What do Brands deliver for Supermarkets?

Brands are more important to the shopping trip of:

- **Brand Buyers**
  - Non-essential items
  - Large stock up shop
  - A Healthy Snack
  - Snacks for kids

- **Own Label Buyers**
  - Essentials
  - Lighter meals
  - Kid's lunchbox
  - Kid's tea

**Source:** Shopper Intelligence

- **Brand Buyers** are more likely to buy...
  - **Often buy extra**
  - **Intended to browse**
  - **Willing to try new and different**
  - **Bought on promotion**
  - **Promotions encourage me to go shopping to...**
  - **I particularly don't want to run out of**

- **Own Label Buyers** are more likely to buy...
  - **For others**
  - **Eat or drink right away**
  - **For me**
  - **Sometimes buy extra**
  - **Intended to buy**
  - **I definitely don't want to run out of**

**Brands** support innovation and attract engagement whereas **Own Label** supports convenience and takes advantage of the more price sensitive shopper.

**Methodology**

Produced in association with...

- 124,000 data points from 74,000 Shopper Intelligence interviews
- Fieldwork carried out February – July 2018