



Shopper Intelligence Intro

50,245

Irish respondents
in 2025, in 198 categories

...Covering the big 5 main
grocery retailers +
convenience and
forecourts as channels



41

Clients in Ireland
& 100s globally
across 13 markets

And now, also covering:
**Northern Ireland
On Trade**



Category Growth Award: Getting The Triple Win...

Shopper

Retailer

Supplier

...but the context is shifting...



Two Truths and a Lie...

1 Shopper **engagement** is declining

2 Shopper **satisfaction** is declining

3 **Willingness to spend** is declining



Two Truths and a Lie...

1 Shopper **engagement** is declining

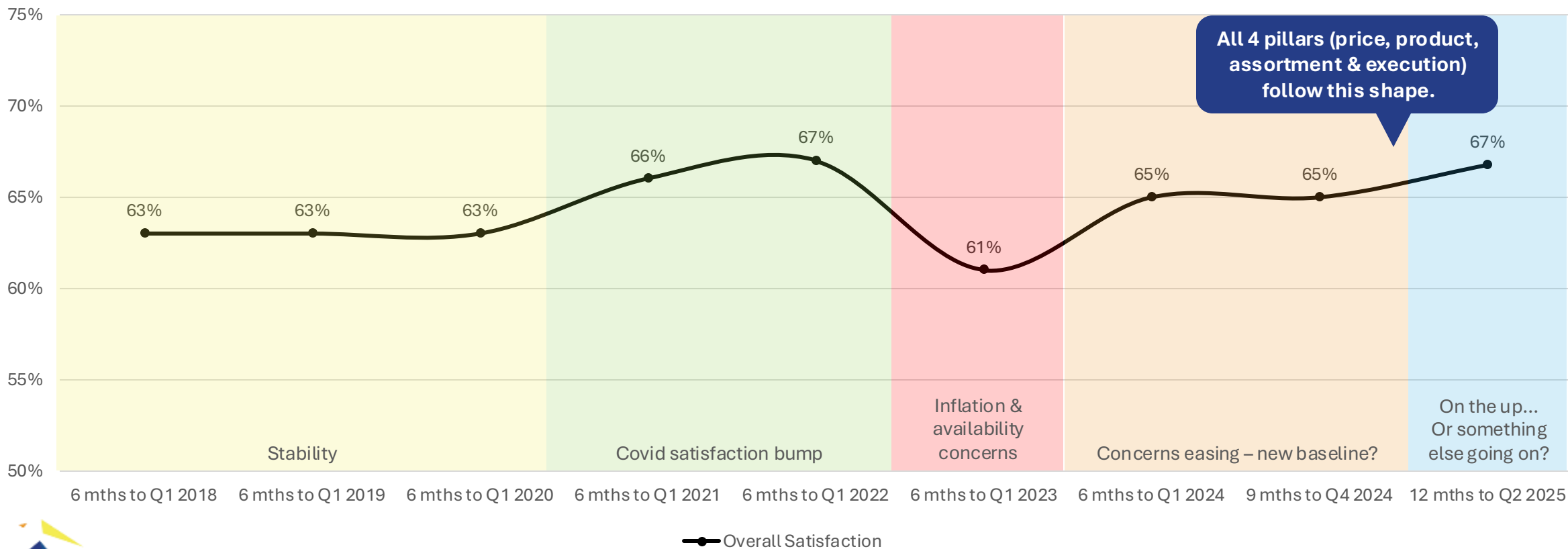
2 Shopper **satisfaction** is GROWING

3 **Willingness to spend** is declining



Satisfaction improves – now at the same level as the Covid peak.

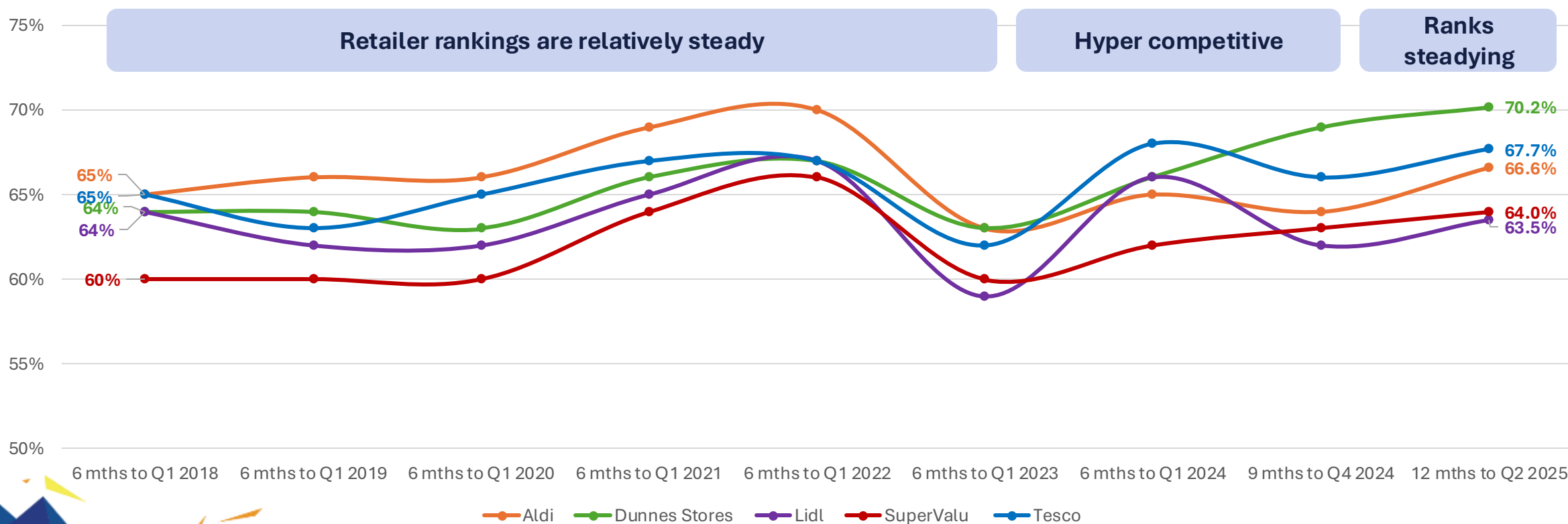
Overall Satisfaction Over Time - Main Retailers, All Categories





Retailer ranks are stabilising – Dunnes Stores is in #1 position. Vs Q1 2024, Dunnes Stores, SuperValu and Aldi improve satisfaction.

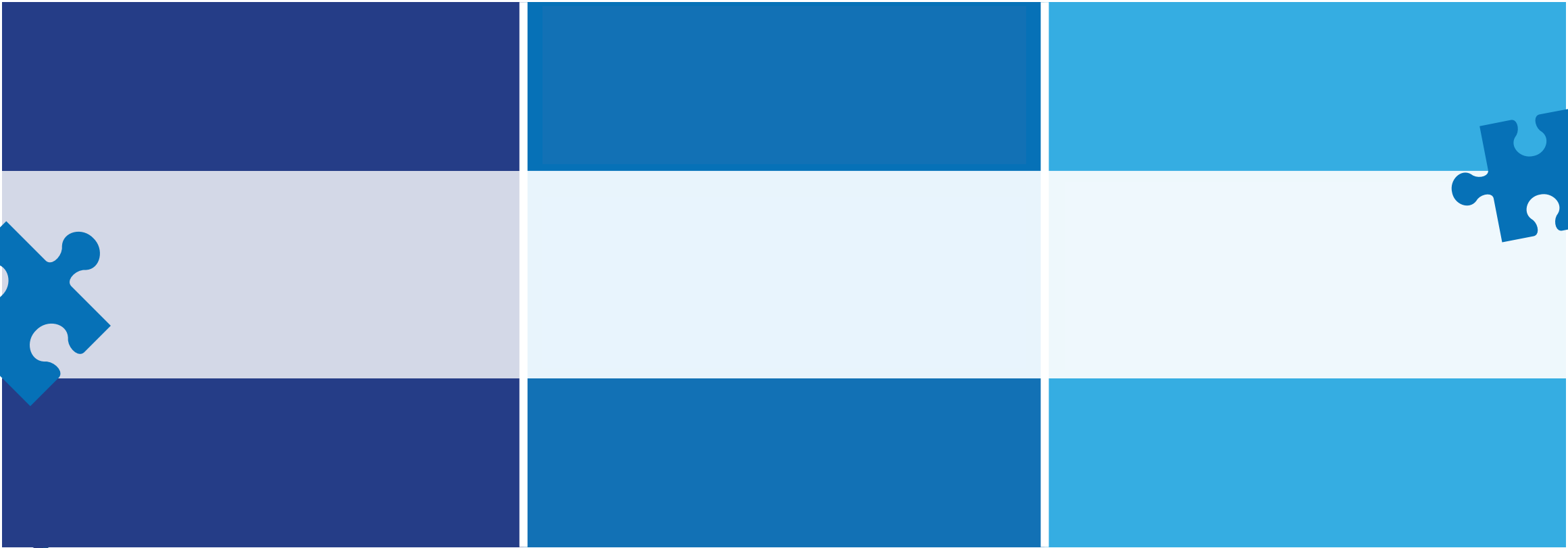
Overall Satisfaction Over Time – Comparing Main Retailers, All Categories





There are a few different parts to the jigsaw...

Selected Metrics – 12 months to June 2025, Main Retailers





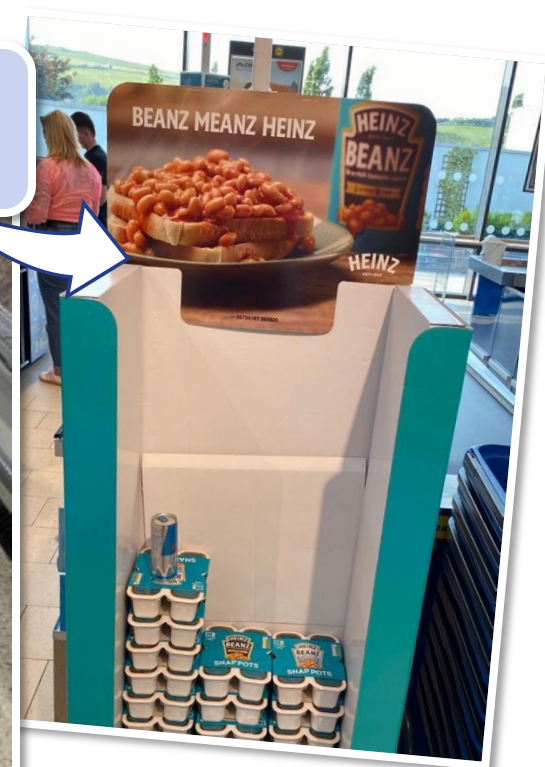
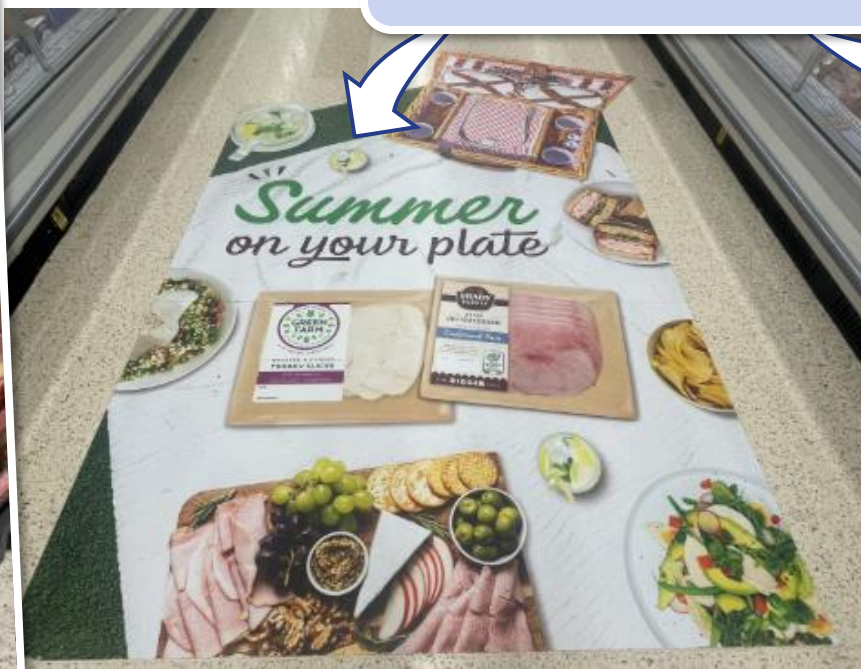
The only lever getting stronger is “I buy because I feel like it”.

Instore Examples of Triggering “Buy Because I Feel Like It”

- ✓ 2ndry display
- ✓ “Made to uplift”
- ✓ Product in context



- ✓ Usage occasions
- ✓ Evocative imagery





Category Growth Award: Getting The Triple Win...

Shopper

Retailer

Supplier

**...by understanding how the shopper is feeling
(burnt out, apathetic, fatigued)... how can we help?**