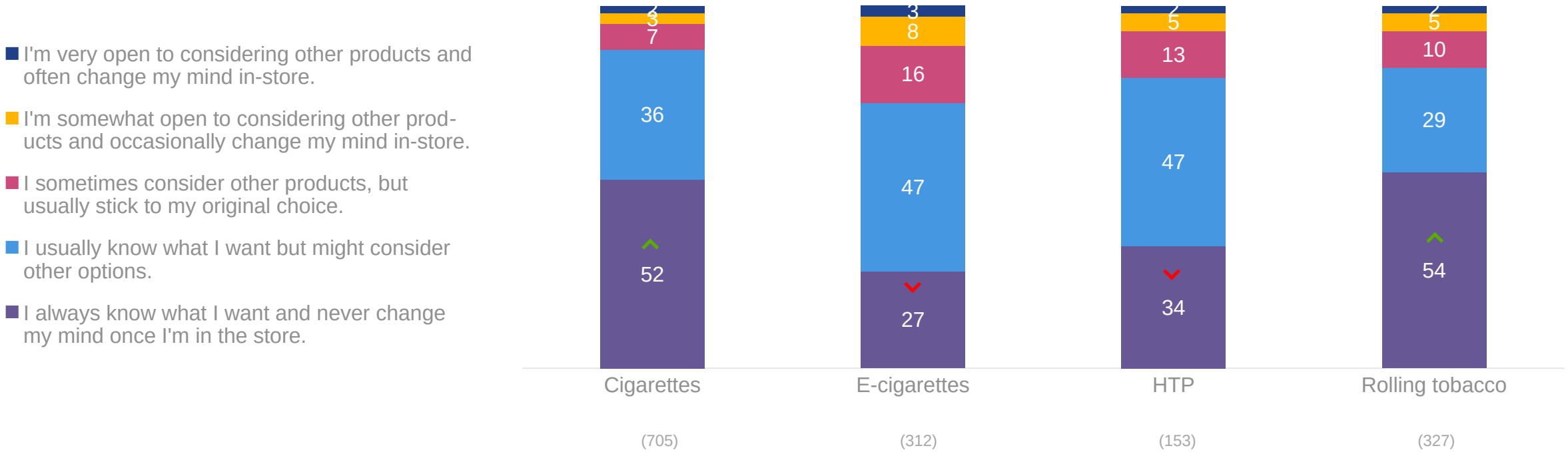
Shopper’s mindset

Openness to new products, novelties, brand loyalty, key category features & decision-making tree.



Cigarette and Rolling tobacco shoppers demonstrate the highest brand loyalty, with over half never reconsidering their choice in-store. In contrast, shoppers in other categories show greater openness to alternative options, although this flexibility remains moderate.

Relation to the product purchased



Base: Shoppers of respective category regardless of the channel in which they purchase, data in %

Q26. When you're shopping for [category], which of the following best describes how you decide what to buy? SA

Higher / lower vs. Total

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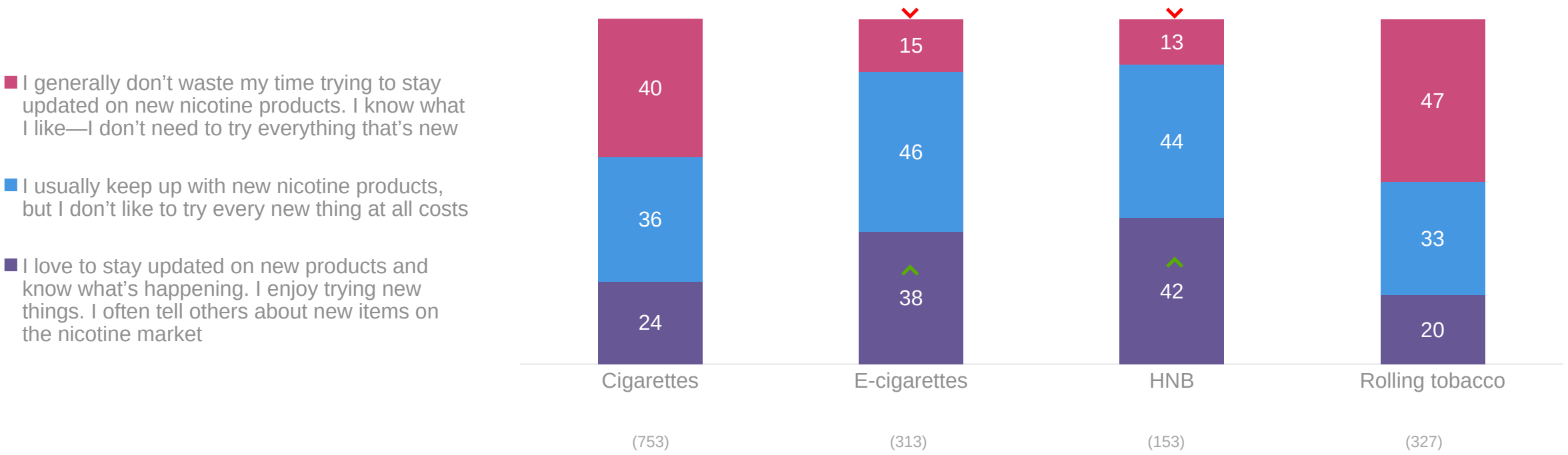
Engagement with novelty vary across nicotine categories. E-cigarette and HNB shoppers are the most likely to stay updated on new products. Cigarette & rolling tobacco shoppers show lower interest in novelties.

Attitude toward novelties



Base: past 7 days category buyers, data in %

M08. Think about broadly understood nicotine products. Which of the following statements best describes you? SA

Higher / lower vs. Total

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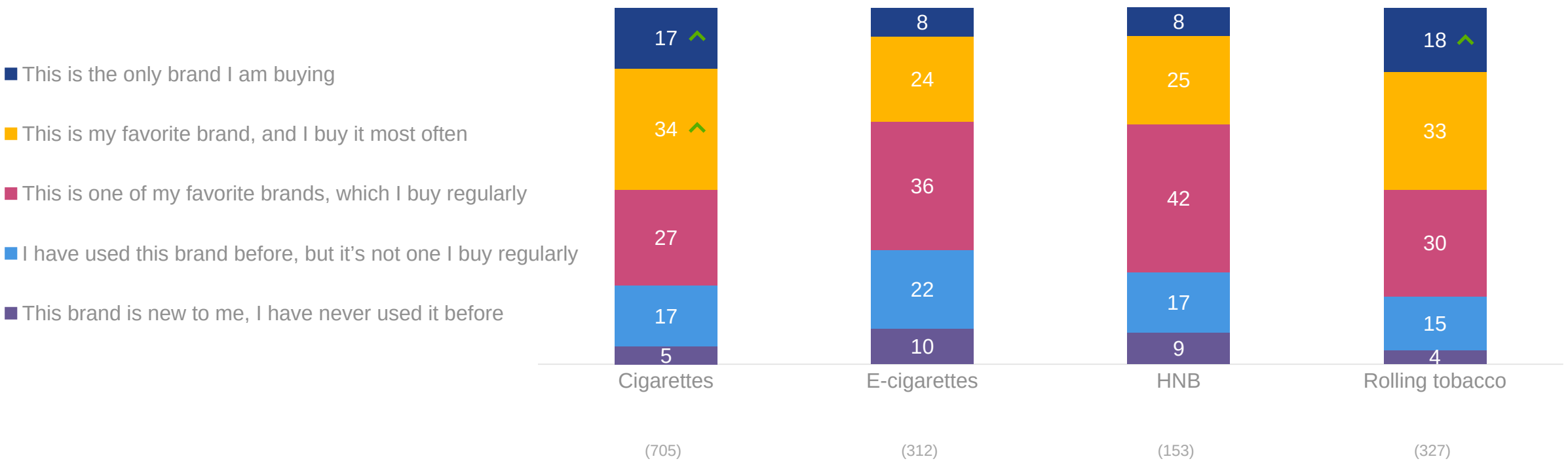
Brand loyalty is generally strong, especially for traditional nicotine categories (cigarettes & rolling tobacco).

Relation to the brand purchased



Base: Shoppers of respective category regardless of the channel in which they purchase, data in %

Q8B. Which of the following statements best describes BRAND of the [Category] product(s) you purchased? SA

Higher / lower vs. Total

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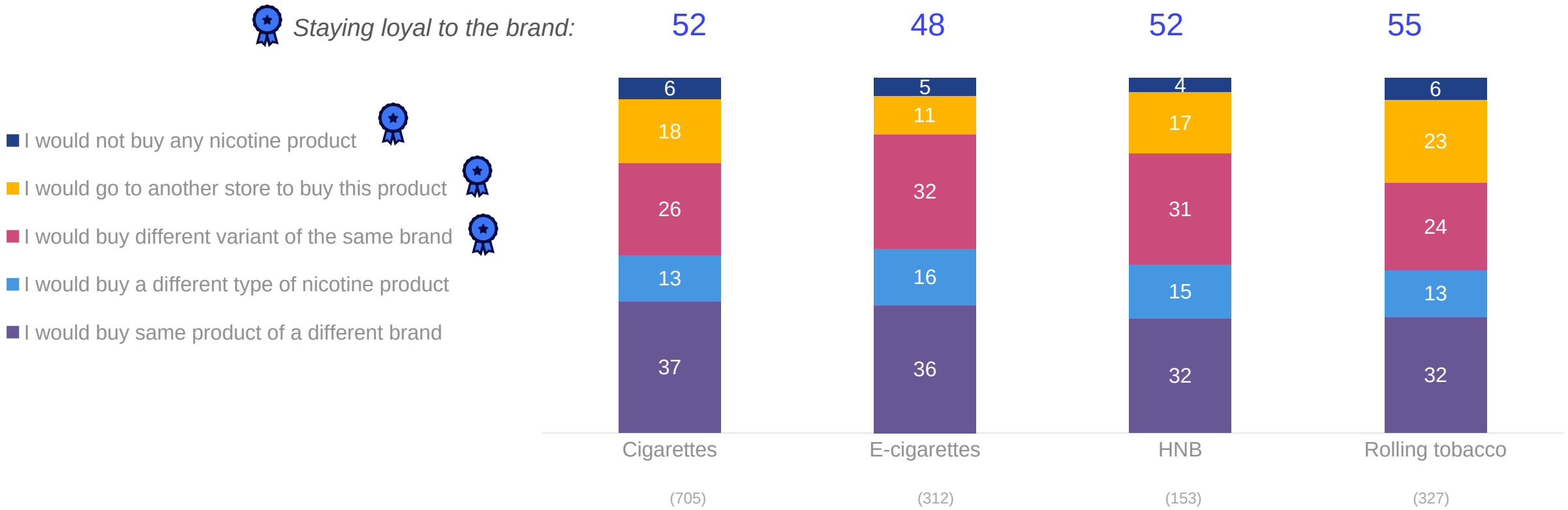
Around half of shoppers would remain loyal to their preferred brand in the event of stockouts.

Brand loyalty



Base: Shoppers of respective category regardless of the channel in which they purchase, data in %

Q27. Imagine you want to buy [category], but the product is not available at the store. What would you do? SA

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Shopper Scorecard by category

Key insights of category shoppers; product choice drivers, level of planification & shopper mindset.



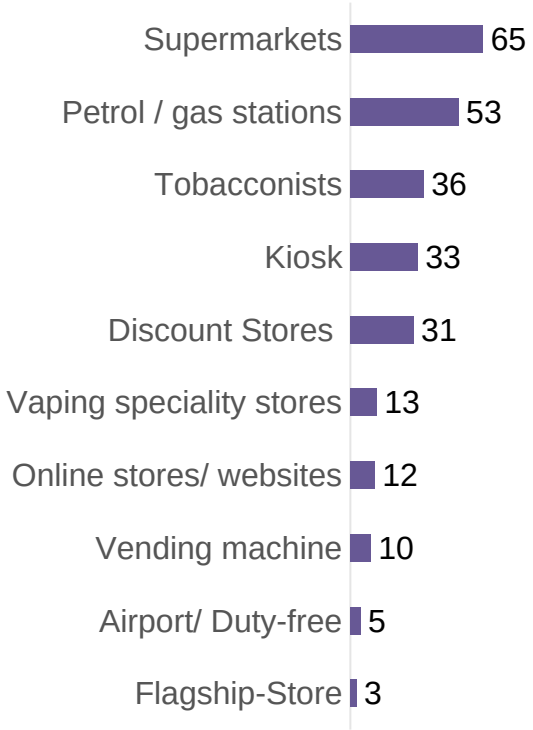
NIQ

EXAMPLE DELIVERABLE · ILLUSTRATIVE DATA ONLY

Cigarette Shoppers scorecard

Cigarette shoppers are (together with rolling tobacco shoppers) the **least open to exploring new nicotine products**.. They're driven mainly by brand & pack size—**price being more influential than in other segments**. Tap into their brand loyalty by **reinforcing trusted names** through consistent messaging, in-store visibility, and loyalty programs. Introduce new formats or variants **under familiar brands** to encourage gradual exploration without disrupting their comfort zone.

Channels Used for Nicotine Purchases (Past 7 Days)



Product Choice Driver Last occasion



90% planned in the last occasion

Top planned features

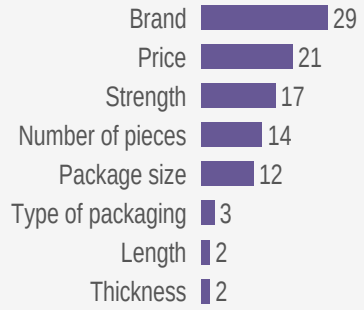
39% Brand (no variant)

29% Nº of pieces

29% Pack size

13% Type of pack

Most important product feature considered last occasion



Shopper Mindset (overall behavior)

- **48** Open to exploring alternatives in store
- **24** Enjoy trying new things on nicotine
- **51** Are loyal to one brand

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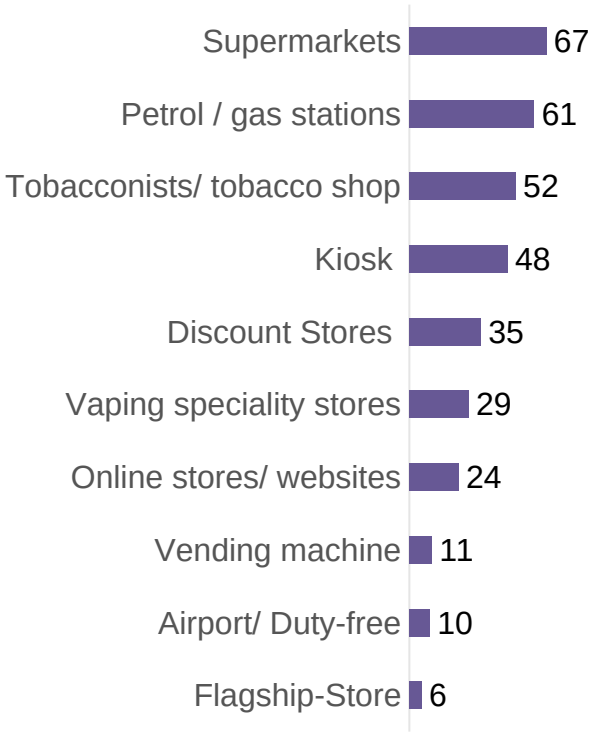
E-Cigarettes Shoppers scorecard

E-cigarette shoppers are **moderately open to trying new nicotine products**—more than traditional smokers, but less than HNB users. **Brand & flavor** as key drivers for the purchase of the category. To drive engagement, **focus on flavor innovation and brand-led storytelling** introduce new formats or cross-category options under trusted brands **to encourage exploration without compromising familiarity**.

Channels Used for Nicotine Purchases (Past 7 Days)



Product Choice Driver Last occasion

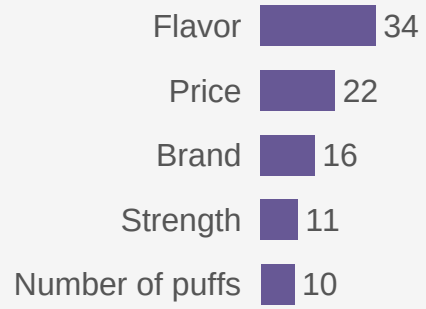


78% planned in the last occasion

Top planned features

40% Brand (no variant)
39% Flavor
24% Nº of puffs
19% Strength
19% Just buying nicotine

Most important product feature considered last occasion



Shopper Mindset (overall behavior)

- **73** Open to exploring alternatives in store
- **38** Enjoy trying new things on nicotine
- **32** Are loyal to one brand

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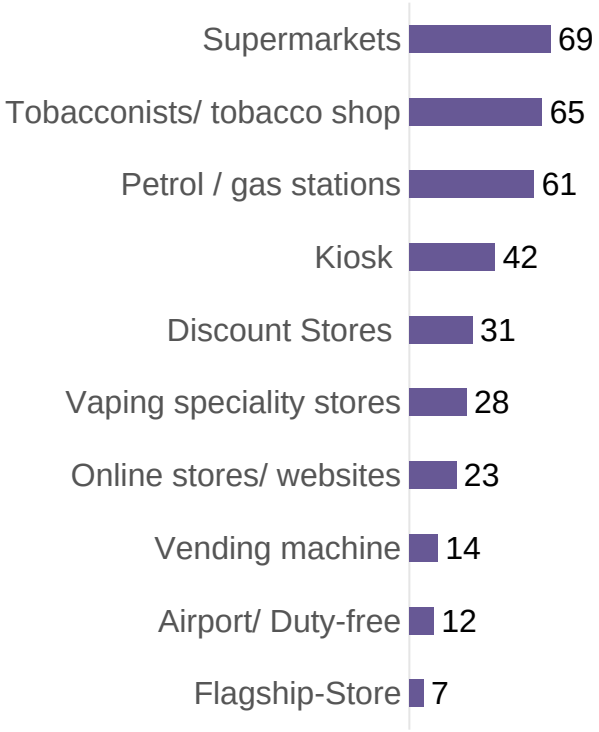
HNB Shoppers scorecard

HNB shoppers are the **most open to exploring new alternative products on nicotine**. 42% enjoy trying new things on nicotine, showing lower loyalty vs traditional categories buyers like cigarettes. Flavor becomes a key decision driver for the purchase of the category. To attract this segment, focus on variety, novelty, and flexibility. Highlight new product launches, and different flavor options.

Channels Used for Nicotine Purchases (Past 7 Days)



Product Choice Driver Last occasion



81% planned in the last occasion

Top planned features

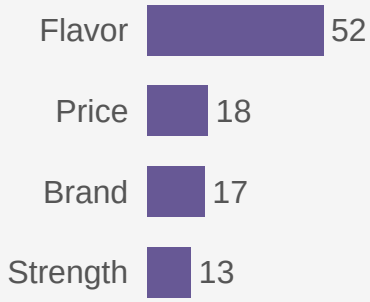
38% Brand (no variant)

34% Nº of pieces

23% Package size

18% Several brands

Most important product feature considered last occasion



Shopper Mindset (overall behavior)

- **66** Open to exploring alternatives in store
- **42** Enjoy trying new things on nicotine
- **33** are loyal to a set of brands not just one (9 loyal 1 brand)

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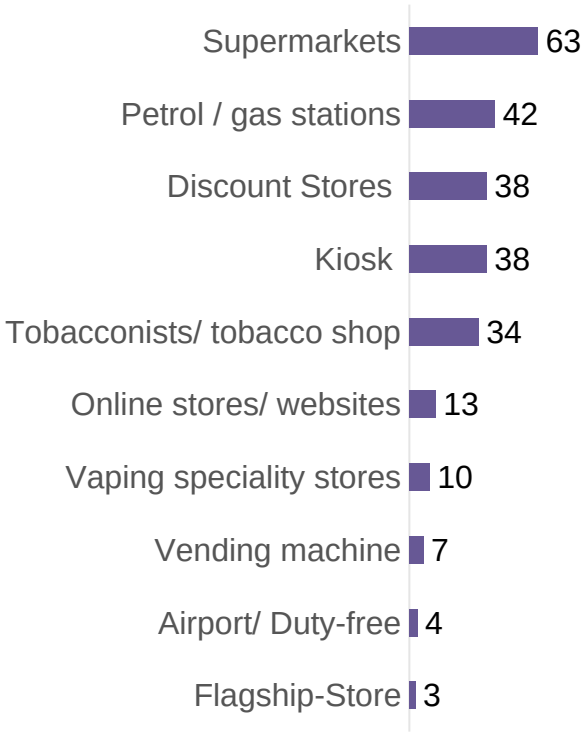
Rolling Tobacco Shoppers scorecard

Rolling tobacco shoppers show similar behavior to cigarette users. They **tend to be less open to trying new things on nicotine**. Within this group, we identify two distinct segments based on the feature they consider most important when purchasing: brand & package size. Engage this group with a strategy similar to that used for cigarette shoppers; one that reinforces their loyalty to both product and brand. Innovation should be gradual, subtle and familiar.

Channels Used for Nicotine Purchases (Past 7 Days)



Product Choice Driver Last occasion



88% planned in the last occasion

Top planned features

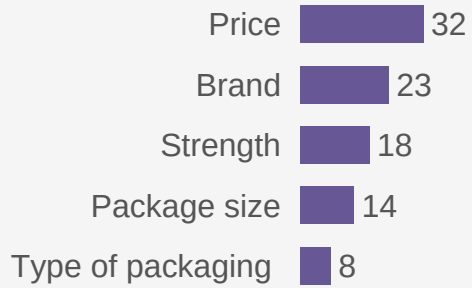
38 Brand (no variant)

28 Package size

23 Volume

17 Expenditure

Most important product feature considered last occasion



Shopper Mindset (overall behavior)

- **46** Open to exploring alternatives in store
- **20** Enjoy trying new things on nicotine
- **51** Are loyal to one brand

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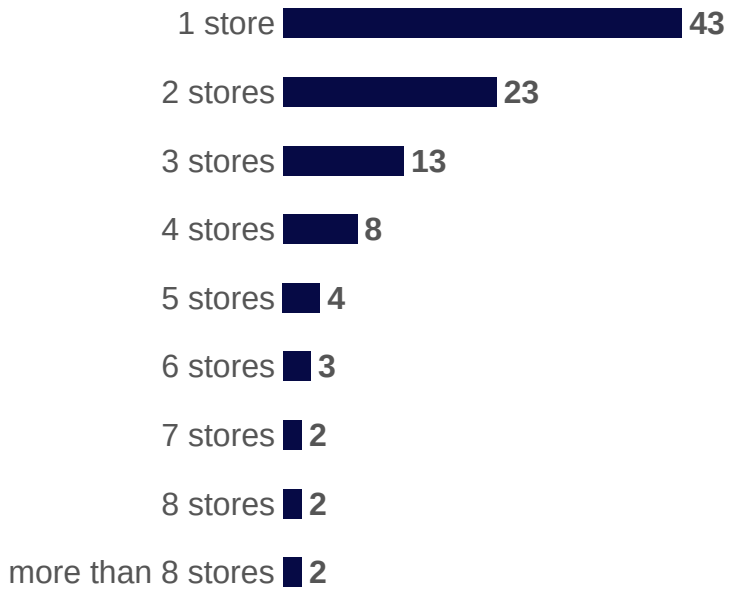
Key accounts

Which key accounts do LANU shop at, motivations for choosing KA, Store Equity Index



Two in three smokers limit their purchases to one or two banners.

Number of stores visited in P4W



Average number of stores visited in the past 4 weeks to buy nicotine products

2,2



Base: all shoppers, N=940, data in %

Q13. Which of these places have you visited in the past four weeks to buy nicotine products? MA

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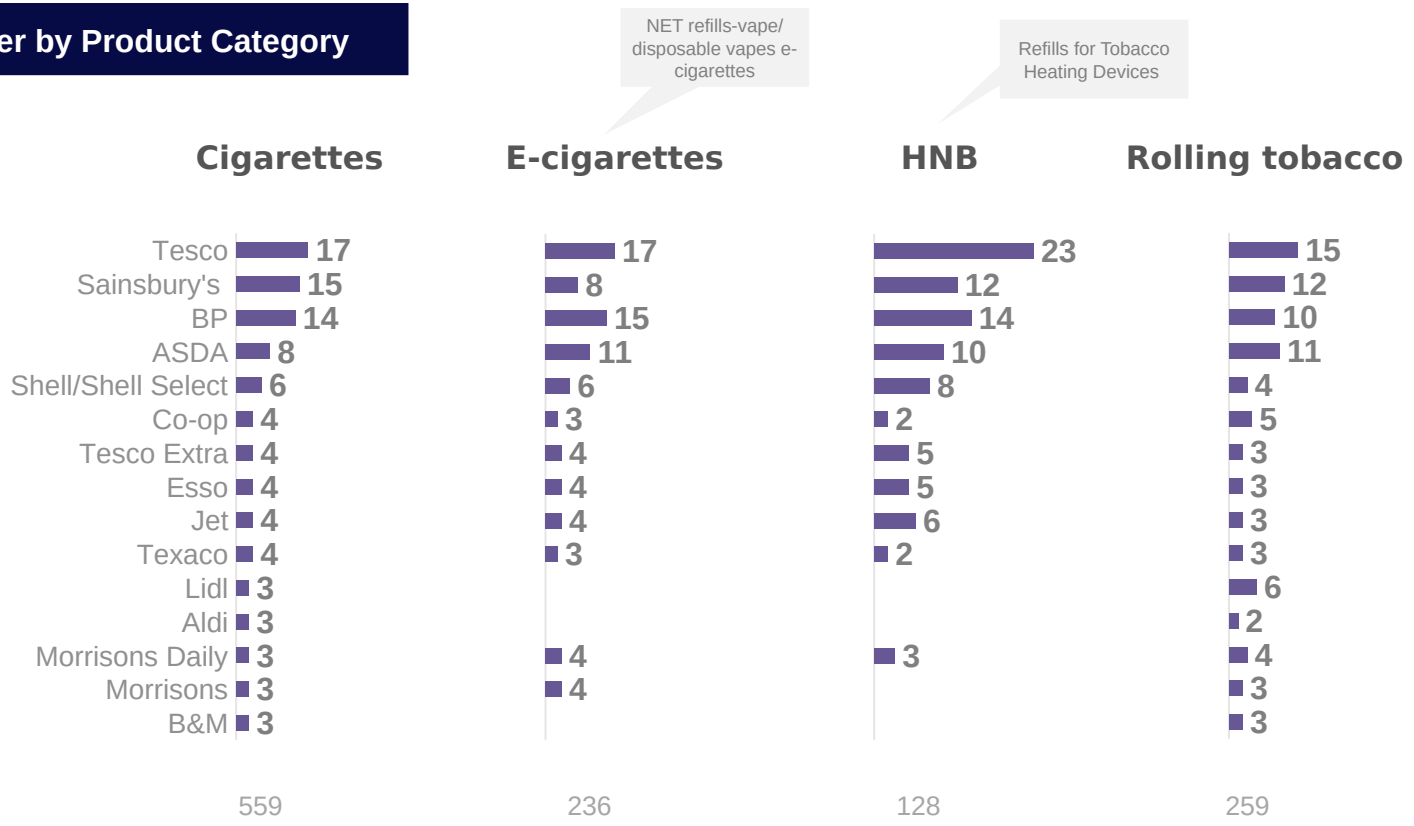
Tesco leads across all nicotine categories. Sainsbury's and BP are also relevant.

Last Purchase Retailer by Product Category



** Very small base<50
*Small base >49 and <75

Base: Shoppers of respective category based on assigned variable and in HM/SM/Discount/CVS/Petrol station, data in %
S3B. Where did you buy this nicotine product(s)? SA

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Tesco and Sainsbury's lead both top-of-mind and spontaneous awareness, Shell and BP are the top performers among convenience formats.

Awareness

Brand store typologies

- SM/HM/ Discounters
- Convenience



Base: all shoppers, N=940, data in %

Q06 TOM, Q06BIS Other spontaneous , Q07 Prompted awareness

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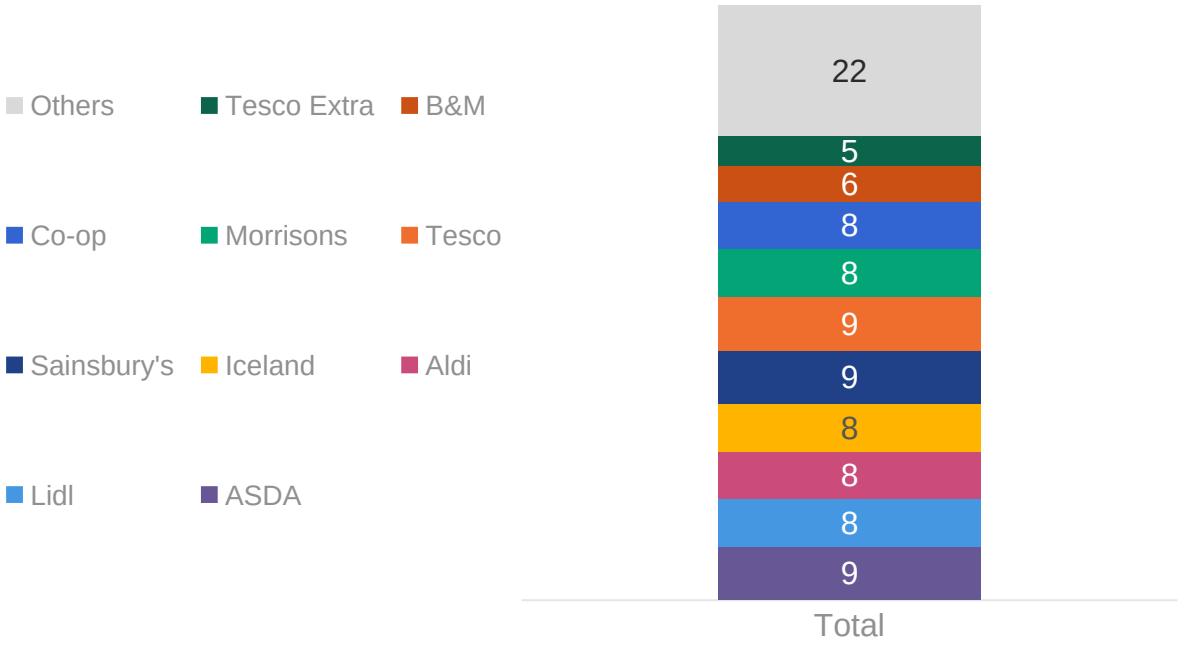
Store with lowest price



Asda slightly outperforms Lidl, Aldi and Iceland in shopper perception of low prices.

Sainsbury's and Tesco follow as cost-effective alternatives.

Base: all shoppers, N=940, data in %

Q19. Which of the following stores would you say normally offers the lowest prices? SA

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Store Equity Model powered by Winning brands™

The Winning Brands™ model is NielsenIQ's proprietary approach.
It is used to understand the complexity of retailer choice and to identify the brand equity of retailer chains

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

Store Equity Index (SEI)

The Store Equity Index (SEI) 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 travel to the store.

Sources

What shoppers know

- **BRAND SALIENCY**
  Quality of Awareness
- **CONSIDERATION**
  Visited Stores & Future Consideration
- **BRAND POSITIONING**
  Rational | Emotional



Outcomes

What shoppers do

- **PREFERENCE**
  Preferred Store
- **AFFIRMATION**
  Recommendation & Readiness to pay more
- **STORE LOCATION**
  Readiness to travel further

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How is the Store Equity Index calculated?

The *Store Equity Index (SEI)* is based on factor analysis comprising of four key questions:

- Preferred store
- Store which is worth recommending
- Willingness to pay more for products at that store
- Willingness to travel further to get to that store

Weighted data from a combination of four factors produce a single factor based on correlated data, called the **Store Equity Index**

Store Equity Index (SEI) produces scores in the range of 0 to 10; the higher the better

0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10

- % loyalty
- 0% preference
- 0% willingness to pay premium
- 0% willingness to travel

In competitive markets a SEI score of:
- 3+ is very strong
- 1-3 is medium to strong
- Less than 1 is weak

- 100% loyalty
- 100% preference
- 100% willingness to pay premium
- 100% willingness to travel

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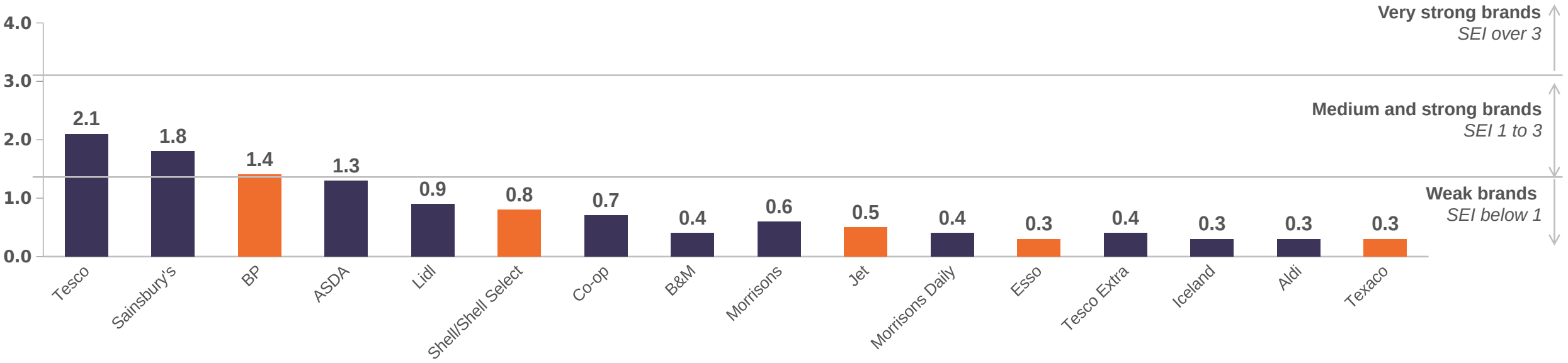
Tesco achieves the strongest Store Equity performance, leading the medium-to-strong range. Sainsbury's, BP, and Asda are the only other brands to exceed the “weak” threshold, underscoring their relative strength in Store Equity.

Store Equity Index

Brand store typologies

SM/HM/ Discounters

Convenience



Base: all shoppers, N=940, data in %

Store Equity Index is calculated from Q14. preferred, Q15. Recommendation SA, Q18. Willingness to pay price premium SA, Q20. willingness to travel SA

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Retailer Relationship

Definitions

**fictitious data*

Recommend	19	▷ **Recommenders** : all who will recommend store
Preferrers	20	▷ **Preferrers** : all who prefer to shop in store
Dependables	18	▷ **Dependables** : all who visit store most often
Regulars	50	▷ **Regulars** : all who have shopped at the store in the past 4 weeks
Considerers	70	▷ **Considerers** : all who will consider shopping at store
Trialists	73	▷ **Trialists** : all who have shopped at the store in the past 12 months
Awareness	18 (TOM) 42 (SPONT) 27 (AIDED) = 91 TOTAL	▷ **Awareness** : all who are aware of store consisting top of mind (TOM), spontaneous mentions and prompted awareness.
Too hard to get to	47	▷ **Too hard to get to** : do not consider because store is too far
Dislike	17	▷ **Dislike** : do not consider because dislike store

Ref: Q11a (TOM), Q11b (spontaneous.), Q11c (prompted), Q11d (last 12 months), Q12a (considering), Q13b (last 4 weeks), Q13a (most often), Q13c (preferred), Q13d (recommended), Q12c (dislike), Q12b (too hard to get to)

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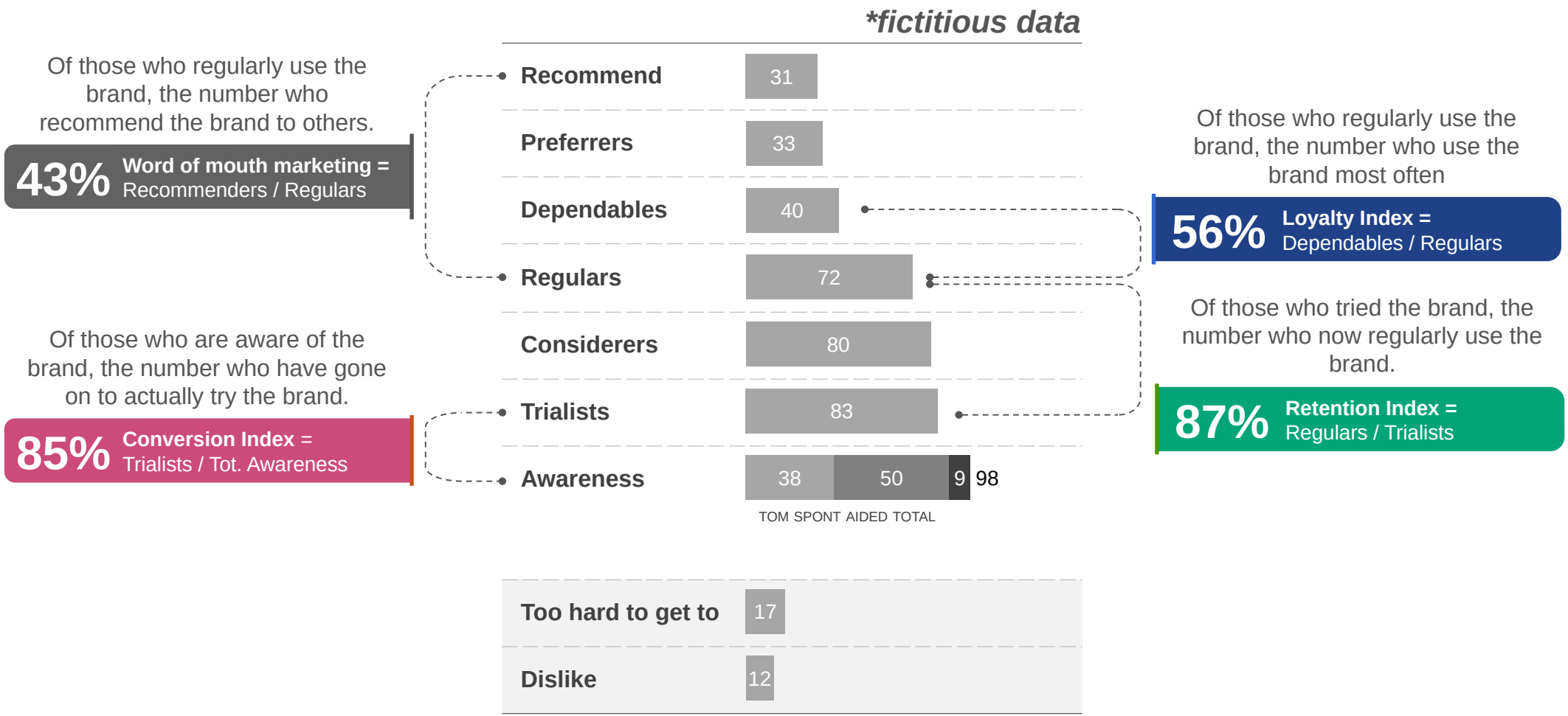
Conversion ratios – explanation



Ref: Q11a (TOM), Q11b (spontaneous.), Q11c (prompted), Q11d (last 12 months), Q12a (considering), Q13b (last 4 weeks), Q13a (most often), Q13c (preferred), Q13d (recommended), Q12c (dislike), Q12b (too hard to get to)

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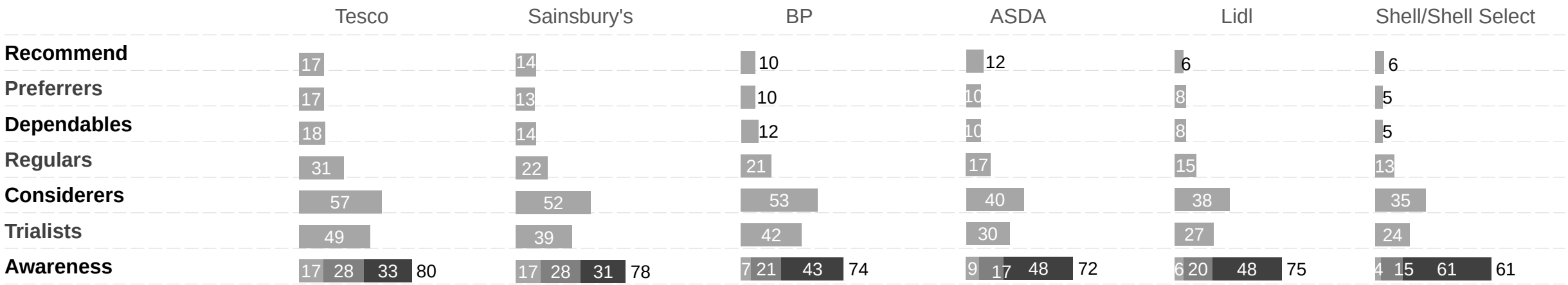
Tesco leads in both conversion (alongside BP) and loyalty (with Sainsbury's), but truly stands out i retention, confirming its strong shopper commitment. Sainsbury's, on the other hand, excels in driving recommendation, reinforcing its brand advocacy.

Store relationship tiers – TOP 6 retailers



	Tesco	Sainsbury's	BP	ASDA	Lidl	Shell/Shell Select
WoM index	41	48	28	46	27	29
Loyalty index	59	55	38	51	42	30
Retention index	69	59	52	56	52	49
Conversion index	61	53	62	43	37	42

Base: all shoppers, N=940, data in %

Q06TOM SA, Q06BIS Other Spontaneous MA, Q07 Prompted awareness, Q09 Consideration MA, Q08. Trialists P12M MA, Q13 Regulars P4W MA, Q12 Dependables Visit more often SA, Q14 Preferers preferred stores SA, Q15 Recommenders SA, Q10. Too hard to get to MA, Q11. Dislike MA

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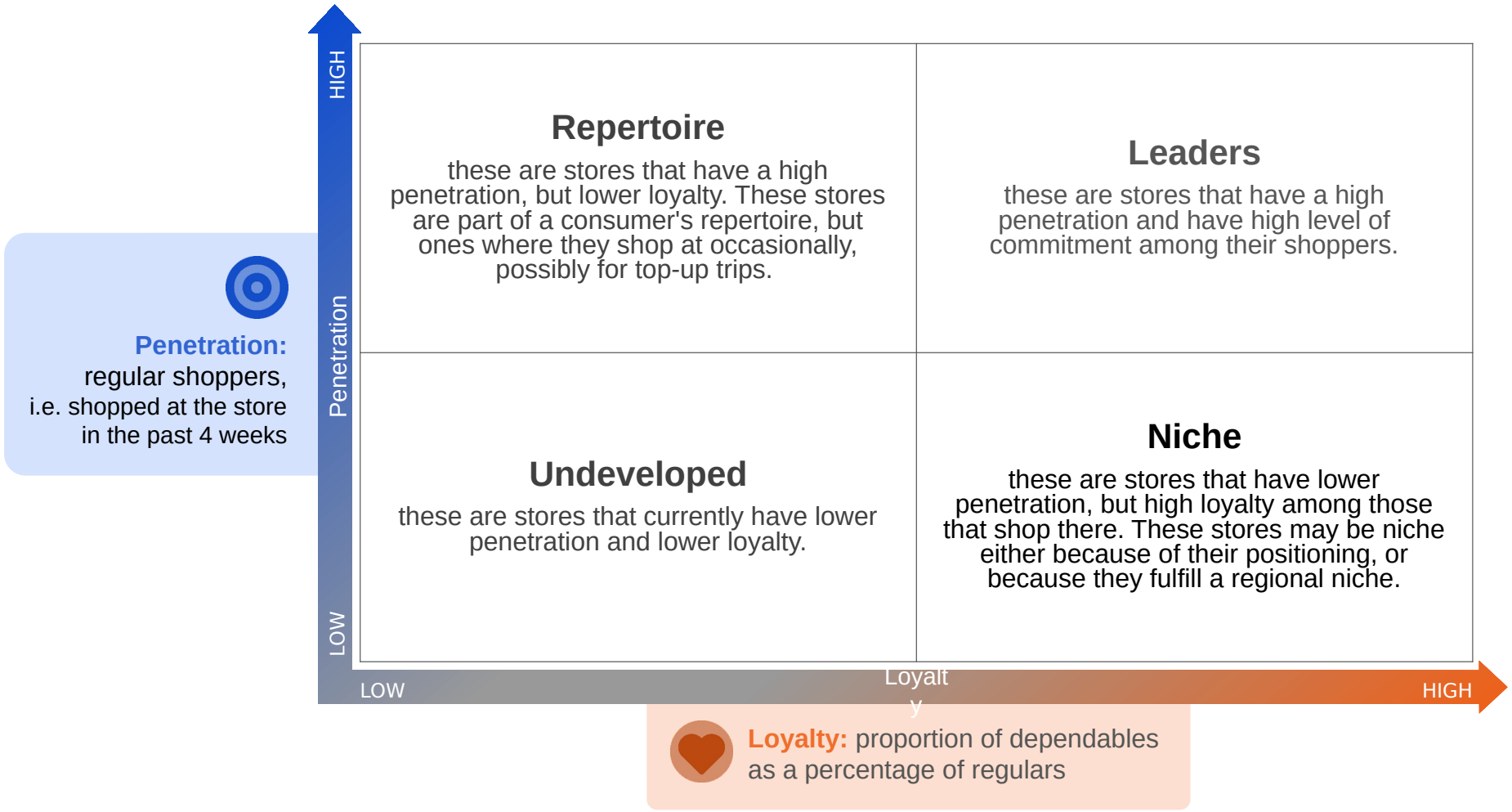
Positioning



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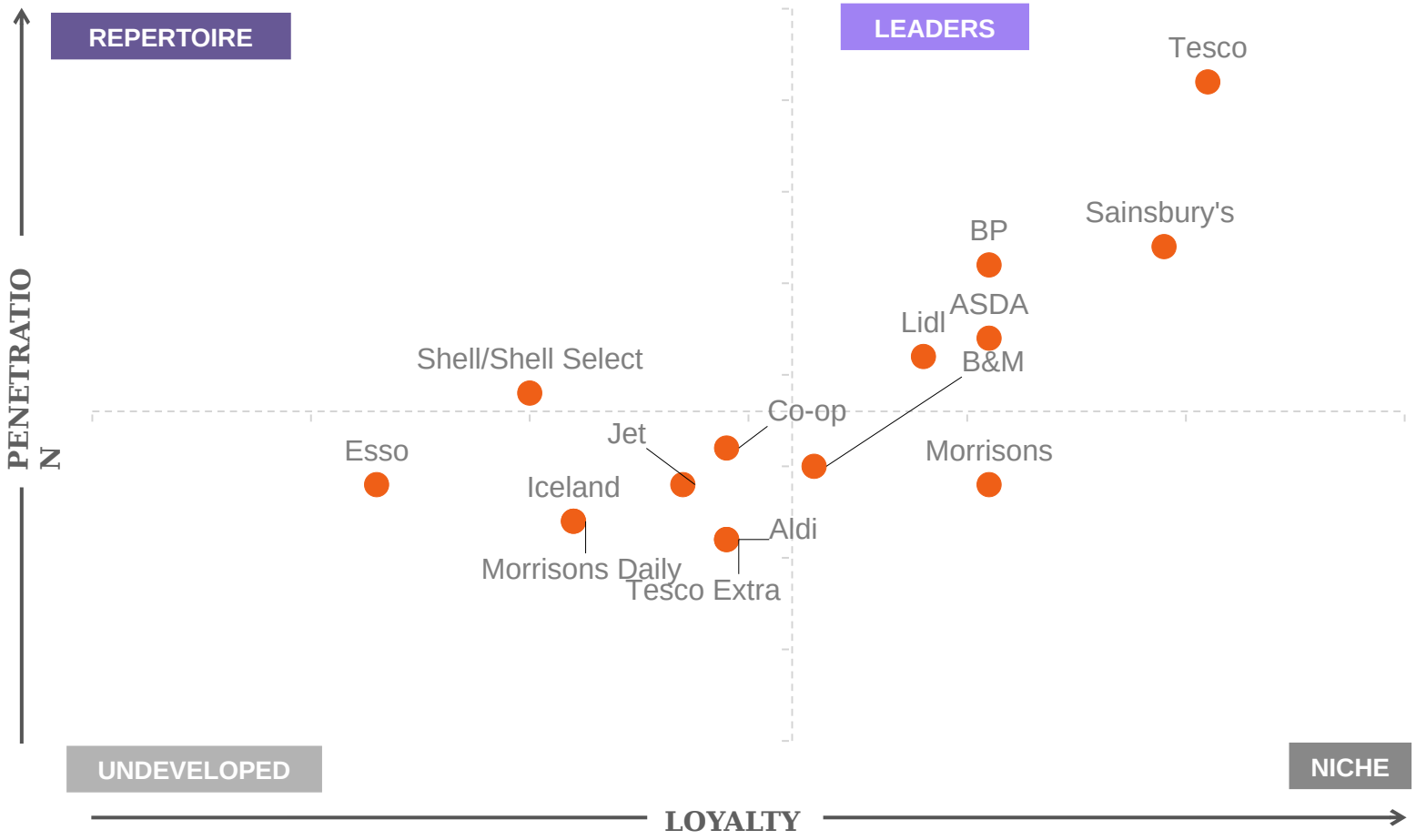
Positioning

Tesco is the Leader in Penetration & Loyalty followed by Sainsbury's.

Lidl, BP, Asda also show a quite good performance being positioned in the Leader quadrant, though with lower loyalty levels.

Esso appears as the weakest Retailer with low loyalty & penetration.



Base: all shoppers, N=940, data in %

Q13. Which of these places have you visited in the past four weeks to buy nicotine products? Q12. Which of these places do you visit most often to buy Penetration: Q12; Loyalty: Q12/Q13

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Store choice drivers

Awareness

29%

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

Consideration

30%

Expertise

14%

- ✓ Well-presented nicotine product displays
- ✓ Are the first to have new nicotine products for various products
- ✓ Staff give me helpful recommendations on nicotine products

Convenient shopping experience

13%

- ✓ Convenient to get to
- ✓ Always have nicotine products that I want in stock
- ✓ A place where it's easy to quickly find what I need
- ✓ Long opening hours
- ✓ Provide enjoyable shopper experience
- ✓ Clean store
- ✓ Wide range of nicotine products
- ✓ Allows me to pay by card / smartphone
- ✓ Efficient checkout counters – no long queues

Prices & promos

13%

- ✓ Everything I need in one shop (wide range of different product categories)
- ✓ Low prices for most items
- ✓ Provides good deals and promos
- ✓ A place where I can use my coupons

Base: all shoppers, N=940, data in %

Q14. Preferred SA Q15. Recommendation SA, Q18. Willingness to pay price premium SA, Q20. willingness to travel SA Q17. Brand positioning

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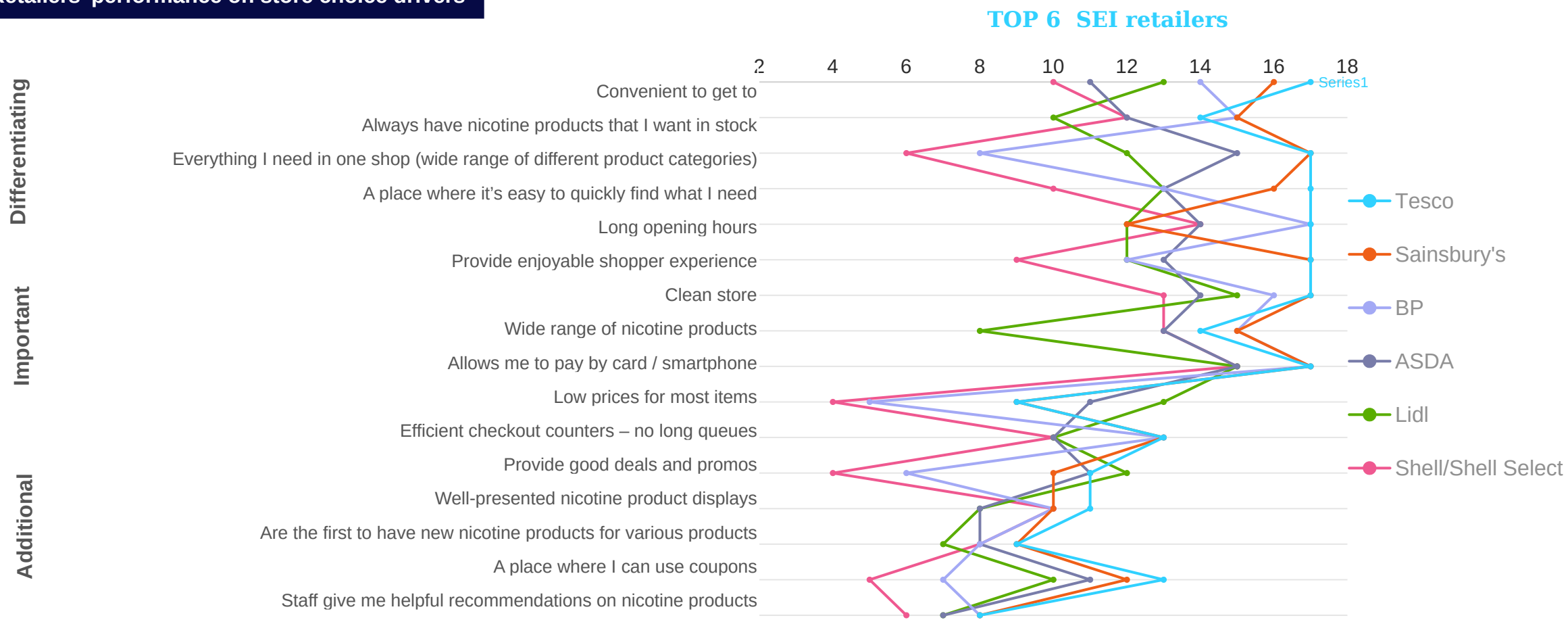
Tesco and Sainsbury's lead on key store choice drivers, showing strength in convenience, hygiene, pleasant shopping experience and product availability.

Retailers' performance on store choice drivers



Base: all shoppers, N=940, data in %

Q17. Please indicate which places you associate with each of the statements. There are no right or wrong answers - we are interested only in your opinion. For each statement, you can select as many places as you like.

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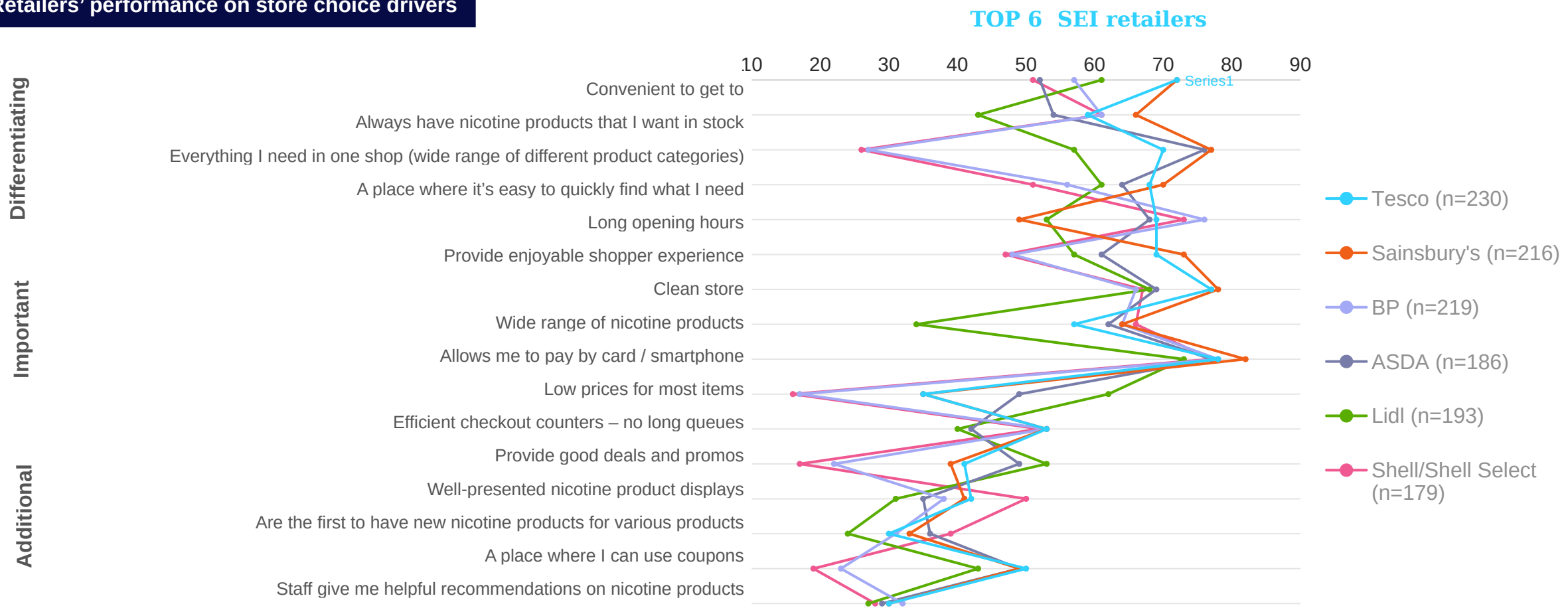
Among retailer’s shoppers, Sainsbury's continue to lead in key drivers of store choice such as convenience (alongside Tesco) and ease of finding products. Meanwhile, Asda also stands out for its strong appeal in product range, while BP differentiates through its extended opening hours.

Retailers’ performance on store choice drivers



Base: all shopper who rated particular brand, data in %

Q17. Please indicate which places you associate with each of the statements. There are no right or wrong answers - we are interested only in your opinion. For each statement, you can select as many places as you like.

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Thank you!

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