



# Shopper Watch

in association with **B&A**

**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. The first aspect of the ShopperWatch feature asks 506 shoppers for their opinions on what's hot on the shelves and on the screens each month**

## Christmas ads: snow last year

Considering the fact that an Irish Christmas tends to last into the new year, or at least until the tree comes down, it isn't surprising that at least one festive ad made the cut this month. However, savings is the biggest trend this month when it comes to the top TV food and drink brand adverts.

In first place is the Aldi 'Savings' advertisement, which does exactly what it says on the tin –it shows shoppers which items they can save on in-store. Taking the second place spot this month is the McDonnell's 'Cult worship' advertisement, which has featured in consumers' top five for a number of months now. Lidl's 'Saving money' ad claimed the number four spot, and in at number five is the M&S: Meal deals ad which highlights the fact that the retailer is just as much about value for money as it is about its premium product portfolio.

The top new products and packaging reflect the Irish consumers' continuing love affair with food that has an ethnic flavour, with Aldi's Indian/Curry range leading the way for the top best or never-noticed-before products or packaging. In second place is Cadbury's Crème Egg (White). Dunnes own-brand packaging stood out for consumers this month as it comes in at number three. Nakd bars: 'Flavours' makes an appearance in fourth place, which is indicative of a growing move away from sugar-sweetened snacks on the part of the consumer. Volvic: touch of strawberry also makes the top five and takes the last spot.

When it comes to the best promotions or offers, Coca Cola is in pole position with its 24 cans for €8 or 3 two-litre bottles for €4.50. In at number three is the continuously popular Dunnes offer of €10 off your next purchase when you spend €50. The Guinness/Carlsberg: €20 for 24 cans promotion came in third place, while the Kellogg's Cornflakes/Coco Pops for half price claimed this month's fourth place position. Finally, making its debut in the top five is the reduced Tassimo pods offer.



### TV FOOD AND DRINK ADS

1. ALDI: Savings
2. MCDONNELL'S CURRY SAUCE: Cult worship
3. GUINNESS: Christmas snow ad
4. LIDL: Saving money
5. M&S: Meal deals

### NEW PRODUCTS / PACKAGING



1. ALDI: Indian/Curry range
2. CADBURY'S CRÈME EGG (White)
3. DUNNES: Own brand packaging
4. NAKD BARS: Flavours
5. VOLVIC: Touch of strawberry



### PROMOTIONS AND OFFERS

1. COCA COLA: 24 cans for €8 /3 two-litre bottles for €4.50
2. DUNNES: €10 off €50 spend
3. GUINNESS/CARLSBERG: €20 for 24 cans
4. KELLOGG'S CORNFLAKES/COCO POPS: Half price
5. TASSIMO PODS: Reduced

\* Results based on 506 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 B&A Acumen Panel from 22 to 28 February 2019. All questions were spontaneous in nature with open response questions.



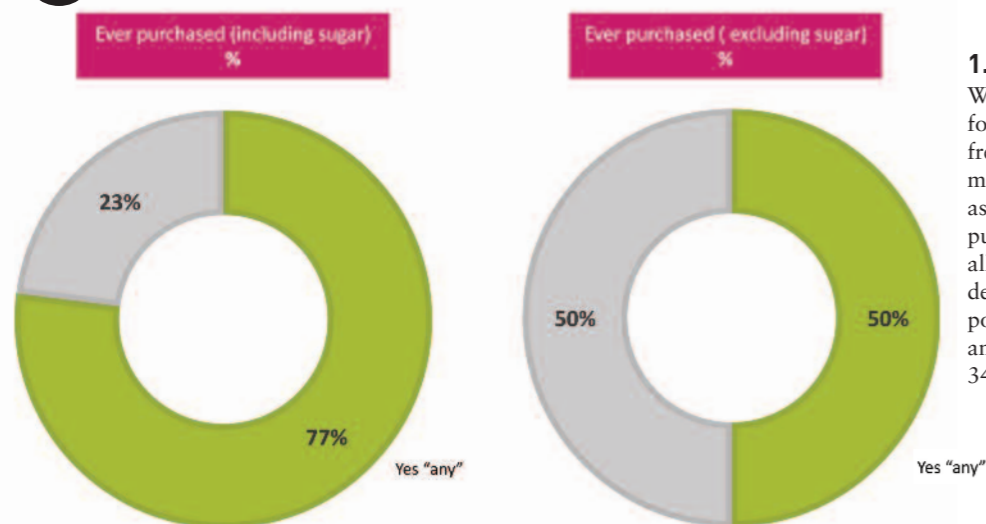
# Set me free-from

*In this month's ShopperWatch study by Behaviour & Attitudes we examine consumer's shopping habits when it comes to free-from foods*

The research undertaken for this month's ShopperWatch looks into consumer purchasing patterns regarding free-from foods, such as gluten-free, wheat-free, dairy-free and nut-free foods. It is interesting to

see that half of those surveyed have admitted to purchasing from this category, which provides us with yet further evidence of the modern consumers' desire to embrace healthier lifestyles.

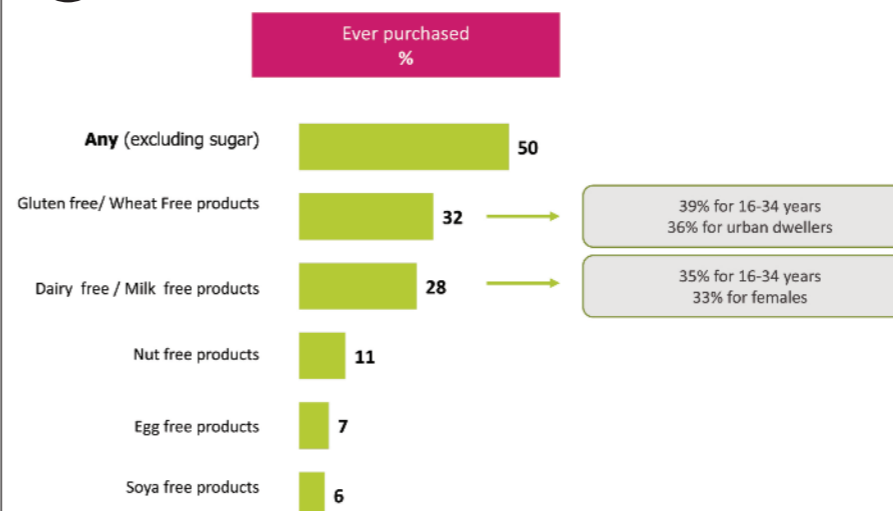
## 1 Ever purchased %



### 1. Free-from foods: ever purchased

When presented with a list of free-from foods such as gluten/wheat-free, dairy/milk-free, nut-free, egg-free and soya-free, this month's ShopperWatch respondents were asked 'Which of the following have you ever purchased?' As this chart indicates, half of all grocery shoppers have purchased a defined list of free-from foods at some point. Interestingly, this increased to 59% among grocery shoppers that are aged under 34 years.

## 2 Ever purchased (type)



### 2. Free-from foods: ever purchased

As this chart shows, gluten/wheat free products are the most trialled from the free-from category, with 32% of grocery shoppers admitting to having purchased same at some point. This figure increased to 39% for the 16 to 34 year old age group.

A total of 28% of those surveyed said that they have sampled dairy-free and milk-free products at some point. It is interesting to note that this percentage increased to 35% among the 16 to 34 year old respondents. One-third of females admitted to trialling food from this category at some point.

11% of grocery shoppers said that they have purchased nut-free food items, while 7% admitted to trialling egg-free products and 6% have picked up a soya-free product to sample.

## 3 Purchase regularly %



### 3. Free-from foods: purchase regularly (weekly)

23% of all grocery shoppers purchased at least one free-from food regularly/weekly. When asked 'Which, if any, would you say you purchase regularly, say once a week?' all of those surveyed said that they purchase free-from food items on a regular basis. However, when it comes to picking up items, excluding sugar-free, from the free-from grocery category, only 23% said that they purchase from this category at least once a week.

## 4 Purchase regularly (type)



### 4. Free-from foods: purchase regularly (weekly)

As this slide shows, dairy/milk (12%) and gluten/wheat (9%) free products are also the most frequent weekly purchases. When we look at cross purchasing patterns, across the free-from food category, 3% of the respondents said that nut-free products is their most frequent weekly purchase. Egg-free and soya-free products both appeal to 2% of those surveyed.



### Sweet free-from

by DONNA AHERN,  
News Editor, Checkout Magazine

One of the most interesting findings in this month's ShopperWatch is that exactly half of those surveyed said that they have purchased a product from the free-from category at some point, which highlights the fact that increasing numbers of consumers are concerned about what they are putting into their bodies. It also suggests that the healthier lifestyle trend is one trend that is here to stay.

It is also interesting to see that almost a quarter (23%) of all grocery shoppers purchase free-from food on a regular basis, in fact weekly, and, of course, this is a statistic that should be front of mind for all grocery retailers.



### Half and half

by JOHN O'MAHONY,  
Director, Behaviour & Attitudes

50% of all grocery shoppers have purchased a free-from food at some point, rising to 59% of those under 34 years. If consumers were to define 'free-from,' they would invariably reference gluten/wheat and dairy/milk-free products. These are clearly the free-from foods that most consumers are eating.

23% of all grocery shoppers purchased at least one free-from food regularly/weekly. Gluten/wheat and dairy/milk-free products are also the most frequent weekly purchase. Just over one in five of those who have ever purchased dairy/milk-free products have also purchased egg-free products.

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# 86%



**OF RETAILERS SAY that if they read about a product in Checkout, they would be *MORE LIKELY* to purchase *MORE* of that product!\***

\*Source: FMI.

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# CHECKOUT

## Connecting suppliers to Ireland's retail buyers