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

Brands 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"

Brand Buyers	49% Net Agree
Own Label Buyers	33% Net Agree

In particular, shoppers buying:

Cussons Imperial Leather, Andrex, Purina Felix, Pampers, Tetley

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

Brand Buyers	12% Net Agree
Own Label Buyers	7% Net Agree

In particular, shoppers buying:

Aptamil, C&G babyclub, Germolene, Canesten, Pampers

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..."

Brand Buyers	29% Net Agree
Own Label Buyers	8% Net Agree

In particular, shoppers buying:

Heinz For Baby, Ella's kitchen, Pampers, belVita, Smirnoff

"Often buy extra"

Brand Buyers	39% Net Agree
Own Label Buyers	18% Net Agree

In particular, shoppers buying:

Heinz For Baby, go ahead!, Cadbury Desserts, Pampers, belVita

Brands are heavily promoted

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

"Bought on promotion"

Brand Buyers	38% recognizing deal
Own Label Buyers	16% recognizing deal

In particular, shoppers buying:

Pizza Express, Müller Corner, Comfort, The Famous Grouse, Lurpak

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"

Brand Buyers	46% Net Agree
Own Label Buyers	34% Net Agree

In particular, shoppers buying:

Fever-Tree, Aveeno Active Naturals, Häagen-Dazs, D·E, Punk IPA

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"

Brand Buyers	40% Net Agree
Own Label Buyers	31% Net Agree

In particular, shoppers buying:

Punk IPA, Quorn, Warburtons Thins, Mr Kipling, Nature Valley Bars

Shoppers buying brands are also more willing to browse the category

"Intended to browse"

Brand Buyers	21% Net Agree
Own Label Buyers	15% Net Agree

In particular, shoppers buying:

Birds Eye, Lego, Dove, Moët & Chandon Champagne, Blue Dragon

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"

Brand Buyers	40% Net Agree
Own Label Buyers	30% Net Agree

In particular, shoppers buying:

Cadbury Desserts, Punk IPA, Heinz For Baby, Nivea, Smirnoff

Who are Brand buyers?

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

	Brand Buyers	Own Label Buyers
Female	55%	58%
Male	45%	42%

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

	Brand Buyers	Own Label Buyers
For me	32%	33%
For me and others	45%	50%
For others	24%	17%
of which: for my child/children	8%	5%

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.

	Brand Buyers	Own Label Buyers
Eat or drink right away	8%	7%
Breakfast at home	21%	16%
Lunch at work	11%	9%
Lunch at home	22%	20%
Casual Dinner	17%	25%
'Proper' Dinner	10%	19%
Relaxing in the evening	22%	14%
A treat for me/us	17%	11%
Kid's tea	5%	4%
Kid's lunchbox	5%	2%
Entertaining	8%	5%
A Healthy Snack	10%	7%

Brands are stronger on **bigger shops.**

	Brand Buyers	Own Label Buyers
Large stock up shop	16%	12%
Main shop	52%	53%
Small shop	7%	6%
Top up - a few items	25%	29%

Source: Shopper Intelligence.

For more information, contact:

Chris Adkins
Director
chris.adkins@shopperintelligence.com
07917 636703

www.shopperintelligence.co.uk

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 British Brands Group

Shopper Intelligence
Understand. Influence. Lead.