

Key Facts From him!'s CTP Price, Value & Promotions Study (Oct 2009)



- 500,000 MORE GB adults are shopping in c-stores in a typical week today compared to spring 2009. Source: him! Sector Track.
- 21% of c-shoppers say they are spending MORE in c-stores now compared to six months ago (vs only 9% who say they're spending less).
- Shoppers are still prepared to pay a price premium in c-stores over supermarket prices: 14% on average – slightly lower than in previous years.
- But shoppers think they pay a little more than their acceptable 14% price premium.
- However, many shoppers say they don't know the price of items in c-stores, nor do they check prices. So how do we improve the sector's price image further?
 - 1 Promotions – most shoppers think they improve the price image of a c-store (although a third say the promotions offered in c-stores are not relevant to them)
 - 2 Rounded price points (34% of shoppers are encouraged to buy them vs 8% that aren't) – customers say they help keep track of what they're spending in-store (and it gets rid of loose change)
 - 3 Price-marked packs (38% of shoppers are encouraged to buy them vs 6% that aren't) – customers say PMPs give the reassurance that they're not being over-charged

As part of the Convenience Tracking Programme a specific investigation was conducted on price, value and promotions. 1,700 shoppers interviewed, face-to-face @ moment of truth across 18 c-chains in 2009.



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- There are MANY shoppers who think c-stores aren't more expensive than supermarkets.
- 80% say price ISN'T the most important thing to them when shopping in c-stores.
- However, 20% of shoppers are 'SCRIMPING' in c-stores (ie buying the cheapest possible options). You'll be surprised when you find out which products they're SCRIMPING on.
- Many who bought items on promotion don't know how much money they've saved. Often it's the 'treatment' a promoted line gets in-store which generates sales, rather than the promotion per se.
- 22% of all promotion sales would not have happened if the product wasn't on promotion.
- When store staff up-sell a product on promotion, sales are three times higher than when they don't up-sell it.
- Shoppers visit c-stores 3.6 times per week on average – so a three-weekly promotion cycle means customers could see promoted lines 10+ times before they change.
- The majority of c-shoppers think their c-store is staying competitive in the current environment.

For more information on the Convenience Tracking Programme please contact Katy.Moses@him.uk.com 07912 717 567 or visit www.him.uk.com



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