discounter
tracking programme

6m GB consumers visit a food discounter each week

Although growth by the discounters has slowed down towards the end of 2009, the sector remains a potentially interesting route-to-market for branded suppliers – particularly as over 6m UK consumers visit them each week. 6m UK consumers visit them each week.

The discounters are investing in their stores, developing new ranges, improving their fresh offer and remain attractive to shoppers of all proÐles (don't believe the hype that only down - market shoppers shop at the discounters).

Our Discounter Tracking Programme has been extended in 2010 to cover non-food discount retailers (Poundland and Wilkinson) with food discounters (Aldi, Lidl, Netto and Iceland).

We will speak to thousands of discounter shoppers in March 2010 – face-to-face, at the moment of truth, while they're entering or exiting stores.

How we do it:

- Shopper (not consumer) interviews...
- Moment of truth, face-to-face interviews conducted
- ...conducted at food discounters Aldi, Lidl, Netto, Iceland and non-food discounters Poundland & Wilkinson
- Entry and exit interviews
- Across all times of the day & days of the week
- Conducted in March 2010
- Results available May 2010

Focus areas which the Discounter Tracking Programme will cover in 2010:

- Who shops at the discounters – is the customer base changing over time?
- Are discounters attracting more upmarket shoppers?
- Is their usage (frequency, missions, share of total grocery buying) changing in light of the recession?
- Shopper promiscuity where else do they shop? and why?
- Are shopperlooking for fmcg national known brands in stores? How has this changed since 2009?
- Are shoppers able to find products in stores?
- Are there some products shoppers don't or won't buy from discounters? And if so, why – can this be reversed?
- Perceived product quality, and prices, compared to supermarkets.
- The role promotions play in the attracting customers to stores... and the extent they manage to generate incremental sales in-store.
- Is there enough choice and range in store, range awareness, range credibility? eg fresh and frozen.
- Communication to shoppers – what's effective?
- Impulse purchases – the triggers – and failed purchases – the extent to which these happen, and the causes?
- Intended versus actual spend, and category sales penetrations.
- Questions specific to supplier sponsor core categories.
- **And much more...ask for a full question list**

For more information on him!'s Discounter Tracking Programme please contact Katy.Moses@him.uk.com 07912 717 567 or visit www.him.uk.com

him! research & consulting

January 2010

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Why join the Discounter Tracking Programme?

- It's robust
- It's independent
- It's cost effective
- It's moment-of-truth customer insights, not consumer
- It provides benchmarking from one retailer to the next
- It comes with support and analysis from him! executives

Membership Costs

Food average (Ave of Aldi, Lidl, Netto, Iceland) or Non-food average (Ave of Poundland and Wilkinsons).

Results available from £5,000+VAT including him! analytical & consultancy support.

There is an initial two year commitment to our programmes or 50% surcharge for one year commitment.

Did you know?

42% of Discounter store shoppers' baskets include branded products (up from 32% last year) .....and 20% said they still like to see more brands in-store.

75% of shoppers, when in a discounter, are not sticking to a set budget....leading to sales uplifts whilst in store. 23% of shoppers bought an item on impulse.

16% of current discounter shoppers have started using them only in the last year.

For more examples of key findings please refer to our Discounter fact card.

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