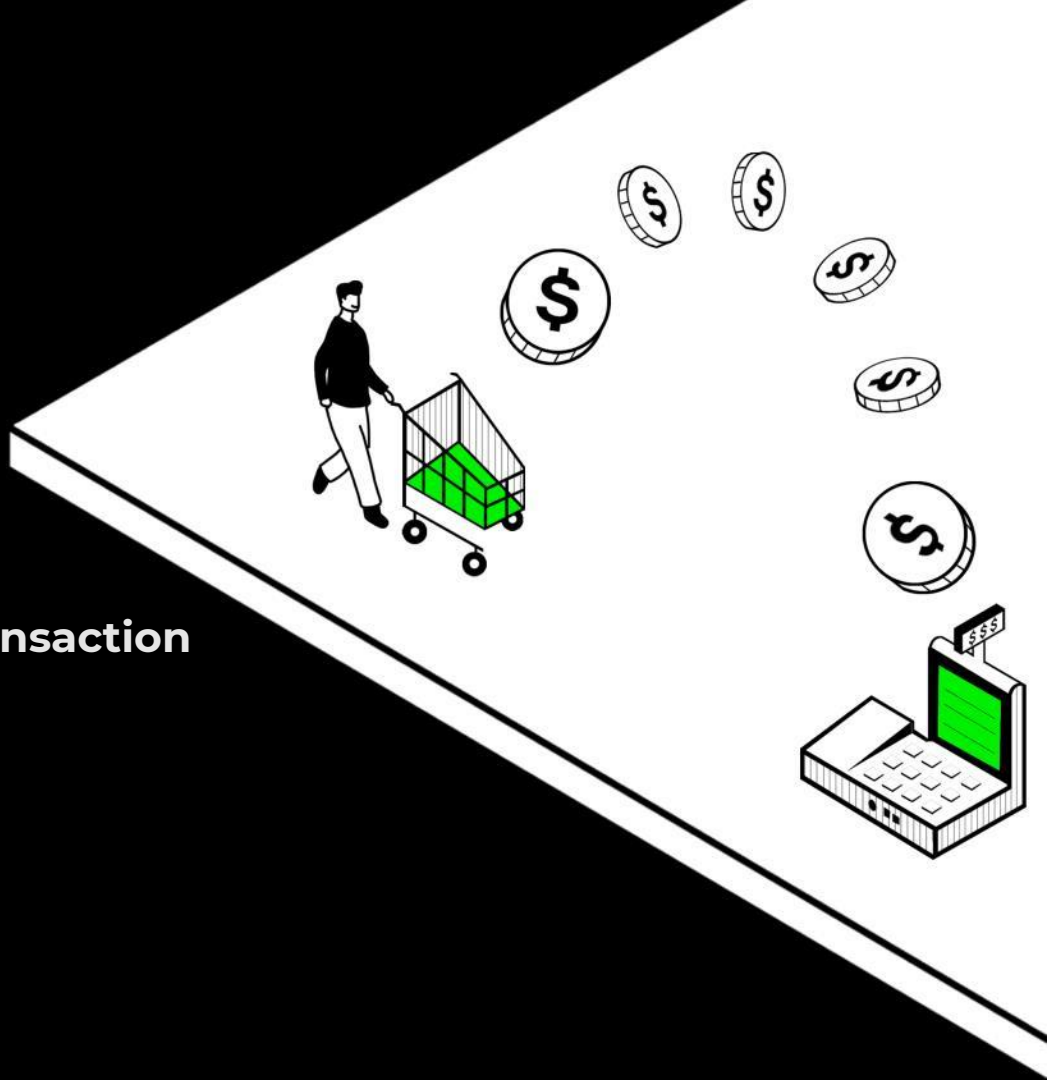


Meaningful reaction → profitable transaction

Ruth.Lloyd-Evans@NielsenIQ.com

October 2022



3 Key Shopper Insights for 2022 from NielsenIQ



Income Pressure



Omnichannel



**Changing
Consumer Priorities**

Increased **Income Pressure**

70% of consumers watching what they spend

Why?

Inflation – Cost of doing business increasing

Cost of Living Increases – Utilities & Fuel

Consumer Sentiment **#1** concern

‘Wallet Fit’ Constrained Vs Insulated Consumers

What can retailers & brands do?

- Pack size re-engineering
- Competitive price matching on core essentials
- Leverage own label range
- Product Tiering – entry level prices
- Understand price elasticity to apply price increases
- Price & Promotion Strategy – Hi/Lo, Med/Low – category dependent
- Supply chain efficiencies
- Consolidate ranges - cut the tail
- Communicate on value and quality
- Leverage loyalty programs



Channel shifting, & the Omnichannel Shopper

Why?

38% Hybrid Working/Full time at home
Regional redistribution of spend
Reshaping of convenience channel offering
Store Proximity: **37%** shopping more often

What can retailers & brands do?

- Right range/right place
- Availability
- Omnichannel excellence – seamless online to offline execution
- Instore shopping experience (#1 factor store choice) – Curation/Excitement/Inspire
- Communicate on Retailer/Brand Values – Local/Community/Sustainability
- Ancillary store services
- Communicate on value and quality
- Leverage loyalty programs



Changing **consumer** needs sustainability/health

Why?

50% actively seek out product with sustainability claims

39% of consumers healthier consumption

Climate concerns – COP26

EU legislation on single use plastics

Emergence of the 'Conscious Consumer'

What can retailers & brands do?

- Innovate
- Communicate on brand credentials – sustainability/packaging reductions
- Communicate on health & wellness benefits
- Affordable healthy/sustainable options for consumers



NielsenIQ Ireland Webinar

Rewriting Shopping Norms

Thursday, **November 4th** 2021
10:00 am – 10:45 am (Irish time)
Johnoleary@NielsenIQ.com

Contact your NielsenIQ Client representative

