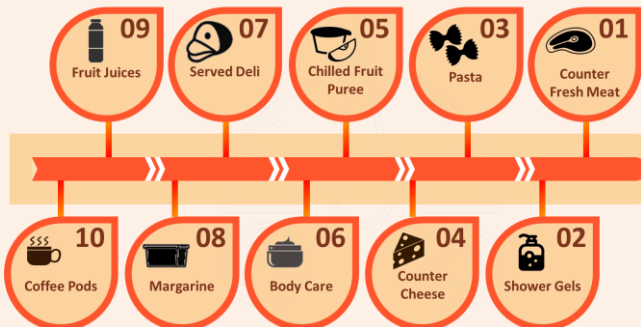


Are shoppers satisfied?

60%	Overall Satisfaction
53%	Price
60%	Product
53%	Assortment
71%	Execution

Top 10 categories on satisfaction



Shopper Intelligence

Understand. Influence. Lead.

The French Shopper Hyper-supermarkets* 2020

What role does each category play in the store?



Top 5 Traffic drivers

More shoppers, more often

- Nappies
- Baby Food
- Baby Care
- Fresh Vegetables
- Laundry Detergents

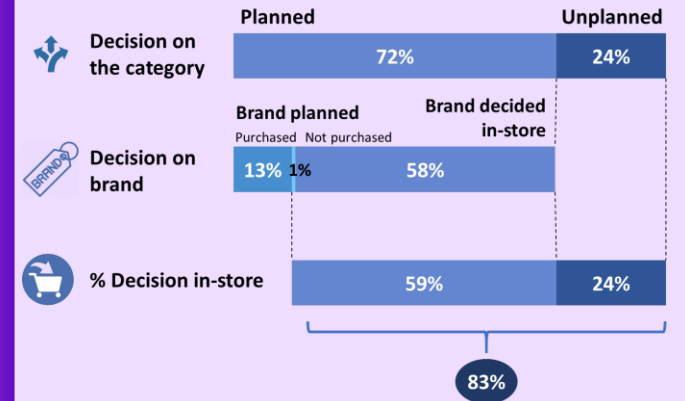


Top 5 Spend drivers

More units, higher price

- Frozen Ready Meals
- Counter Fresh Meat
- Chocolate Tablets
- Chilled Ready Meals
- Snacking Nuts

How is the decision made?



Top 5 Planned purchase

- Fresh Fruits
- Bottled Still Water
- Milk
- Butter
- Nappies

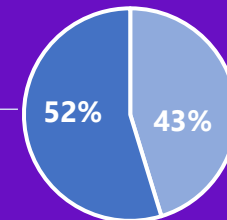


Top 5 Unplanned purchase

- Fresh Dessert Pastries
- Checkout Confectionery
- Chocolate Confectionery
- Chilled Pizzas
- Chilled Pasta

How do shoppers want to shop?

GRAB'n'GO



BROWSE

*Average of 106 CPG categories in hypermarkets & supermarkets.

Data from the Shopper Intelligence France 2020 database, 33,000 shoppers interviewed from January to mid-March 2020 in HM/SM, Convenience, Drive.

Find out more, by category, by retailer, or in other channels: laurent.valensi@shopperintelligence.com

Les shoppers sont-ils satisfaits ?

60% Satisfaction globale

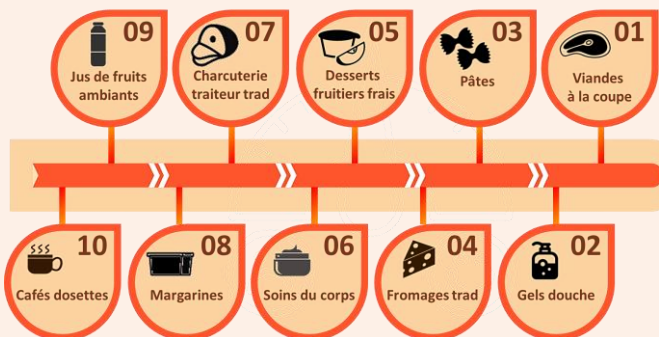
53% Prix/Promo

60% Produit

53% Assortiment

71% Exécution

Top 10 satisfaction par catégorie



Shopper Intelligence

Understand. Influence. Lead.

Le shopper en HM/SM Toutes Catégories* 2020

Quel rôle jouent les catégories au sein du point de vente ?



Top 5 moteurs du Trafic

Incitent à la fréquentation

- Couches culottes
- Aliments pour bébés
- Soins et toilette bébé
- Légumes frais
- Lessives

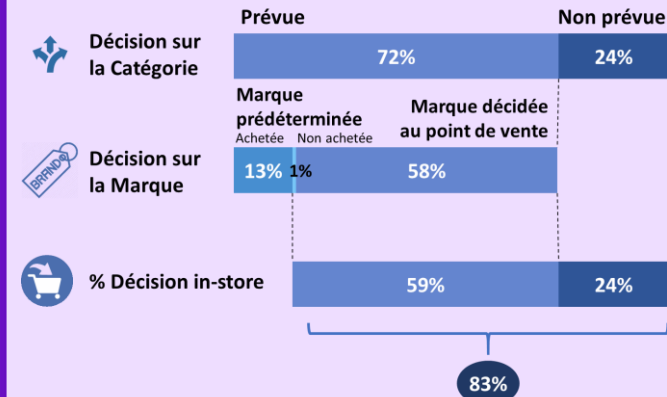


Top 5 moteurs du Panier

Incitent à la dépense

- Plats cuisinés surgelés
- Viandes à la coupe
- Tablettes de chocolat
- Plats préparés rayon frais
- Graines apéritif

Comment se prennent les décisions ?



Top 5 Achat prévu

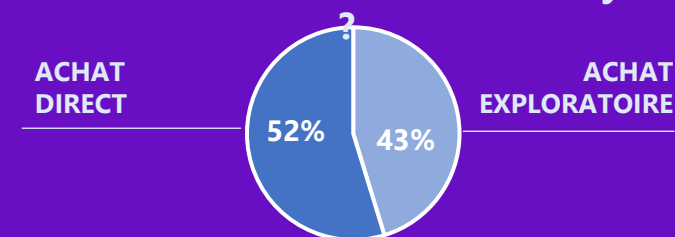
- Fruits frais
- Eaux plates nature
- Laits
- Beurres
- Couches et culottes



Top 5 Achat non prévu

- Pâtisseries fraîches
- Confiseries devant caisse
- Confiseries de chocolat
- Pizzas rayon frais
- Pâtes fraîches

Comment s'effectue l'achat en rayon



*Moyenne des 106 catégories étudiées en HM/SM.

Données issues de la base Shopper Intelligence France 2020, 33.000 shoppers interrogés de janvier à mi-mars 2020 en HM/SM, Proximité, Drive.

Pour en savoir plus, par catégorie, par enseigne, ou sur d'autres circuits : laurent.valensi@shopperintelligence.com



The first and only international program of Industry CPG category Shopper Satisfaction measurement

- ➔ **100+ CPG categories** per market, incl **all key retailers**
- ➔ **Benchmarking:** all metrics compared at retailer, category and brand level
- ➔ **Link retailers and suppliers** with insights to work together
- ➔ Key **shopper metrics** including Satisfaction measures, Decision Tree and Customer Journey
- ➔ Online **dashboard**



Key research areas



CATEGORY DNA:
Does the category drive traffic or spend



CATEGORY IMPACT:
Impulse vs planned, Differentiation



CUSTOMER SATISFACTION:
20+ measures in 4 key factors (Price, Product, Assortment, Execution)



CUSTOMER JOURNEY:
Decision Hierarchy, Path to Purchase, Switching behaviour