

The Grocery Eye

attitudes & behaviours of today's grocery shopper



The average grocery shopper spends nearly £4,500 on groceries and almost 4 ½ days every year perusing the aisles for products. With such a huge investment of time and money, what do consumers really want to see in their basket?



Confectionery is the category where consumers are most open to new ideas



Almost
1 in 4



are willing to try new products

27% perceive



that the breakfast cereals category launches the most new products

ONE in TEN



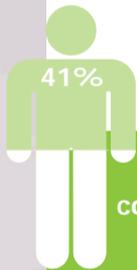
consumers identify chilled ready meals as one of their top 5 categories most in need of innovation

80% believe



seeing the product on-shelf is the leading driver to new product awareness

What does **HEALTHY** mean?



For adults, fat content leads the way (41%)

33%



For kids it's sugar content (38%) and no artificial ingredients (33%)

Quality of ingredients is the most important product attribute with 88% considering this important



88% value quality



Convenience over health



When it comes to breakfast and lunch, 16-54 year olds consider convenience to be more important than health

Health



Product Attributes



TWO thirds of shoppers



see British ingredients as an important product attribute

The Grocery Eye study was conducted in November 2013 with 2,000 primary grocery shoppers.

Data courtesy of SPA Future Thinking

www.spafuturethinking.com



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