

News Release

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GROCERY SHOPPING IS NOT A CHORE. VIETNAMESE SHOPS FOR LEISURE & NON-MEAL-PREPARATION EVERYDAY NEEDS

VIETNAM, JUNE 01, 2017 – “Everyday needs” and “leisure shopping” remains the top 2 shopping missions among Vietnamese shoppers. In fact, 30% of shoppers shop for everyday needs with regards to non-meal-preparation items and 24% shops for leisure while only 19% of them shop for large-pantry restocking, according to Nielsen latest Shopper Trends report.

Furthermore, the shopping aisles used are typically women’s turf, but men’s presence is observably being felt in certain areas. There are a notable proportion of male shoppers doing leisure shopping, emergency shopping and special occasions, with 33%, 33% & 49% respectively.

“The perception that buying groceries is only women’s work is now somehow inaccurate,” says Roberto Butragueño – Associate Director – Retailer Vertical. “Females remain the key stakeholder in grocery shopping in many homes, but as more men play an active role especially when it comes to non-food items, emergency needs as well as special occasions. Thus, marketing strategies need to reflect a more balanced approach—from product innovations to marketing messages. This will require a deeper understanding of how each gender sees and approaches the task of grocery shopping and where gaps in current offerings may exist.”

Nielsen Shopper Trends is a syndicated annual report that Nielsen Vietnam polled 1500 consumers across Ho Chi Minh City, Hanoi, Da Nang & Can Tho. It provides a comprehensive overview of retail environment trends and an understanding of shopping behavior across the different trade channels. It provides insights on where, when, and how often people shop, and their emotional commitment and perceptions about key modern trade retailers.

HOW DO VIETNAMESE SHOPPERS SHOP?

As shopping is not seen as a chore as 92% shoppers say they really enjoy grocery shopping. However, shopping takes higher involvement in planning, exploring the stores, and browsing to get the best value. When it comes to shopping related attitudes, 82% says they plan what to buy before going shopping. Moreover, 84% shoppers say they are likely to take time and browse all parts of the store to get the best values. However, unplanned purchase can happen while they are exploring the store as 83% usually ends up buying additional grocery items. “Ironically, while shoppers spend times for going up and down the aisles or browsing all parts of the store, they open themselves up to impulse purchase despite having planned their shopping trip. Therefore, manufacturers and retailers have great opportunities to disrupt these shoppers to make their brands resonated and stand-out from the shelves,” says Roberto.

WHAT'S IN THE BASKET?

It comes to no surprise that health and wellness is a top-of-mind priority for consumers in Vietnam, given that it has been mentioned as important for few years now. In fact, the report reveals that fresh products keep the strong position in the basket, accounting for 67% of total expenses for a grocery shopping trip.

Roberto emphasizes “Currently the top consumer’s concern is even more skew towards what is good for health. Informed and savvy consumers are demanding more from the foods they eat, and some are prioritizing ingredients over brands,” said Roberto. “To many consumers, simple is beautiful, and foods with a short list of recognizable ingredients resonate strongly. Savvy manufacturers are responding to this trend by modifying product portfolios by simplifying food ingredient lists and creating natural and organic alternatives to existing offerings. Meanwhile, retailers are also prioritizing healthful foods and better-for-you brands in the center of the store, and emphasizing fresh and perishable foods around the perimeter in order to drive growth.”

WHERE DO VIETNAMESE SHOPPERS SHOP?

With life moving at fast pace and emerging needs, Vietnamese shoppers are faced with more choices in the market in relation to where to shop. The modern trade channel keeps winning penetration especially convenience stores, minimarts and personal care stores becoming a regular options on the repertoire of shoppers. However, the spending still mostly goes to wet markets, supermarkets and traditional trade stores. Surprisingly, traditional grocery stores are able to gain some shopper base this year. On the contrary, the corresponding frequency and spending is not significantly enough to make an impact.

ABOUT NIELSEN

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