

Key findings from B&A's online survey of Irish grocery shoppers on their experiences of shopping during the lockdown



RATHER STAY HOME



47% of grocery shoppers would prefer not to visit grocery stores during the COVID-19 crisis.

EARLY BIRDS



Almost 7 in 10 (69%) of us have changed when we do our grocery shopping, with mid-week mornings the top new preference.

QUEUING ROUND THE BEND

3 in 4 (75%) of shoppers have chosen not to enter a store during Lockdown because of the length of the queue.



DEAL OR NO DEAL



38% of shoppers feel that store promotions/deals during Lockdown are worse than usual.

HAND IN GLOVE



44% of shoppers wore either gloves or a mask on their last grocery shop.

SWITCHING STORES



Just under a third (32%) of shoppers have switched their main store during Lockdown. (Fewer shoppers, shorter queues to enter and located closer to home the top 3 drivers of change).

MANAGING CUSTOMER NUMBERS



76% of shoppers felt the number of customers in the store was just right during their last grocery shop.

EXPERIMENTAL SHOPPERS



54% of shoppers have been trying more new recipes since the Covid-19 crisis.

Online survey of 510 grocery shoppers via B&A's online panel, Acumen. Fieldwork was conducted in mid-May, 2020
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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 510 shoppers for their opinions on what's hot on the shelves and on the screens each month

Variety is the spice of life for consumers this month

When it comes to the type of TV advertising that was most popular this month, there was no clear trend coming through, as ads covering a range of themes struck a chord with consumers. Kerrygold: taking the horse to France claimed the top spot, with the Cadbury: throwing the chocolate bar over the fence advertisement took the second-place position.

Newcomer Just Eat: Snoop Dog came third. Directed by Francois Rousselet through Riff Raff Films, and shot on location and in Snoop Dogg's compound in LA, the TV advert sees Snoop Dogg deciding he has had enough of hearing everyone's favourite love-to-hate jingle; if it's going to be on TV, it's got to be his version. The jingle is instantly 'Snoopified' into a super-slick hip hop beat as the artist, and his entourage, rap about his favourite food ordering moments from Just Eat.

Aldi – Swap & Save ads claimed the fourth-place position, while Heineken: James Bond Heineken 0.0. came fifth. The ad shows Daniel Craig refusing a 'Double O' cocktail in favour of the non-alcoholic beer, noting "I am working". It ends with the tagline 'Now you can while you're working'.

When it comes to the best new products/packaging, Cadbury: Darkmilk leads the way. Magnum: new flavours also captured the respondents' attention, claiming second place, with the number three spot going to Catch Bar. Carlsberg: Carlsberg 0.0 came fourth and Coca Cola: new flavours took the number five position.

In terms of the best promotions and offers, Coca Cola's numerous deals is a long-standing hit with consumers, as it has taken the lead for the past few months in a row. Coca Cola: multi-pack cans/bottles took the number one spot yet again. SuperValu: various product offers secured the number two position for the second month in a row. In at number three was Domino's Pizza: meal deals. Aldi: various promotions came in at number four, while Tesco: various promotions claimed the number five spot.



TV FOOD AND DRINK ADS

1. Kerrygold: Taking the horse to France
2. Cadbury: Throwing the chocolate bar over the fence
3. Just Eat: Snoop Dog
4. Aldi: Swap & Save
5. Heineken: James Bond Heineken 0.0

NEW PRODUCTS/PACKAGING



1. Cadbury: Darkmilk
2. Magnum: New flavours
3. Catch Bar
4. Carlsberg 0.0
5. Coca Cola: New flavours



PROMOTIONS AND OFFERS

1. Coca Cola: Multi-pack cans/bottles
2. SuperValu: Various product offers
3. Domino's Pizza: Meal deals
4. Aldi: Various promotions
5. Tesco: Various promotions

Results based on 510 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. The field work for this report was conducted in May 2020. All questions were spontaneous in nature with open response questions.

Behaviour & Attitudes' online panel, Acumen recently surveyed 681 grocery shoppers online on behalf of Checkout magazine. This month we reveal the findings in relation to the grocery shopping experience during the Covid-19 crisis

This month's ShopperWatch examined grocery shoppers' behaviour during the Covid-19 crisis. B&A's 'Life on Lockdown' series revealed that although the Covid-19 crisis has undoubtedly impacted our usual routines, Irish grocery shoppers have adapted well and are working around the various shopping challenges and, in some instances, are switching store to avoid crowds and long queues.



Covid-19 shopping experiences

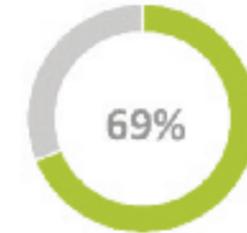
SWITCHING STORES DURING THE CRISIS



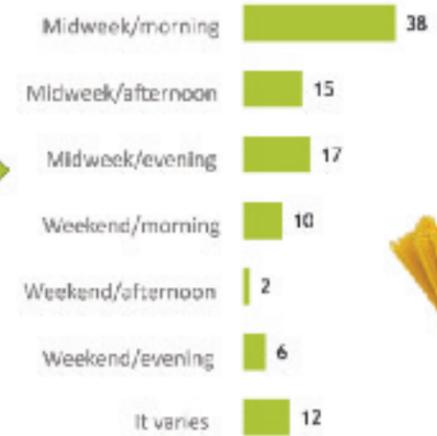
As this graph shows, almost a third (32%) of shoppers say they have switched their main grocery store during the Covid-19 crisis, with those living in Dublin more likely to say this (37%). Having fewer shoppers in store (38%) and shorter queues to enter (37%) are the main drivers of this change in behaviour.

CHANGING SHOPPING ROUTINES DURING THE CRISIS

in association with



Have changed the day/time they do their main grocery shop



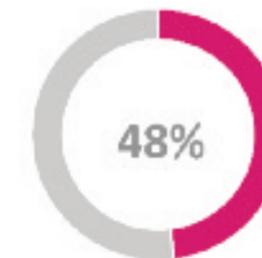
Over two-thirds of shoppers (69%) say they have changed the day/time they do their main grocery shop since the Covid-19 crisis began – again, the change of routine is most pronounced in Dublin, with almost three-quarters (74%) of

shoppers making a change. Mid-week mornings are the most popular choice, with almost two in five shoppers (38%), and half (50%) of those aged 55+, doing their grocery shopping at this time of the day during the Covid-19 crisis.

EATING HABITS DURING THE CRISIS



Trying more new recipes



Buying more treats



Eating more healthily



It appears that shoppers have become more adventurous with their cooking, as more than half (54%) say they have been trying more new recipes since the Covid-19 crisis kicked-in. A third of shoppers (33%) have also been eating

more healthily, with those under 34 most likely to say this. However, shoppers are allowing themselves some comforts, with nearly half (48%) saying they have been buying more sweet treats.



Shop around

by DONNA AHERN, Online and News Editor, Checkout

We have all become grocery shopping experts of late. We know the quietest time of the day to shop to avoid queues and we are more aware than ever of the shops that can offer us the best bargains. For some of us, going to pick up groceries has become a social event – in a way that we never expected. Again, it's great to see that grocery retailers have not become complacent and are still stepping up to the plate to support and facilitate cautious grocery shoppers throughout the crisis.



Savvy shoppers

by JOHN O'MAHONY, Director, and RACHAEL JOYCE, Senior Research Executive, Behaviour & Attitudes

We are a nation of savvy shoppers! While the Covid-19 crisis has undoubtedly impacted our usual routines, we have adapted well, working around the various shopping challenges by switching stores to avoid crowds and queues, and changing the day or the time we shop to the more off-peak mid-week mornings. We are also trying new things – experimenting with new recipes seems to be the go-to activity, and we are not surprised by this, given that flour has been flying off the shelves! I'm also glad to see that we are allowing ourselves comfort and treats at this uncertain time.

