

What do Brands deliver for Supermarkets?

A comparison of **brand** and **own label** purchaser attitude in the UK Multiples

Considering all the purchases measured in the huge Shopper Intelligence database, we compare the responses of shoppers who bought a **brand** with those who had bought an **own label** option, giving us a "total store" perspective of the differences.

- Fresh foods, usually unbranded, are not included in this analysis;
- We ask questions about the category, but shoppers are not asked directly about the brand;
- Sample N=109,000, 140 categories surveyed;
- For differences by Department and Category - contact us.

Brands are more "top of mind" in the shopping trip

Brand buyers are shoppers with greater degree of **intention**, and particularly are more likely to include items that shoppers **"don't want to run out of"**. Additionally, these shoppers show a greater degree of **loyalty to that brand**.

"I particularly don't want to run out of"



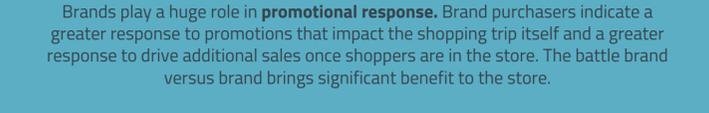
In particular, shoppers buying:



"If the item I bought wasn't available, I'd have gone to another store"



In particular, shoppers buying:



Brand investment is important to driving store sales

Brands play a huge role in **promotional response**. Brand purchasers indicate a greater response to promotions that impact the shopping trip itself and a greater response to drive additional sales once shoppers are in the store. The battle brand versus brand brings significant benefit to the store.

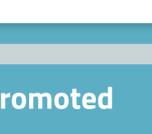
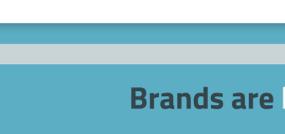
"Promotions encourage me to go shopping to..."



In particular, shoppers buying:



"Often buy extra"



In particular, shoppers buying:



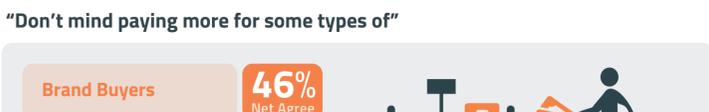
Brands are heavily promoted

Of course, we'd expect brand shoppers to report much higher levels of **deal activity**.

"Bought on promotion"



In particular, shoppers buying:



Creating premium values

Branded buyers show the ability to command premium pricing and **raise the value of the basket**. These shoppers are more likely to expect added value that they **don't mind paying more for**.

"Don't mind paying more for some types of"



In particular, shoppers buying:



Brands support innovation and attract engagement

Brand buyers say they are more willing to try new items, indicating a greater interest in the category.

"Willing to try new and different"

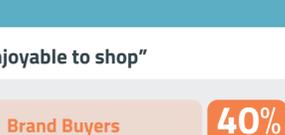


In particular, shoppers buying:

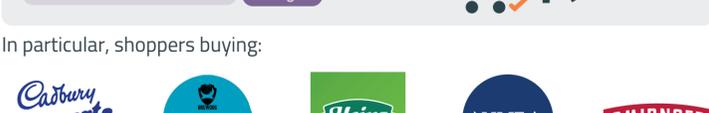


Shoppers buying brands are also more willing to browse the category

"Intended to browse"



In particular, shoppers buying:



Brands are often strong in indulgent categories that add enjoyment to the shopping occasion

Brand buyers report greater satisfaction and enjoyment of their category experience overall

"Enjoyable to shop"

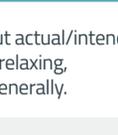
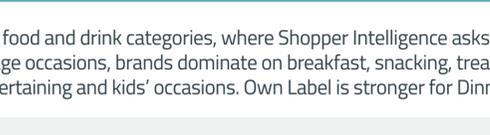


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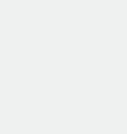
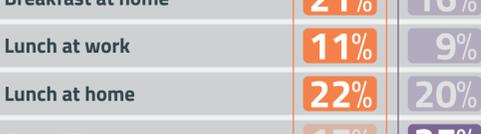


Who are Brand buyers?

Brand buyers have a slightly more **male bias**.



Brands are more likely to be present when **buying for others**, particularly for children.



For food and drink categories, where Shopper Intelligence asks about actual/intended usage occasions, brands dominate on breakfast, snacking, treating/relaxing, entertaining and kids' occasions. Own Label is stronger for Dinner, generally.



Brands are stronger on **bigger shops**.



Source: Shopper Intelligence.

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Methodology

124,000 data points from 74,000 Shopper Intelligence interviews (online, last 3 days). Fieldwork carried out February – July 2018.

Produced in association with

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