

# Supermarket tracking programme key facts

supermarket  
tracking programme

## Did you know?

- Top-up is the primary mission in supermarkets - shoppers in supermarkets under 25,000 sq ft are on a similar mission to those in convenience stores meaning that a once size fits all approach cannot be applied to the supermarket channel.
- The top 3 categories in a supermarket are bread, milk and fruit & veg – the same categories as a convenience store and a discounter.
- Customers who rated their store as 'outstanding' for staff friendliness spent on average 7% more in store.
- On average, 14% of supermarket shoppers say they will be buying more locally sourced products in the next 12 months – and they want to see this applied across a variety of categories.

him! research & consulting has gained feedback from over 4,200 supermarket shoppers at small, medium sized supermarkets between 3,000-25,000 sq ft at branches of Asda, Budgens, Midlands Co-operative, Morrisons, Sainsbury's, Tesco Metro, The Co-operative and Waitrose.

For more information please contact [Katy.Moses@him.uk.com](mailto:Katy.Moses@him.uk.com)  
on 07912 717 567 or register for free weekly insight alerts  
at [www.him.uk.com](http://www.him.uk.com)

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- Upselling remains an opportunity for the channel – only 2% of shoppers said they were suggested a product or promotion to buy, but 22% said they would like the store staff to tell them about promotions and 59% of staff said they felt comfortable upselling.
- However leaflets IN STORE are how the majority of shoppers want to receive information from their supermarket.
- Fresh fruit and veg are the most commonly bought items on promotion in him!'s supermarket sample (12%).
- ...and of those who bought an item on promotion in a supermarket, only 42% knew exactly how much they saved.

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