

# Understanding Irish Shoppers

A comprehensive study on the Irish people purchasing **your brand**, **why they buy** your products and **how they feel** when shopping.

# IRISH SHOPPERS

## What do we know about shoppers?



Mid-morning is the most popular time we shop

We leave shopping chore until the end of the week.



We know when and where people are shopping in Ireland. Different types of people will shop at different times, days and places during the week.



**2 in 5**  
HABITUAL SHOPPERS

We know the motivations people have when going to shop and the different types of shopping missions.

39% will always shop on the same day



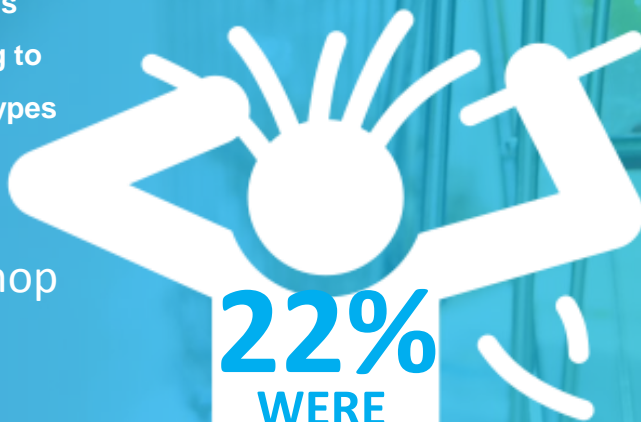
**15%**

**SHOPPING LIST LOVERS**



15% of shoppers use a list.

We know how people plan their shopping trips, whether they purchase on impulse and how they shop around the supermarket.



**22%**  
**WERE STRESSED**

by their last shopping experience

We know the shopping baskets, percentage of branded products and brands purchased by shoppers.



**61%**

We know how people felt when they were shopping the role of emotions on their shopping decisions.

38% of products bought on last shop were on special offer



We know who bought on special offers, why they bought deals and in what categories.

**1 in 2**  
products were branded

We know who people shopped with, who they were shopping for and who influenced their shopping.

shop for their partner



# SHOPPER MARKETING

## A full understanding of the Irish shopping experience

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We have spoken to 1,000 Irish adults about their shopping experiences – where and when they shop and more importantly **how they make decisions when shopping**. What influences them, how they behave at shelf and how they feel why they shop.

We have the answers to all of these questions:



### BRANDS INCLUDED:

- |                        |                      |                          |                       |                   |
|------------------------|----------------------|--------------------------|-----------------------|-------------------|
| 7 Up                   | Cadbury Snack        | Fairy                    | Keeling's             | Nescafe           |
| Always                 | Cadbury Twirl        | Fanta                    | Kellogg's Corn Flakes | Nestle Aero       |
| Andrex                 | Cadbury's Dairy Milk | Finish                   | Kellogg's Special K   | Nestle Kit Kat    |
| Ariel                  | Charleville          | Flahavan's               | Kerrygold             | Nestle Rowntree's |
| Avonmore Milk          | Clonakilty           | Flora                    | Kilmeaden             | Pampers           |
| Avonmore Cream         | Club                 | Florette                 | Kinder                | Panadol           |
| Ballygowan             | Coca Cola            | Galaxy                   | King                  | Pat the Baker     |
| Barry's                | Colgate              | Galtee (bacon)           | Knorr (sauces)        | Pedigree          |
| Batchelor's Beans      | Comfort              | Galtee (ham)             | Knorr (soup)          | Pepsi             |
| Batchelor's Canned Veg | Cow and Gate         | Glenisk                  | KP                    | Persil            |
| Ben & Jerry's          | Cully and Sully      | Goodfella's              | Lucozade              | Premier           |
| Bird's Eye (fish)      | Dairygold            | Haribo                   | Lyons                 | Pringles          |
| Bird's Eye (poultry)   | Danone               | HB Cornetto              | M&M's                 | Red Bull          |
| Bold                   | Deep River Rock      | Hellmann's               | Magnum                | Tayto             |
| Brady Ham              | Denny                | Hunky Dory's             | Maltesers             | Tropicana         |
| Brennan's              | Denny (bacon)        | Innocent                 | McCain                | Uncle Ben's       |
| Cadbury Roses          | Denny (sausages)     | Irish Pride              | McCambridge           | Volvic            |
|                        | Dolmio               | Jacobs                   | McVities              | Walkers           |
|                        | Donegal Catch        | John West                | Milupa (Aptamil)      | Weetabix          |
|                        | Dr. Oetker           | Johnson Mooney & O'Brien | MiWadi                | Whiskas           |
|                        | Extra                |                          | Muller                | Yoplait           |

### TIMING

Each report takes up to 1 week to produce, and report can be presented in person. Full reports will become available from 4<sup>th</sup> August

REPORT	COST	TYPE
ALL SHOPPERS (sample: 1,000 shoppers)	€1,500	Full commentary addressing all questions and stages of the shopping experience including a presentation to client, if required
+ YOUR BRAND OR TARGET MARKET	+ €500	Commentary on your brand or target market in comparison with the average shopper.
+ 2 <sup>nd</sup> SEGMENT (e.g. Females 18-34)	+ €450	Limited commentary on key highlights and differences that exist between all shoppers and segment.
+ 3 <sup>rd</sup> SEGMENT (e.g. Tesco customers)	+ €400	Limited commentary on key highlights and differences that exist between all shoppers and segment.

### SEGMENT EXAMPLES

- |  |   |   |
|--|---|---|
| Shoppers who shop in specific retailer | Shoppers who were influenced by their child | Shoppers who regularly purchase Kellogg's Special K |
| Shoppers who make shopping lists       | Shoppers who were stressed in store         | Shoppers who occasionally purchase Coca Cola        |

