

A dark blue-tinted background image showing a person's hands holding a white plastic shopping basket and a white paper shopping bag. The person is standing in what appears to be a grocery store aisle, with shelves of products visible in the background.

Do you know who your convenience customer is?

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The breadth of convenience retail

Convenience retail covers a broad spectrum of outlets, shown here as a continuum with increasing levels of discipline

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Unaffiliated
retailers

Retail clubs

Symbol groups

Multiple convenience



Sainsbury's Local

Morrisons Daily



M&S
SIMPLY FOOD

little
Waitrose

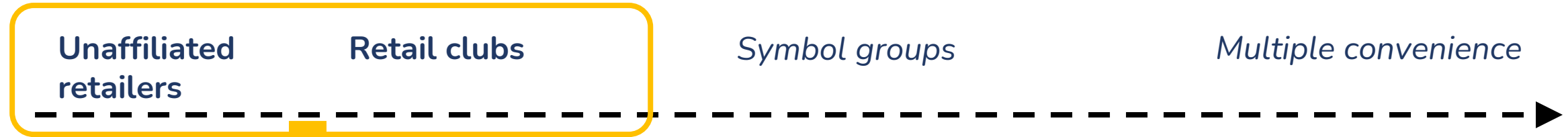
Who is the convenience store shopper?



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The channel is often mistakenly treated as a whole when in reality the different sub-channels attract a different shopper



Do you actually know
who shops in this part
of the market?

At the beginning of February 2023, TWC interviewed a nationally representative sample of 2,000 GB consumers to find out WHO was shopping in different types of convenience store during the previous month (January 2023).

The results might surprise you!



Men are more likely to shop at convenience stores, especially symbols and indies



18-34's are more likely to shop at indies than convenience multiples



Over half of those aged 55+ haven't shopped in a c-store in the last month



Households with children are more likely to shop at independents ...



... As are those who work full time

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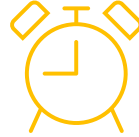
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1



In three separate studies, we've seen the independent convenience shopper is NOT older and lower affluence

2



Households shopping at these stores ARE more likely to have children and to work full time and are therefore time-pressed

3



The most cash-strapped consumers may be avoiding the convenience channel altogether

Why could this be?

- Lower affluence shoppers are drifting to the discounters ... or even food banks
- Middle class shoppers are shopping little and often locally
- The time-pressed will shop wherever is close to where they are (near home, on way to work etc)



SO WHAT?.....

- You need to **understand who your customer is** in order to ensure you are appealing to them with relevant products – and offers
- How can you drive **loyalty** when time-pressed shoppers are shopping around so much?
- How can you offer great **value** when consumers are being choiceful about where they shop?

Understand your indie & symbol shopper better....

Contact the TWC team to find out how we can help



Contact Tanya:
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