

>>> Sainsbury's Price Activation

—
Q1, 2021

The Sainsbury's Price play is definitely a solid move..

Satisfaction with **PRICE**



Satisfaction with **FIXED LOW PRICE**



Net Agree
% Agree 4,5 minus %
Disagree 1,2

n=10,602

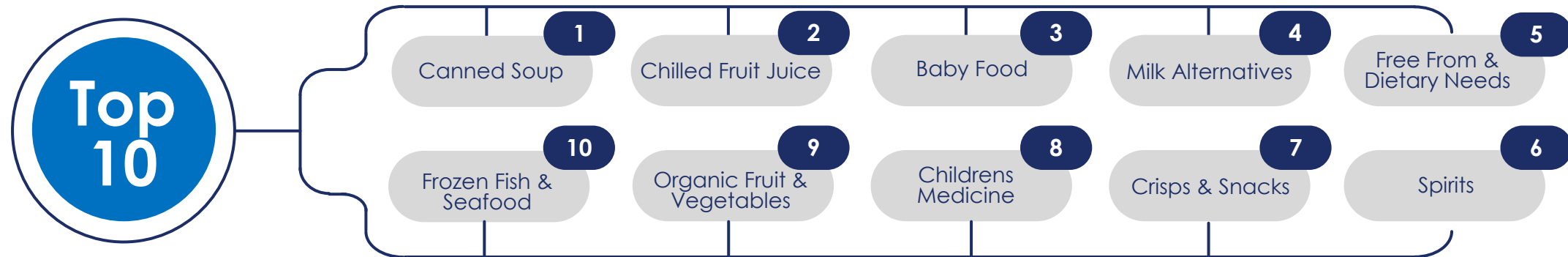
● 99% ● 90% ● < 90% ● 90% ● 99% ● > N

Significance tested to two confidence levels

Benchmark:
Sainsbury's compared to Aldi

The best approach would be targeted to relevant categories

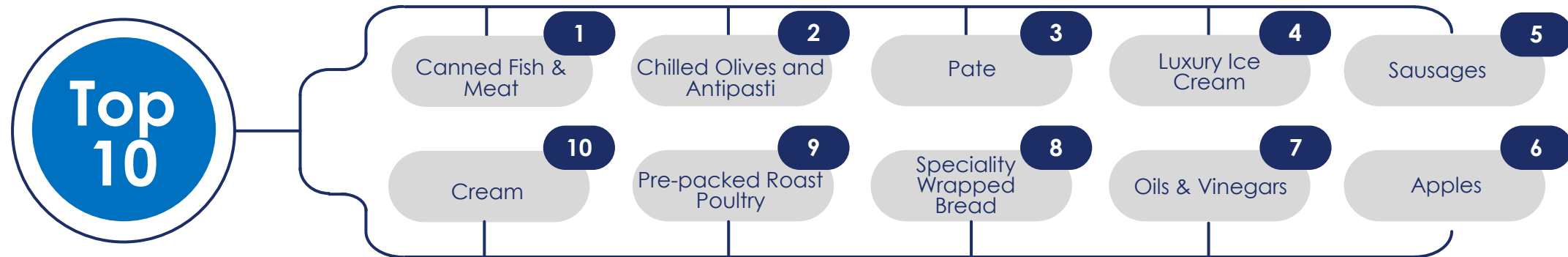
Top 10 categories where Fixed Low Prices are **IMPORTANT**



Focus Price investment in categories like these to ensure that shopper expectations are met and marketing activity around an Aldi match has the best chance to cut through..

There are categories where Price isn't such a concern

Top 10 categories where Fixed Low Prices are **NOT IMPORTANT**



Shoppers are not looking for the best Prices in these categories, no point in investing in Price reduction..

For other categories Sainsbury's should consider different tactics, e.g. premium..

"I don't mind paying a bit more for some types of CATEGORY in RETAILER for better quality"

In these categories Sainsbury's shoppers are much more willing to trade up, Price investment doesn't really make sense

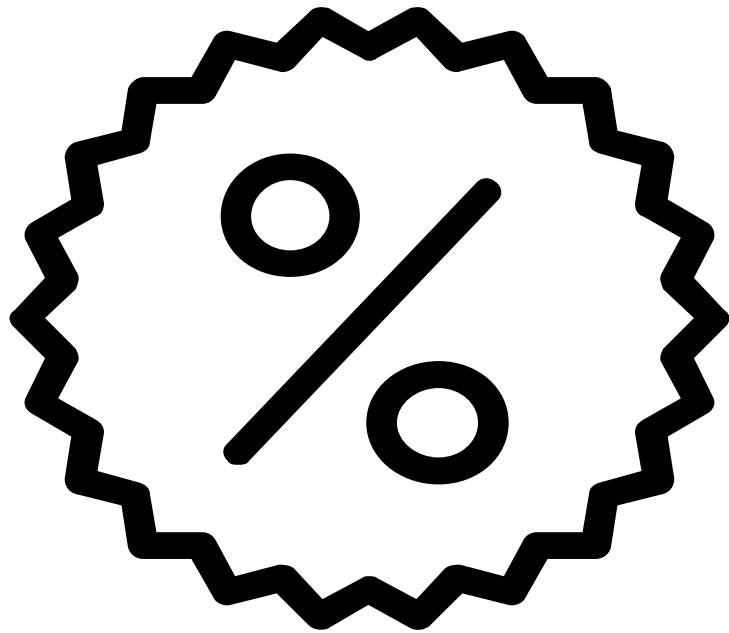
Top 10 'willing to pay more'



- Chilled Desserts
- Chilled Soup
- Pre-packed Speciality Cheese
- Speciality Wrapped Bread
- Roast & Ground Coffee
- Fresh Beef
- Deli Counter Meat and Savoury
- Fresh Seafood
- Fresh meat/butcher counter
- Chilled Vegetarian Food

*Data for Sainsbury's shoppers based on latest 2020 data

...or Promotions (high/low strategy)



Top 10 categories where SPECIAL OFFERS are IMPORTANT

- Instant Coffee
- Organic Fruit & Vegetables
- Wine
- Lager
- Roast & Ground Coffee
- Frozen Fish & Seafood
- Baby Food
- Crisps & Snacks
- Spirits
- Female Deodorants

A better strategy for these types of categories is to maintain a more visible approach to promotions – shoppers are prioritising Offers

*Data for Sainsbury's shoppers based on latest 2020 data