

Discounter shopper key facts 2011

discounter
tracking programme

Did you know?

- 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'.
- Shoppers are choosing discounters to satisfy their growing demand for 'value for money' – 34% say they will visit a discounter MORE FREQUENTLY over the next 12 months.
- Discounter shoppers think they save a whopping 38% vs. the big 4!

him! research & consulting has spoken to over 1,750 discounter shoppers at 140 stores, across the UK covering the following 4 retailers; Aldi, Farmfoods, Iceland and Lidl.

For more information please contact Katy Moses,
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Did you know?

- Discounter shoppers are now buying 1/3 of their weekly groceries in this channel. Which ranges would they like to see improvements to going forward? 1. Fruit & veg 2. ???? 3. Household cleaning and 4. ??? (programme members contact me now for the answers!).
- 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.
- Non-food is a key driver to discounters; 1-in-3 shoppers at Lidl will have non-food in their basket.
- 29% of shoppers say a leaflet, whether in-store or via post, would encourage them to visit the store.

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