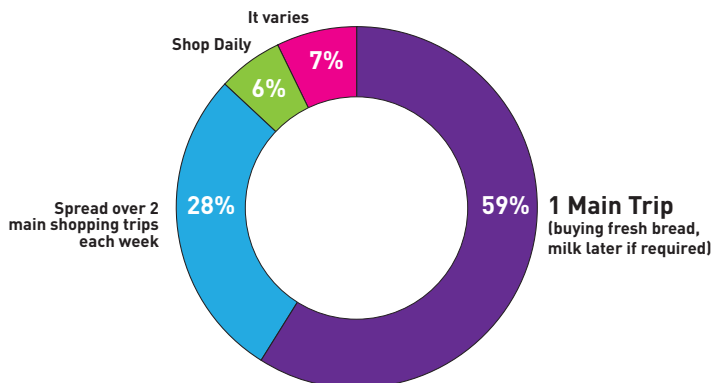


# Talking SHOP

***This month's ShopperWatch study, produced in association with Behaviour & Attitudes, examines grocery spend among Irish grocery shoppers.***

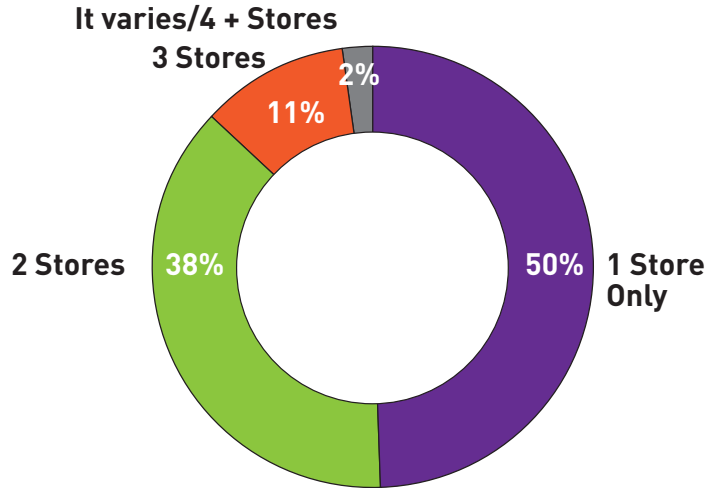
As this month's *ShopperWatch* from Behaviour & Attitudes illustrates, from an online survey of 504 grocery shoppers, 60% of them undertake one main shop each week, and over the course of the week, they are inclined to stock up on perishables such as milk and bread. Also, it appears that grocery shoppers are inclined to shop around, as half of those surveyed suggest that they are inclined to visit more than one shop on the same day. It is interesting to see that our budgets are considerably lower than they were ten years ago, as shoppers now spend €32 less a week than they did back in 2007.

Which statement best describes your normal approach to grocery shopping nowadays?



For this month's *ShopperWatch*, the respondents were asked which statement best describes their normal approach to shopping nowadays, and the results aren't that surprising. As this graph shows, close to 60% of all grocery shoppers undertake one main shopping trip each week. The respondents also said that they buy fresh bread and milk later in the week, if required. Some 28% of those surveyed spread the main shopping over two trips each week. It is interesting to note that only 6% of the respondents shop daily. Some 7% of the 504 people surveyed admitted to the fact that their shopping habits vary each week.

What Best Describes Your Normal Approach To Shopping?

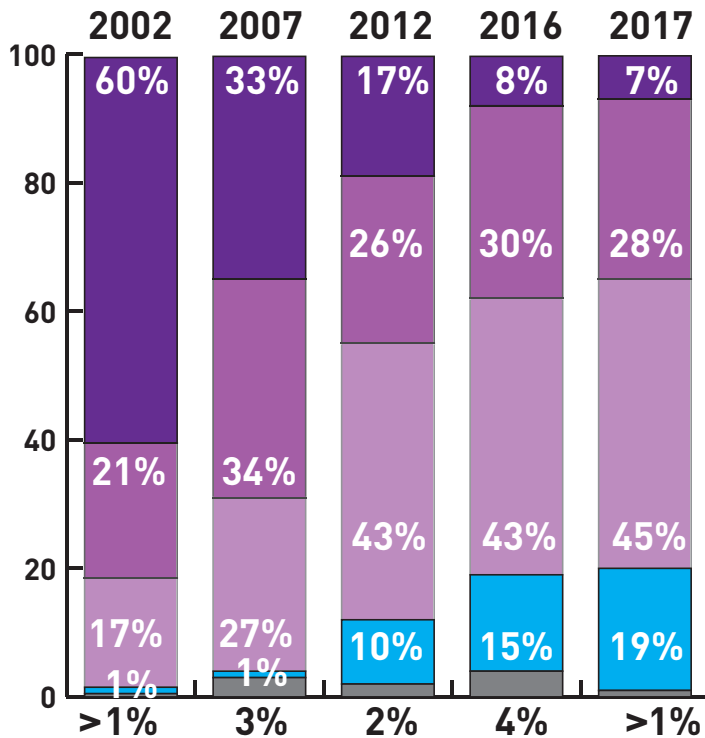


When asked about how many different stores they visit on their main grocery-shopping trip, half of the those surveyed said that they only visit one. This means, of course, that 50% of the respondents visit more than one grocery shop on the same day. Some 38% said that they are inclined to visit at least two different shops. Some 11% said that they visit three. Only 2%, however, suggested that it varies, and they may even make a trip to at least four different shops on the same day. As such a large number of the respondents are inclined to shop around and visit a number of shops on the same day, what, it is interesting to wonder, entices them away from one grocery shop to another?

## Weekly Grocery-Shopping Momentum

When asked to compare their grocery spending now versus last year, the percentage of shoppers who believe that their spending is higher than last year is declining over time (67% in 2007 versus 35% in 2017). The graph also indicates that, currently, 45% of respondents said that their shopping





habits are about the same as last year. It appears that 19 % of those surveyed are tightening their purse strings just a little, as they said that they are spending a little bit less than last year.

#### Long-Term Trend: Weekly Grocery Spend



#### 5 Year Shift +/-

↑+14% ↓-17% ↓-11% ↓-8%

It appears that grocery shoppers have the same attitude towards their grocery budget as they did last year. Currently, shoppers are more inclined to spend in the region of €104 on their household, which is only €3 less than the allocated spend last year. Aside from showing that the weekly grocery spend has remained largely consistent between 2016 and 2017, this graph shows that the 2017 figure is 8% lower than five years ago, and 23% lower than in 2007. This shows that grocery shoppers were more inclined to splash the cash ten years ago when it came to grocery shopping, as the average household spend was €136 back in 2007. Today, grocery shoppers are spending €32 less than they did a decade ago, which is a significant decline.



## Shopping Around

BY DONNA AHERN, NEWS EDITOR,  
CHECKOUT MAGAZINE

One of the most interesting findings in this month's *ShopperWatch* is that, despite the fact that most grocery shops and supermarkets appear to cater to a shopper's every need – in terms of product selection, deli counters, bakeries, coffee docks, etc. – over half of those surveyed said that they visit more than one shop when they are doing their weekly grocery shop.

It would be great to ascertain what it is that entices a shopper to leave one shop in favour of another. Aside from the impracticality of having to visit more than one shop, the burning question is: what influences a consumer to stay put?

It is interesting to note that, on the whole, most consumers tend to do one big grocery shop every week, and over the course of the week, they are inclined to pick up fresh milk and bread, and perhaps other items that are deemed to be perishable. Some 28% of those surveyed said that they were inclined to spread their shopping over two main trips each week, and that this was the normal approach to their shopping habits today.

This month's *ShopperWatch* survey also shows that the budget allocated to groceries every week is pretty much on a par with last year, with a €3 difference in spend. However, it was surprising to see that there has been a significant drop in spend since 2007, as the survey shows that today we spend €32 less than what we spent ten years ago.



## Right On The Money

BY JOHN O'MAHONY, DIRECTOR,  
BEHAVIOUR & ATTITUDES

We are maturing as economic units. The more economic cycles and events we experience, the more we adapt and learn. These survey results suggest that austerity has caused us to considerably improve our estimates on what we spend on groceries.

In previous surveys, when we asked shoppers to estimate what they were spending on groceries a year ago, they were always way off the mark (by an average of 12%), but their recollection was perfect this year – right on the money, so to speak. This is despite our grocery-shopping habits becoming more elaborate, as half of grocery shoppers visit more than one store on their main shopping day.

For years now, we have aspired to describe ourselves as smart shoppers, and we're beginning to be just that.

This theory does not apply to our behaviour in relation to the housing market. In that respect, we're still crazy.