

SHOPPER INSIGHTS

UK TRENDS AND ATTITUDES



Consumer Experts, Insight Driven

The following insights are based on our Shopper Survey UK (Q1 2019) - 1000 respondents

8 in 10 people believe grocery prices have risen in the last 12 months.



Of these consumers **40%** believe prices have risen by...

2.0% - 3.9%

52% Of consumers would change shopping habits due to rising prices.



39% Of these look to take advantage of promotional offers.

32% Of these consumers said they would look to buy more store own brands.

75%



Of consumers go to a physical shop to evaluate the freshness of the products.

45% of people would be likely or very likely to cut spending on chocolate.



When doing a typical grocery shop consumers will...

Know what they are going to buy before they start.

Never



%

Rarely



%

Sometimes



%

Most times



%

Everytime



%



FMCG GURUS



@FmcgGurus



FMCGGURUS.COM



+44 (0) 207 096 0559



Info@fmcggurus.com