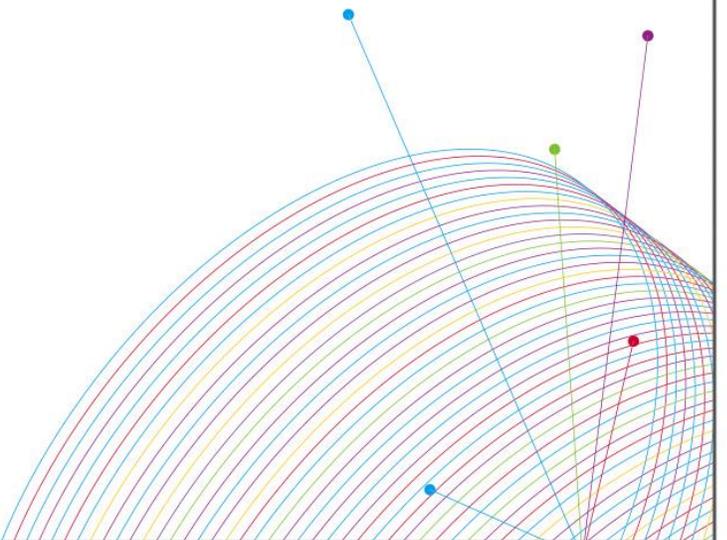


nielsen

AN UNCOMMON SENSE  
OF THE CONSUMER™

# CONVENIENCE WINS!

2014 NIELSEN TAIWAN  
SHOPPERTRENDS REPORT



More than 80 percent of the shoppers in Taiwan are aware of a surge in food prices, and over half of them choose to deal with it by only buying essentials and cutting down on luxury purchases, according to the latest shopper trend survey from Nielsen, a leading global provider of information and insights into what consumers watch and buy.

As more and more consumers hold a rather conservative attitude, they tend to make plans before purchasing. In 2013, the total fast-moving consumer goods (FMCG) market in Taiwan grew just 0.3 percent, putting Taiwan in last place among countries in the Asia-Pacific region. During the same period, China had 6.6 percent of growth and Hong Kong grew about 9 percent.

Most of the consumers surveyed in Taiwan said the economic situation is still their biggest concern, while some of them hold a negative attitude toward job prospects and the timing of purchases.

In addition, about 90 percent of respondents said they like to shop in stores with a comfortable and well-organized environment. 48 percent of respondents said they are willing to pay premium for a more efficient shopping experience. These aspects all point to the idea that although consumers are more cautious on prices, they also value the atmosphere and convenience of the store.

What's the difference on channel selection for the consumers in Taiwan? According to the survey, the penetration rates of supermarkets and Convenience Stores remain stable compared with last year. It is also worth noting that the shoppers who visit hypermarkets in the past 4 weeks even presents a drop of 8 percent, which indicates they lost over 1.3 million consumers this year. As for choosing between hypermarkets and supermarkets, 45% of shoppers visit only one store this year,

80% OF SHOPPERS PLAN  
AHEAD TO CONTROL  
PURCHASES

HOWEVER, NEARLY HALF OF  
CONSUMERS CLAIM THEY ARE  
ALSO WILLING TO PAY PREMIUM

due to the high similarities between hypermarket and supermarket. Furthermore, about 69 percent of the consumers surveyed consider the products that different retailers provide to be similar. As a result, creating differentiators between channels and stores is crucial for retailers in the near future.

A lot of channels have been working on building well-established membership programs, in order to enhance consumers' loyalty. As for promotional events, consumers prefer to receive rewards in a simple and direct way. Forty-eight percent of the consumers deem cash rewards their first preferred membership reward method, while 35 percent prefer special prices on certain items.

According to the survey, consumers not only care about promotions, but also the joy of their shopping journeys. As for hypermarkets and supermarkets, consumers consider price (worth for value, promotion, membership), shopping experience (comfortableness and the convenience of finding a certain product), and a wide selection of products as the most important factors. Compared with last year, the importance of price and reward has been enhanced, and consumers also put more emphasis on the value of private label.

However, the aspects that consumers emphasize with convenient stores is slightly different compared with other channels, despite its promotional event and the shopping experience, most of the important factors are related to newness and wide selection of the products. Consumers point out that the first to launch a new product and the various selections of private label can attract their attention the most. As for consumers' shopping behavior in personal care store, they tend to be more cautious on price, quality of the brands, and the easiness of finding a certain product on the shelf.

“Consumerization is different from segmentation. If retailers want to make an impact on consumers' lives, taking population or shopping frequency into consideration is not enough. It is

necessary to consider different shopping features or their attitudes toward life as well, in order to connect with different shopper groups and to satisfy the consumers' needs," said Terri Kang, director, Retailer Services, Nielsen Taiwan. "What's more, consumers nowadays not only care about prices, but they want to have a feeling that they've really earned a really good deal. They want a feeling that purchasing is earning. No matter if it's from the perspective of health, convenience or the joy of shopping, retailers need to attract consumers by making good use of membership information, precise analysis of consumer groups, and provide more effective target marketing. By adopting these methods to make consumers willing to pay, retailers can become the first store in consumers' minds."

## About Nielsen

Nielsen Holdings N.V. (NYSE: NLSN) is a global information and measurement company with leading market positions in marketing and consumer information, television and other media measurement, online intelligence and mobile measurement. Nielsen has a presence in approximately 100 countries, with headquarters in New York, USA, and Diemen, the Netherlands. For more information, visit [www.nielsen.com](http://www.nielsen.com).