



Welcome to ShopperWatch, a partnership between Checkout and Behaviour & Attitudes (B&A). Every month, ShopperWatch tracks shopper opinions on retailer advertising, new product launches, and retailer and brand promotions. This month's edition asks respondents to identify some of their favourite products from yesteryear, which have since disappeared from the shelves.



The first aspect of the *ShopperWatch* feature asks over 500 shoppers for their opinions on what's hot on the shelves and on the screens each month.

| TOP TV FOOD AND DRINK ADVERTS | TOP NEW PRODUCTS/ PACKAGING | TOP BEST PROMOTIONS OR OFFERS |
|--|--|--|
| <ol style="list-style-type: none"> 1. Coca-Cola: <i>Christmas</i> 2. Marks & Spencer: <i>Christmas</i> 3. Corn Flakes: <i>Christmas</i> 4. Lidl: <i>Christmas</i> 5. Guinness: <i>Christmas</i> | <ol style="list-style-type: none"> 1. Kellogg's: Christmas Packaging 2. Goodfella's: Sweet Fella's Pizza 3. Glenisk: Greek-Style Vanilla-Flavoured Yogurt 4. Cadbury: Heroes Pouch 5. Vita Coco: On-The-Go Carton | <ol style="list-style-type: none"> 1. Cadbury/Mars/Nestlé: Tins/Tubs 2. Cadbury/Mars/Nestlé: Selection Boxes 3. Coke, 7Up, Club: 3 x 2 Litres 4. Aldi: Christmas Veg 49c 5. Aldi: €10-Off-€50 Voucher |

*Results based on online interviews with adults aged 18+, quota-controlled in terms of gender, age, socio-economic status, region and grocery shopper. Fieldwork was conducted via the Acumen Panel from 14 to 23 December 2015. All answers were spontaneous in nature, with open-response questions.

Holidays Were Coming

With this month's data covering December, it's unsurprising that traditional Christmas ads stole the show when it came to the Top TV Food- and Drink-Brand Adverts. Coca-Cola came out on top with its iconic 'Holidays Are Coming' ad, which, along with the third-placed Kellogg's Corn Flakes effort, is considered a Christmas favourite, signifying the beginning of the festive period for many. M&S placed second this month with its effort, which portrayed eye-catchingly gorgeous and mouth-watering Christmas food. The Christmas period was a successful one for Kellogg's in terms of recognition, as it not only finished high in the advertisement rankings, but it also saw its Christmas packaging come out top of the pile in the

Best New or Never-Noticed-Before Products/Packaging rankings. Other new products, such as the Goodfella's Sweet Fella's dessert pizza range, Glenisk strained yogurt, Cadbury's Heroes pouch and Vita Coco's on-the-go carton, also caught the eye of consumers. Aldi makes two appearances in the Best Promotion/Offer rankings with its 49c Christmas veg offer and its €10-off-€50 voucher both making an impression, in fourth and fifth place, respectively. The top-ranked promotion, however – again, somewhat unsurprisingly due to the time of year – went to Christmas-related offers, with promotions on tubs of sweets and chocolates narrowly pipping selection boxes to the top spot in December.

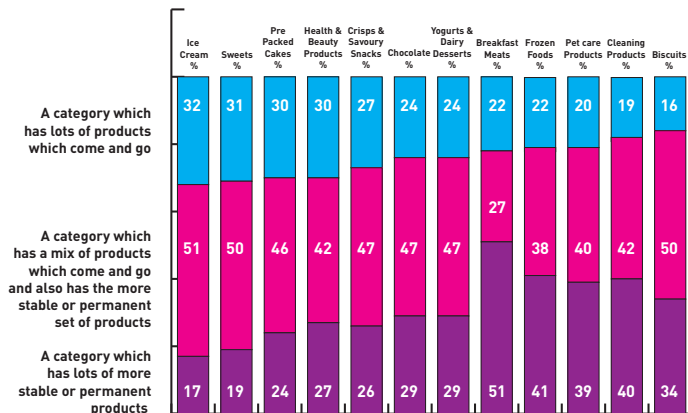
Back For Good

This month, ShopperWatch takes a look at a selection of products that are no longer available, and seeks to determine which of those are most missed by Irish consumers.

Who doesn't enjoy the return of a retro grocery product to our shelves? The world – well, Irish people at least – rejoiced when Cadbury reintroduced its Wispa bar back into stores nationwide in 2007, as did many others when HB relaunched the Funny Feet ice cream two years ago.

As brand owners are continuously reminded, nostalgia never goes out of fashion. With that in mind, our survey asked 503 consumers to identify products that are no longer on the shelves and are missed the most; in what categories do they believe sees the greatest amount of product rotation, and in which stores do they see this rotation happen most often.

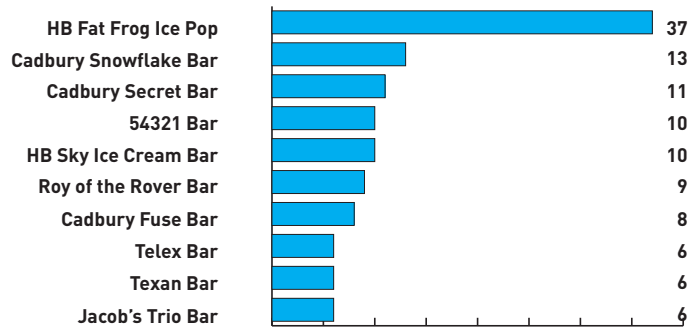
IN CATEGORIES OF FOOD AND HOUSEHOLD GOODS, WHICH ONES DO YOU MOST ASSOCIATE WITH HAVING PRODUCTS THAT 'COME AND GO' [N: 503]



It comes as little surprise, given the amount of innovation in the Ice Cream category, to learn that it is the one that grocery shoppers believe has lots of products that come and go on a regular basis. Some 32% of people surveyed agreed with this sentiment, while a further 51% stated that the Ice Cream category has some products that come and go often, but that these are also mixed in with a more stable or permanent set of products.

Confectionery is another category with regular listing and delisting, according to respondents. For example, in recent months, Cadbury has introduced new product lines while simultaneously announcing the cessation of the likes of Time Out and the pink Snack wafer bar. Some 31% of respondents said that the Confectionery category is one that has lots of products that come and go on a regular basis. Other categories that see products 'come and go', according to respondents, are: Pre-Packed Cakes (30%); Health and Beauty Products (30%); Crisps and Savoury Snacks (27%); and Yoghurts and Dairy-Based Desserts (24%).

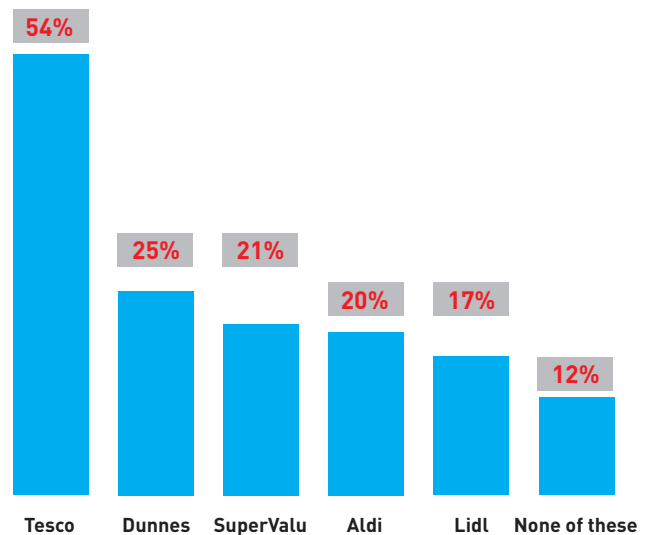
PRODUCTS USED TO REALLY ENJOY, BUT CAN NO LONGER BUY [N:503]



A question that is often raised at dinner parties is, which retro products were your favourite? In recent years, we've seen the return of Wispa and Wispa Gold to Cadbury's portfolio after a much-publicised campaign. Elsewhere, Nestlé reintroduced Vice Versas and HB welcomed back the Funny Feet ice cream. However, according to our study, it seems that there is a clear winner in terms of products that respondents would like to see make a comeback, with more than a third of respondents (37%) looking forward to the return of the HB Fat Frog ice lolly.

The next-nearest competitor, Cadbury's Snowflake, received 13% of the vote, with Cadbury's Secret bar (11%), the 54321 bar (10%) and HB's Sky ice-cream bar (10%) rounding off the top five. Somewhat unsurprisingly, considering its peak popularity in the 1990s, the majority of those who miss the Fat Frog are under the age of 55, with 43% of people aged 16-34 and 42% of those aged 35-54 claiming to miss the product, compared to only 15% of those aged over 55. It's a similar case across the board, with only the Sky ice-cream bar being more desired by those aged over 55 (13%) than those in younger age cohorts (16-34: 8%; 35-54: 10%). In fact, the over-55s appear to have no love whatsoever for Cadbury's Secret bar, as not a single one of them voted for the product.

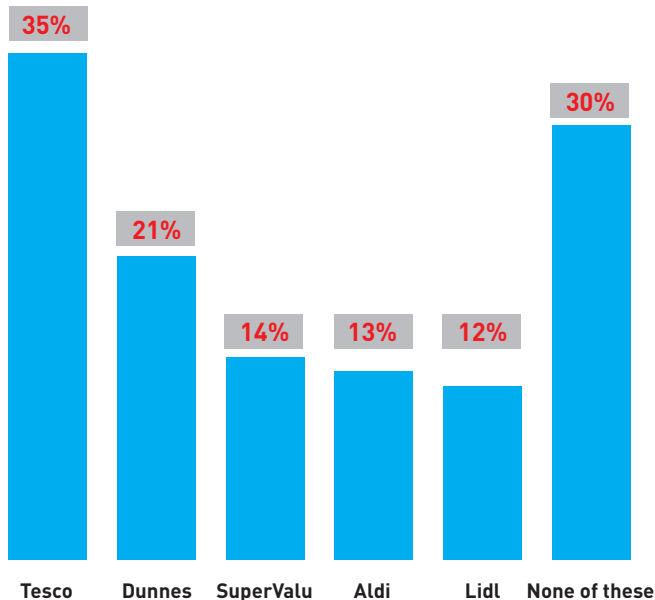
SUPERMARKET MOST ASSOCIATED WITH BRINGING IN NEW PRODUCTS QUICKLY OR BEING FIRST TO HAVE NEW PRODUCTS [N: 503]



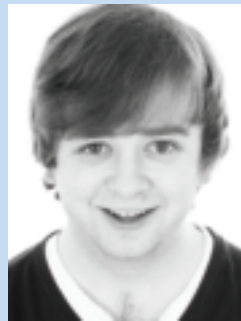
Of course, for new product launches to be noticed, the supplier has to ensure that they are stocked and well positioned in supermarkets in order for them to make an impact. With that in mind, consumers were asked which supermarkets they associated the most with

bringing in new products quickly, or being the first to feature new products. Tesco was the overall winner in this case, with 54% of those surveyed naming it as the most proactive supermarket in the country in terms of new product launches. There wasn't much difference between the remaining players: Dunnes placed second with 25% and SuperValu scored 21%, while the discounters Aldi and Lidl came in at 20% and 17%, respectively.

SUPERMARKET MOST ASSOCIATED WITH WITHDRAWING PRODUCTS FROM SALE OR REMOVING OLD FAVOURITES [N:503]



It's a testament to the sheer number of consumers shopping in Tesco, as well as the vast amount of products it stocks on its shelves, that it can be considered most likely to consistently bring in new products and also most likely to withdraw underperforming products from shelves at the same time. Some 35% of people surveyed considered Tesco to be the store that is most likely to delist certain products, while the rest of the supermarkets fall in almost the same order as before, with only the discounters swapping places. Dunnes takes 21% of the vote, SuperValu 14%, and Lidl and Aldi take 13% and 12%, respectively.



Sweet Memories Dominate Consumer Nostalgia

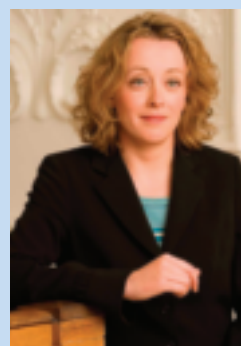
BY NIALL SWAN, SENIOR REPORTER, CHECKOUT

Despite the ever-increasing prevalence of healthy eating trends in recent years, the overwhelming presence of confectionery products in the list of most-missed grocery products derived from the latest *ShopperWatch* report shows that Ireland's sweet tooth is still lurking in the shadows, constantly nibbling away. Many people will look at these figures and ask the question as to why companies like HB and Cadbury are reluctant to reintroduce products like the Fat Frog or the Snowflake when the demand is clearly there.

The difficulty is that while the demand appears, on the surface, to be widespread, how deep does it really go?

Of those who liked Facebook pages or signed petitions calling for the return of the Wispa bar and subsequently rejoiced when it finally hit shop shelves again, how many are still purchasing it? How many bought a few when they initially returned, but haven't looked their way since? Every product reintroduction will generate an initial burst of interest, but as with any new launch, it also requires a sustainable business plan. If there is no actual, consistent demand for the product, then selling it no longer becomes viable, especially in an economy that is still in the early stages of recovery.

With Ireland increasingly becoming a hub of innovation in the FMCG industry, companies should always be looking forward to the next big development rather than spending money on re-runs of previous products. Unless of course, HB are willing to reintroduce its Cornetto Soft machines into shops - now that's an initiative that we can all get behind, even if it's just for that one day of Irish summer.



Retailers Keen To Keep Ahead Of Consumer Demand

BY MARTHA FANNING, DIRECTOR, BEHAVIOUR & ATTITUDES

At the end of the year, people are always in a reminiscing sort of mood, so we thought it would be interesting to see what products shoppers reminisce about most. One product takes a clear lead, the Fat Frog; long before the cocktail, there was the delicious apple ice pop. Cadbury is very prominent in the top 10, reflecting the brand's strong NPD over the years.

Looking at the stores most associated with being first to stock or highlight new products, Tesco has developed a very significant lead over the competitive set. However given that space is finite on the shelves, it is hardly a surprise that Tesco also emerges on top in relation to the store considered most likely to delist or withdraw old favourites.