

## SWITCHING TO VALUE



We are officially in a recession and forecasts predict it may take more than two years to return to where we were before COVID-19. Shoppers are quickly adapting, with 47% changing their spending habits to one of 'value'. We want to help independent retailers to identify the changes they need to make – to their range, promotions and marketing – to respond to those changes.

To do that though, it's important to understand different types of shoppers have different needs and priorities, especially when it comes to value. It doesn't just mean price. For example, some shoppers who have a higher risk of infection rate, prioritise visible COVID-19 safety measures far more than price, while others may value convenience and loyalty schemes instead.



## WE'VE IDENTIFIED FIVE 'PERSONAS' OF SHOPPERS AND WHAT VALUE MEANS TO THEM.



### DYNAMIC LATER LIFERS

“ We like the **freedom** to shop locally, and want interesting local extras and **promotions** from the brands we know and love.



### HABITUAL BROWSERS

“ We like a routine pop to the shops for **quality**, interesting products. Give us great value fresh products and everyday essentials.



### BUSY IMPULSERS

“ We want **practical** meal solutions for our **family**, so give us value in the form of brands that we and our children can enjoy, and absolutely no disappointments.



### YOUNG TONIGHTERS

“ We're after an **easy** and quick shopping experience. We're especially looking for great **value meals** for tonight and we really like offers on alcohol.



### STRIVING SHOPPER

“ We want **great value** everyday basics and access to some other convenient services. Give us affordable surprises, ideas and tips to stretch our **budget!**





### GIVING SHOPPERS MORE OF WHAT THEY WANT

Understanding shopper personas – their wants and needs – is essential if you want to encourage them to come to your store, and keep coming back! Once you better understand your shoppers, there are some simple things you can do to increase their spending habits.



### COMPETE ON THE CORE STAPLES



#### BE COMPETITIVE

Match or beat the prices of multi-site stores where possible.

#### WHAT WE DO TO HELP

CSG constantly reviews the RSPs and wholesale prices of essential products to ensure the right prices for shoppers and great margin for retailers.



### VALUE THROUGH PRICE PROMOTIONS



#### PRICE REDUCTIONS

Often preferred to multi-buy promotions.

#### SINGLE-ITEM PROMOTIONS

Minimises waste, but shoppers still want a great price.

#### FOCUS ON VALUE

Offer products at round pounds, or at half price or better.

#### WHAT WE DO TO HELP

Costcutter caters for both multi-buy and single item promotions to meet different shoppers needs.



### CONSIDER PMP ALTERNATIVES



#### PRICE-MARKED PACKS

Work well in highly competitive and low-demographic areas.

#### WHAT WE DO TO HELP

Costcutter has an excellent selection of PMP SKUs to suit all of your shoppers' needs.



### VALUE-FOCUSED MARKETING



#### SAFE SHOPPING

More shoppers now prefer home deliveries or convenience stores.

#### NEW OPPORTUNITY

Lifeline shoppers from the first lockdown need to be converted to lifelong shoppers.

#### DIFFERENT PRIORITIES

Research shows these shoppers are often quite affluent and consider value more important than low prices.

#### WHAT WE DO TO HELP

As economic and job security becomes more uncertain, shoppers want to shop smart while staying safe. That's why Costcutter has launched the 'Shop Local for Everyday Value' campaign.

### REVIEW YOUR ENTRY PRICE POINT (EPP) PRODUCTS



#### ENTRY PRICE POINT PRODUCTS (EPPS)

Have the right range of EPPs for lower-demographic shoppers.

#### WHAT WE DO TO HELP

Costcutter has identified all EPP SKUs, and published this list to our retailers.

## JOIN COSTCUTTER TODAY!

Have the right range of products, at the right price, to not only survive, but thrive during this recession.

[costcuttersupermarketsgroup.com/our-offer/fresh-start](http://costcuttersupermarketsgroup.com/our-offer/fresh-start)

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