



## NIELSEN SHOPPER TRENDS

# YOUR GUIDE TO THE SHOPPER

## KNOW YOUR SHOPPERS, GROW YOUR BRAND

With our [Shopper Trends report](#) you can gain a comprehensive view of grocery retail trends, understand banner equity tracking and receive an dynamics of changing shopping patterns, attitudes and behaviour which relates to your brand.



### HOW ARE SINGAPORE SHOPPERS DIFFERENT? Learnings from [SHOPPER TRENDS](#)



[Shopper Trends report](#) is designed with detailed questions covering a wide focus from understanding their attitude to specific retailers evaluation.

## KEY BENEFITS



Comprehensive study of shopper insights

1 > 2 > 3

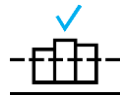
Better shopper insight-led decision making



Able to leverage actual shopper behaviour



Collaborative manufacturer /retailer relationships as talking same language



Understand retailer performance relative to others

## RESEARCH CONTENTS

SHOPPER ATTITUDE

- Which category triggers you to go shopping
- Levels of price awareness and sensitivity to promotions
- Important of new and different by category

SHOPPER INSIGHTS

- Channel visit frequency
- Basket size, monthly grocery spend
- Frequency of main vs. top-up shop
- Attitudes towards grocery shopping, planning deal-seeking

RETAILER PERFORMANCE

- Profiles of main shoppers by retailer
- Store equity index
- Retailers relationship with your shoppers
- Key differentiators between retailers

## RESEARCH DESIGN

### SAMPLE SIZE



N= 1005  
Random sample

### METHODOLOGY



Door to Door  
Face Interviews

### RESEARCH AREA



Nationwide

### FIELDWORK PERIOD



29 NOV 2019  
- 16 JAN 2020

### RESPONDENT CRITERIA



Males and females  
18 – 65 y.o. PR &  
Singaporeans



Main grocery  
buyers & influencers

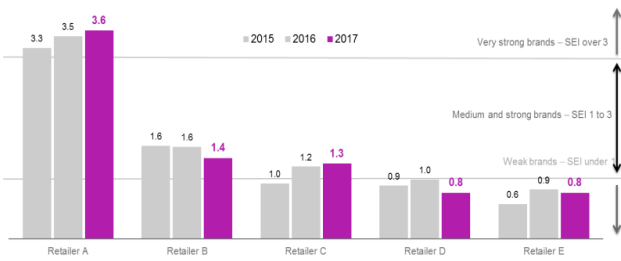


In past 4 wks,  
shopped at super/  
hypermarkets,  
convenience stores,  
personal care stores

# NIelsen SHOPPER TRENDS

## STRENGTH OF KEY RETAILER BRANDS

### STORE EQUITY INDEX



Store Equity Index is calculated from preferred recommendation, willingness to pay price premium, willingness to travel

## STORE EQUITY - KEY TO LOYAL SHOPPERS

Shopper Trends provides a unique measure of Store Equity based on Nielsen's proprietary measurement technique, Winning Brands™.

The Index measure enables you to understand the strength of your retailer brand against competing banners and track performance over time.

Retailers that grow their Store Equity increase their chances to win the battle for loyal shoppers.

## RELATIVE RETAILER PERFORMANCE ON ATTRIBUTES

### RETAILER ASSOCIATIONS



## WHAT MATTERS TO SHOPPERS?

Shopper Trends uncovers what matters to shoppers but also how each retailer is performing against these attributes that are considered important.

By understanding which attributes are most important to shoppers, you can ensure retailer strategies are tailored to meet shoppers' most important requirements.

## STORE RELATIONSHIP TIERS

(strength of shopper-retailer relationship)



## HOW TO BUILD THE STRONG EQUITY?

Which retailers have the strongest store equity?

Which retailers have the strongest relationship with shoppers?

Which areas should the retailer focus on to increase commitment levels?

What are the key factors that differentiate on retailer from another?

# INVESTMENT



Shopper Trend report

SGD12,000

SHOPPER TRENDS IS AVAILABLE IN 60+ COUNTRIES

FOR MORE INFORMATION, CONTACT YOUR LOCAL NIELSEN CLIENT SERVICE REPRESENTATIVE