# **Supermarkets**

work.shop.play.

This month we shopped around for our Northern Ireland insight community's opinions and habits on supermarkets. Less about the types of groceries they buy, but more about their habits when it comes to choosing a supermarket, how loyal they are and their thoughts on home delivery and click and collect services. Here's a snapshot of what they told us...

#### Top 5 supermarkets

Northern Ireland insight community told us where they shop at most often. Here's the top 5...



### In-store, click and collect & delivery

72% prefer to shop in-store and in-person when supermarket shopping

prefer to a delivery

supermarket shopping

11%

service when

37 prefecolle supe

**3%** prefer to use a click &

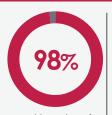
collect service when supermarket shopping

prefer to use a mix of delivery and click & collect when supermarket shopping

### Changes in supermarket spend



say their supermarket spend has increased in the last 12 months (**36%** increased greatly)



say rising price of groceries is the main reason their supermarket spend has increased



say their supermarket spend has decreased with half choosing to reduce their budget

### Supermarket statements

### 17%

have changed the main supermarket they usually shop at during the last 12 months with almost half shopping around for bargains 30% would like to see supermarkets do

more (beyond

lowering prices) to

help with the rising

cost of living (e.g.

advise, money

saving tips etc.)

46%

prefer to shop around for their household groceries visiting a mix of supermarket chains and discount retailers

### Rapid delivery appeal

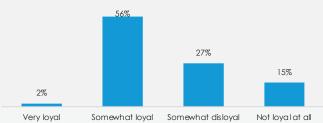
40%

find same day, rapid grocery delivery services appealing with 14% finding them very appealing

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### Supermarket loyalty

58% of our Northern Ireland insight community said they were loyal to their preferred supermarket but 56% still shop around



### LOWER PRICES FOR LOYALTY



say exclusive discounts in-store would encourage them to join a loyalty scheme

### **SEASONAL** SHOPPING

said they are even more likely than normal to shop in-store during seasonal and holiday periods

## FORGET THE

**97%**<sup>st</sup>

have visited a supermarket to specifically buy non-food or non-grocery items

For more insights and opinions visit:

## workshopplay.ie/opinions