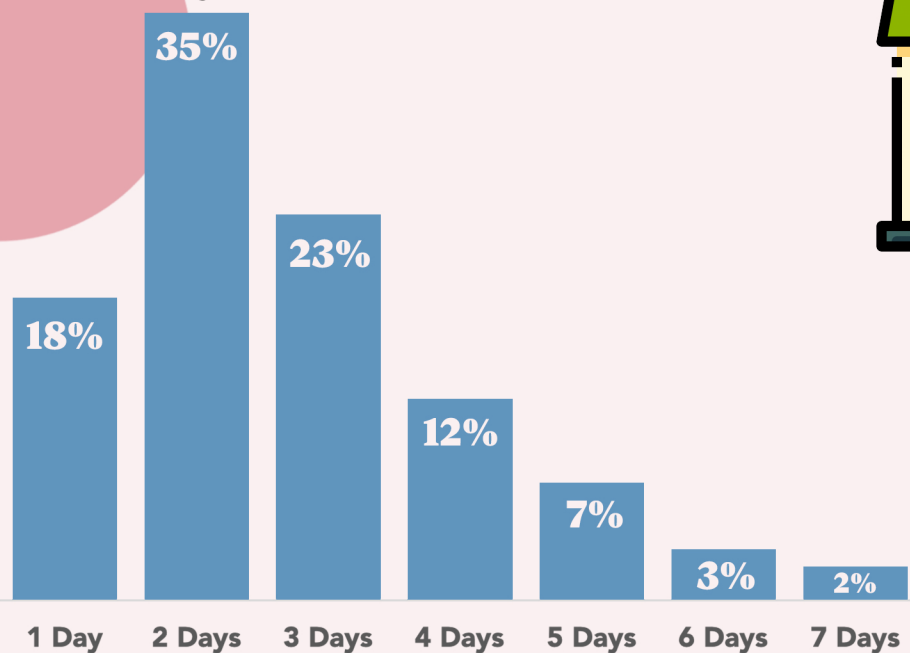




In The Supermarket

work.shop.play.TM
The Urban Community

Days per Week Shopped for Grocery Products



On the path to purchase

54% are reminded to purchase a product as a result of seeing advertising on the way into the



45% spend 20-30 minutes in the supermarket



Influence in the market
Price Promotion 93%
New Brand 43%
Sampling 53%

When choosing a supermarket:

69% Convenience
65% Price
50% Range
15% Customer Service

Thinking local

59% buy local brands where possible
59% think it's worth paying more for local brands

Before leaving for the supermarket:

37% make a shopping list
44% make a meal plan



Food Waste

55% agree multi-buy offers such as 'buy 5 for €2' lead me to buy more than I need, which sometimes ends up wasted.



Getting to the supermarket

70% by car
22% by foot

81% would prefer it if shops offered a price reduction on a single item, rather than promote offers such as multi-buy on the purchase of more than one item together.



Switching behaviour Categories

Alcohol
60% Switch to another brand on offer

Household Cleaners
62% Stick with preferred brand



Soft Drinks
62% Stick with preferred brand

Butter/Spreads
56% Stick with preferred brand

Deposit Return Scheme

58% Deposit Return Scheme on cans and bottles commencing February 2024
87% actively take part in the Deposit Return Scheme