

discounter tracking programme



In 2011, him!'s discounter tracking programme showed that shoppers think they save a whopping 38% v's the big 4... do you want to know if that's changed in 2012?

Not just about the low prices, the discount food sector is growing market share and remains an interesting route-to-market for branded suppliers.

The discounters are investing in their stores, developing new ranges & improving their fresh offer- remaining attractive to shoppers of all profiles, proven through our 2011 study results.

him!'s discounter tracking programme 2012 will interview shoppers at Aldi, Lidl, Iceland & Farmfoods allowing widespread coverage of the UK food discounter channel.

We will speak to over a thousand discounter shoppers in March 2012 face-to-face, at the moment of truth, while they are exiting stores in this nationally representative study.

How we do it

- Shopper (not consumer) interviews...
- Moment of truth, face-to-face conducted within the retail environment
- ...speaking to shoppers at Aldi, Farm Foods, Iceland and Lidl. Named account data for all four retailers
- Exit interviews
- Across all store opening times of the day & days of the week
- Nationally representative of UK adults (16+)
- Conducted in March 2012
- Results available April 2012

Focus areas which the Discounter Tracking Programme will cover in 2012:

- Understand what categories shoppers want to see more/less range of in store
- Do shoppers want more flavours/varieties, pack sizes, brands etc?
- Suppliers will have the opportunity to get feedback on favourite brands within their category.
- Are certain categories more of a price driver to purchase than others?
- Does a brands presence in this channel cause any devaluation?
- Is trial of new/untried product higher in discounters than other channels?
- If products were no longer available what influence does this have on shoppers' likelihood of returning?
- Is there anything shoppers would like to see available that currently isn't?
- Does the lack of organised shelving or clear signage have any effect on the shoppers overall experience?
- In which categories would shoppers like to see an improvement in quality or number of brands?
- Are the discounters communicating their value and price offer effectively? Is it noticed, does it influence, is it driving footfall?
- **And much more...ask for a full question list**

him!
research &
consulting

For more information please contact
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for free weekly insight alerts at www.him.uk.com

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Why join the Discounter Tracking Programme?

This invaluable insight will help shape and validate your category plans, commercial decisions and future strategies and, because this is a syndicated study, insight is available at a fraction of the price compared to funding your own similar research.

Membership Costs

Programme results can include an online reporting tool access, and him! analytical & consultancy support through a dedicated client manager. Prices start from as little as £3,000.00 plus VAT.

There is an initial two year commitment to him!'s programmes or a 50% surcharge for one year membership.



Did you know?

8% of discounter shoppers are on a 'meal for tonight' mission, compared with 10% at supermarkets, so the opportunity at discounter stores is no less significant. No surprise then, that some of the main categories bought at these chains now include fresh fruit & veg, meat, chilled and ambient grocery.

34% of shoppers say they will be using discount stores more over the next 12 months. 43% will be shopping around more often, looking for the best prices. With those odds, you're missing out if you're not already backing this growing channel!

The discounters are still expanding their customer base with more than 1-in-10 shoppers having been shopping there less than 1 year.

They're also continuing to impress shoppers with overall satisfaction ratings for the channel increasing year-on-year. Nearly 1-in-2 rate availability at a discounter as 'outstanding'.



For more information please contact Katy.Moses@him.uk.com on 07912 717 567 or register for free weekly insight alerts at www.him.uk.com