

TOP 3 TRENDS IN GROCERY & CONVENIENCE RIGHT NOW

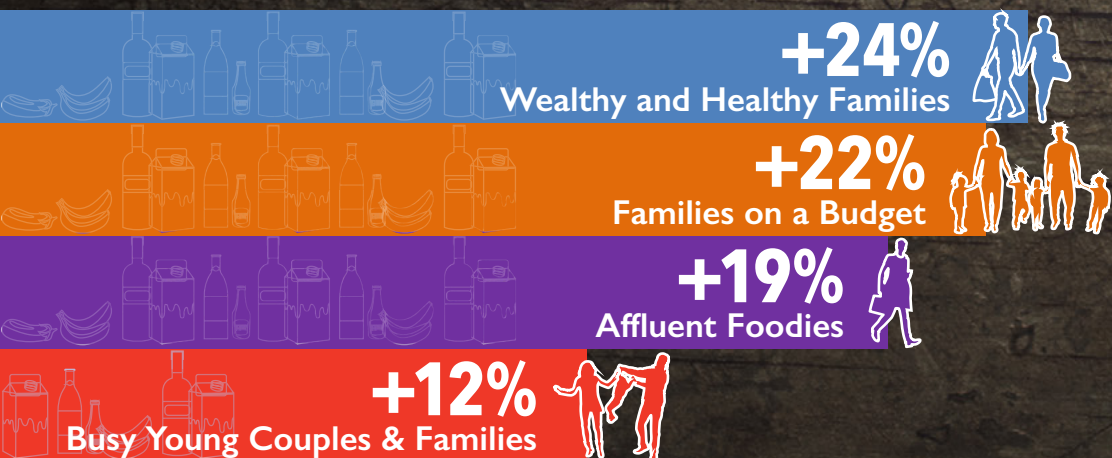
1. BIGGER BASKETS MORE OFTEN

14%
INCREASE IN UK CONSUMERS DOING A LARGE BASKET SHOP AT LEAST TWICE A WEEK



Improvements in convenience ranges and the growth of discounters has led to more regular, bigger basket shops, despite overall spend remaining stable.

SHOPPER TYPES DRIVING THIS TREND



But...

This trend is not consistent across all demographic groups; **Regular Family Shoppers** and **Local & Ethical Home Cooks** shopping patterns are still built around one main weekly shop.

2. DELIVERY OPTIONS ARE DRIVING ONLINE GROCERY SHOPS

27%
INCREASE IN CONSUMERS REGULARLY SHOPPING ONLINE

20%
INCREASE IN CONSUMERS RATING ONLINE DELIVERY SERVICE AS MOST IMPORTANT FACTOR BEHIND SHOPPING DECISION

Although online continues to grow, in 2014 it was dominated by young professionals. However, recent growth in spend has come from some of the less affluent and older demographics, indicating online grocery shopping is becoming more mainstream.

So...

Online delivery service is set to be the next big battleground in the online grocery market, with Amazon aiming to disrupt the established players – expect more innovations here in the coming months.

TOP GROUP FOR ONLINE GROCERY SHOPS



18%
of Student Impulse - the largest proportion of any group

FASTEST GROWING ADOPTERS OF ONLINE GROCERY SHOPS



44%
increase in Price-Led Convenience

3. HEALTH CONSCIOUS SHOPPERS DEMAND MORE OPTIONS

We are seeing a remarkable increase in the amount of consumers whose buying decisions are driven by their health implications as well as their lifestyle choices. These changing attitudes to certain food groups can provide insight into potential growth opportunities for particular food ranges.

+17%
CONSUMERS VIEWING FROZEN FOODS ARE AS GOOD FOR YOU AS FRESH FOODS



TOP 3 GROUPS DRIVING THIS TREND

- +28%** Busy Young Couples & Families
- +23%** Regular Family Shoppers
- +22%** Wealthy & Healthy Families

+56%
AVOIDING EATING GLUTEN / WHEAT



TOP 3 GROUPS DRIVING THIS TREND

- +88%** Local & Ethical Home Cooks
- +72%** Regular Family Shoppers
- +56%** Cost-Conscious Pensioners

+16%
AVOIDING CONSUMING DAIRY PRODUCTS



TOP 3 GROUPS DRIVING THIS TREND

- +70%** Affluent Foodies
- +48%** Busy Young Couples & Families
- +35%** Student Impulse

GROCERY SHOPPER TYPES

<p>2x as likely to do a large basket shop every day</p> <p>"I don't have time to spend preparing and cooking food"</p> <p>AFFLUENT FOODIES 25-34 – No children 4.5% of the UK population</p> <p>Likely to shop at: Sainsbury's Local, Ocado, Waitrose, M&S Foodhall</p>	<p>11% more likely than UK average to eat snacks on the move</p> <p>"I will often switch shop if it proves to be quicker and more convenient for me"</p> <p>BUSY YOUNG COUPLES & FAMILIES 25-34 with 1-2 young children (0-4) 10.1% of the UK population</p> <p>Likely to shop at: Sainsbury's, Tesco, Waitrose</p>	<p>30% more likely not to eat between meals</p> <p>"I only shop at supermarkets that sell good quality fresh food"</p> <p>WEALTHY & HEALTHY FAMILIES 50-64 with older children 12.4% of the UK population</p> <p>Likely to shop at: Ocado, M&S Foodhall, Waitrose</p>
<p>81% do their large basket shop once a week or less</p> <p>"I pay attention to where the food I purchase is grown"</p> <p>LOCAL & ETHICAL HOME COOKS 65+, empty nesters 17.7% of the UK population</p> <p>Likely to shop at: Waitrose, Morrisons</p>	<p>7% more likely than UK average to do a large basket shop once a week</p> <p>"I am eating more healthy food than I have in the past"</p> <p>REGULAR FAMILY SHOPPERS 35-65 with older children 14.3% of the UK population</p> <p>Likely to shop at: ASDA, Sainsbury's, Morrisons</p>	<p>6% more likely to shop on the weekend</p> <p>"I usually choose the cheapest products"</p> <p>FAMILIES ON A BUDGET 25-49 with young, large families 15.5% of the UK population</p> <p>Likely to shop at: ASDA, Poundland, Morrisons</p>
<p>25% more likely to drink energy drinks</p> <p>"I often eat snacks while on the move rather than eating a proper meal"</p> <p>PRICE-LED CONVENIENCE Under 35s with children 17.7% of the UK population</p> <p>Likely to shop at: ASDA, Iceland, Poundland</p>	<p>23% more likely to top-up shop every day</p> <p>26% more likely to do a large basket shop 2-3 times a month</p> <p>"Shopping online makes my life easier."</p> <p>STUDENT IMPULSE 18-24 2.5% of the UK population</p> <p>Likely to shop at: ASDA, Tesco, Sainsbury's Local</p>	<p>14% more likely to buy Budget Range</p> <p>21% more likely to shop during the week day on a weekday</p> <p>"Frozen foods are as good for you as fresh foods."</p> <p>COST CONSCIOUS PENSIONERS 75+ 4.4% of the UK population</p> <p>Likely to shop at: Morrisons, Iceland, Poundland</p>