

Where Britain Shops: Supermarkets

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This section gives a short overview of the main research findings.

This section examines the supermarket channel as a whole and its share of all shoppers, who those customers are and what they use supermarkets for. An analysis of shoppers who don't use supermarkets is also provided.

This section looks at how supermarket shoppers use eight individual retail departments. Profiles of customers using supermarkets for each sector are provided together with shares of shoppers by retailers.

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This section looks at major supermarkets. For each retailer an analytical summary is provided followed by customer shares and profiles. Use of the supermarket across eight retail departments is examined together with cross-departmental usage. Finally, we depict the retailer's position in its competitor set.