
WHERE BRITAIN SHOPS 2010

Supermarkets

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OVERVIEW

While supermarkets' share of all shoppers is down, they continue to gain in non-food

While their share of all shoppers has fallen by 1.7 percentage points, largely due to the improved performance of value clothing retailers, supermarkets continue to gain a greater share of shoppers in other non-food sectors. They have worked hard to improve their range architecture with multichannel offers in non-food and used their economies of scale to drive prices down. Being even more competitive on price, and with an improved selection, has made supermarkets more attractive to many shoppers, especially on homogeneous products such as electricals and homewares.

Table of Contents

TABLE OF CONTENTS

Overview	1
<i>While supermarkets' share of all shoppers is down, they continue to gain in non-food</i>	1
<i>Summary points</i>	2
<i>Main conclusions</i>	3
<i>Retailer highlights</i>	4
Use of Supermarkets	16
<i>Fewer consumers use supermarkets due to other retailers' improved performance</i>	16
<i>Supermarkets share of shopper</i>	18
<i>Profiles of supermarket shoppers</i>	20
<i>Profiles of shoppers who do not use supermarkets</i>	22
<i>Sector penetration – which sectors shoppers use supermarkets for</i>	24
<i>Share of shopper – by supermarket retailer</i>	27
Clothing Sector Analysis	30
<i>How clothing shoppers use supermarkets</i>	30
<i>Both supermarket and sector shares of shopper down</i>	31
<i>Clothing offer remains popular among less affluent shoppers</i>	32
<i>Asda remains most popular grocer for clothing</i>	33
<i>Less affluent shoppers more likely to use supermarkets for clothing</i>	34
DIY Sector Analysis	36
<i>How DIY shoppers use supermarkets</i>	36
<i>DIY broadly maintains share</i>	37
<i>DIY is the only sector where the majority of supermarket customers are male</i>	38
<i>Tesco remains the dominant grocer for DIY</i>	39
<i>Younger shoppers more likely to use supermarkets for DIY</i>	40
Electricals Sector Analysis	42
<i>How electricals shoppers use supermarkets</i>	42
<i>Electricals gains greatest share of supermarket shoppers on the previous year</i>	43
<i>Women remain the major purchasers of electricals at supermarkets</i>	44
<i>Retailers remain in same order as last year</i>	46
<i>Women are more likely to use supermarkets than average electricals and supermarket shopper</i>	47
Food & Grocery Sector Analysis	48

Table of Contents

<i>How food & grocery shoppers use supermarkets</i>	48
<i>Supermarkets share of food & grocery shoppers increases for first time in three years</i>	49
<i>Over-64s remain largest age group for food & grocery at supermarkets</i>	50
<i>Big Four continue to lead the way</i>	52
<i>Likelihood of food & grocery shoppers using supermarkets remains close to the average</i>	53
Footwear Sector Analysis	54
<i>How footwear shoppers use supermarkets</i>	54
<i>Supermarkets share of footwear shoppers highest in the survey's history</i>	55
<i>The grocer's footwear offer appeals more to the younger customer</i>	56
<i>Asda remains popular among footwear shoppers</i>	57
<i>The less affluent the customer, the more likely to use grocers for footwear</i>	58
Homewares Sector Analysis	60
<i>How homewares shoppers use supermarkets</i>	60
<i>Homewares sector provides supermarkets with greatest uplift in shopper share</i>	61
<i>Homewares has greatest proportion of female shoppers</i>	62
<i>Asda and Tesco lead pack</i>	63
<i>Shoppers aged 65 and over are less likely to use supermarkets for homewares</i>	64
Music & Video Sector Analysis	66
<i>How music & video shoppers use supermarkets</i>	66
<i>Supermarkets grab share of sector shopper in shrinking music & video market</i>	67
<i>Demographic profile still weighted towards the younger customer</i>	68
<i>Tesco and Asda remain the dominant players in the market.</i>	70
<i>Older customers remain less likely than average to buy music & video from supermarkets</i>	71
Personal Care Sector Analysis	72
<i>How personal care shoppers use supermarkets</i>	72
<i>More than two in three personal care shoppers now buy through supermarkets</i>	73
<i>Supermarkets remain popular with 35-44 year old shoppers for personal care products</i>	74
<i>The Big Four remain significantly ahead of the value grocers.</i>	76
<i>Shoppers aged 25-54 more likely than average to use supermarkets for personal care</i>	77
Asda	78
<i>Previous year's AB gains lost as economy starts to recover but penetration of C1s rises</i>	78
<i>Asda share of shopper</i>	79
<i>Asda customer profile</i>	82

Table of Contents

<i>Cross-sector shopping</i>	84
<i>Shopping around</i>	87
Morrisons	89
<i>Gains new customers and retains existing ones</i>	89
<i>Morrisons share of shopper</i>	90
<i>Morrisons customer profile</i>	93
<i>Cross-sector shopping</i>	95
<i>Shopping around</i>	98
Sainsbury	100
<i>Despite its work on value, Sainsbury loses shoppers due to trading down</i>	100
<i>Sainsbury share of shopper</i>	101
<i>Sainsbury customer profile</i>	104
<i>Cross-sector shopper</i>	106
<i>Shopping around</i>	109
Tesco	111
<i>Loses out due to improvements in competitor offers</i>	111
<i>Tesco share of shopper</i>	112
<i>Tesco customer profile</i>	115
<i>Cross-sector shopping</i>	117
<i>Shopping around</i>	120
APPENDIX	122
<i>Methodology</i>	122
<i>Further reading</i>	122
<i>Ask the analyst</i>	122
<i>Verdict consulting</i>	122
<i>Disclaimer</i>	122

TABLE OF FIGURES

Figure 1:	<i>Supermarkets share of all UK consumers % 2006–2010</i>	18
Figure 2:	<i>Supermarkets share of UK shopper – penetration by region % 2010</i>	18
Figure 3:	<i>Supermarkets share of UK shopper – penetration by demographic segment % 2010</i>	19
Figure 4:	<i>Profile of supermarket shoppers % 2010</i>	20
Figure 5:	<i>Profile of female supermarket shoppers % 2010</i>	21
Figure 6:	<i>Profile of male supermarket shoppers % 2010</i>	21
Figure 7:	<i>Profile of non-supermarket shoppers % 2010</i>	22
Figure 8:	<i>Profile of female non-supermarket shoppers % 2010</i>	22
Figure 9:	<i>Profile of male non-supermarket shoppers % 2010</i>	23
Figure 10:	<i>What supermarket shoppers use supermarkets for 2010</i>	24
Figure 11:	<i>Supermarket penetration of each sector's UK shoppers % 2010</i>	24
Figure 12:	<i>Penetration of all consumers by each retailer 2010</i>	27
Figure 13:	<i>Penetration of all supermarket shoppers by each retailer 2010</i>	27
Figure 14:	<i>Cross-sector supermarket retailer scores 2010</i>	28
Figure 15:	<i>Percentage of all supermarket shoppers using the channel for clothing 2006–2010</i>	31
Figure 16:	<i>Percentage of all clothing shoppers using supermarkets for clothing 2006–2010</i>	31
Figure 17:	<i>Demographic profile of all shoppers who use supermarkets for clothing % 2010</i>	32
Figure 18:	<i>Demographic profile of all female shoppers who use supermarkets for clothing % 2010</i>	32
Figure 19:	<i>Demographic profile of all male shoppers who use supermarkets for clothing % 2010</i>	33
Figure 20:	<i>Retailer share of all supermarket clothing shoppers % 2010</i>	33
Figure 21:	<i>Retailer share of all clothing shoppers % 2010</i>	34
Figure 22:	<i>Demographic index of supermarket clothing shoppers vs all clothing shoppers 2010</i>	34
Figure 23:	<i>Demographic index of supermarket clothing shoppers vs all supermarket shoppers 2010</i>	35
Figure 24:	<i>Percentage of all supermarket shoppers using the channel for DIY 2006–2010</i>	37

Table of Contents

Figure 25:	<i>Percentage of all DIY shoppers using supermarkets for DIY 2006–2010</i>	37
Figure 26:	<i>Demographic profile of all shoppers who use supermarkets for DIY % 2010</i>	38
Figure 27:	<i>Demographic profile of all female shoppers who use supermarkets for DIY % 2010</i>	38
Figure 28:	<i>Demographic profile of all male shoppers who use supermarkets for DIY % 2010</i>	39
Figure 29:	<i>Retailer share of all supermarket DIY shoppers % 2010</i>	39
Figure 30:	<i>Retailer share of all DIY shoppers % 2010</i>	40
Figure 31:	<i>Demographic index of supermarket DIY shoppers vs all DIY shoppers 2010</i>	40
Figure 32:	<i>Demographic index of supermarket DIY shoppers vs all supermarket shoppers 2010</i>	41
Figure 33:	<i>Percentage of all supermarket shoppers using the channel for electricals 2006–2010</i>	43
Figure 34:	<i>Percentage of all electricals shoppers using supermarkets for electricals 2006–2010</i>	43
Figure 35:	<i>Demographic profile of all shoppers who use supermarkets for electricals % 2010</i>	44
Figure 36:	<i>Demographic profile of all female shoppers who use supermarkets for electricals % 2010</i>	45
Figure 37:	<i>Demographic profile of all male shoppers who use supermarkets for electricals % 2010</i>	45
Figure 38:	<i>Retailer share of all supermarket electricals shoppers % 2010</i>	46
Figure 39:	<i>Retailer share of all electricals shoppers % 2010</i>	46
Figure 40:	<i>Demographic index of supermarket electricals shoppers vs all electricals shoppers 2010</i>	47
Figure 41:	<i>Demographic index of supermarket electricals shoppers vs all supermarket shoppers 2010</i>	47
Figure 42:	<i>Percentage of all supermarket shoppers using the channel for food & grocery 2006–2010</i>	49
Figure 43:	<i>Percentage of all food & grocery shoppers using supermarkets for food & grocery 2006–2010</i>	49
Figure 44:	<i>Demographic profile of all shoppers who use supermarkets for food & grocery % 2010</i>	50
Figure 45:	<i>Demographic profile of all female shoppers who use supermarkets for food & grocery % 2010</i>	51

Table of Contents

Figure 46:	<i>Demographic profile of all male shoppers who use supermarkets for food & grocery % 2010</i>	51
Figure 47:	<i>Retailer share of all supermarket food & grocery shoppers % 2010</i>	52
Figure 48:	<i>Retailer share of all food & grocery shoppers % 2010</i>	52
Figure 49:	<i>Demographic index of supermarket food & grocery shoppers vs all food & grocery shoppers 2010</i>	53
Figure 50:	<i>Demographic index of supermarket food & grocery shoppers vs all supermarket shoppers 2010</i>	53
Figure 51:	<i>Percentage of all supermarket shoppers using the channel for footwear 2006–2010</i>	55
Figure 52:	<i>Percentage of all footwear shoppers using supermarkets for footwear 2006–2010</i>	55
Figure 53:	<i>Demographic profile of all shoppers who use supermarkets for footwear % 2010</i>	56
Figure 54:	<i>Demographic profile of all female shoppers who use supermarkets for footwear % 2010</i>	56
Figure 55:	<i>Demographic profile of all male shoppers who use supermarkets for footwear % 2010</i>	57
Figure 56:	<i>Retailer share of all supermarket footwear shoppers % 2010</i>	57
Figure 57:	<i>Retailer share of all footwear shoppers % 2010</i>	58
Figure 58:	<i>Demographic index of supermarket footwear shoppers vs all footwear shoppers 2010</i>	58
Figure 59:	<i>Demographic index of supermarket footwear shoppers vs all supermarket shoppers 2010</i>	59
Figure 60:	<i>Percentage of all supermarket shoppers using the channel for homewares 2006–2010</i>	61
Figure 61:	<i>Percentage of all homewares shoppers using supermarkets for homewares 2006–2010</i>	61
Figure 62:	<i>Demographic profile of all shoppers who use supermarkets for homewares % 2010</i>	62
Figure 63:	<i>Demographic profile of all female shoppers who use supermarkets for homewares % 2010</i>	62
Figure 64:	<i>Demographic profile of all male shoppers who use supermarkets for homewares % 2010</i>	63
Figure 65:	<i>Retailer share of all supermarket homewares shoppers % 2010</i>	63
Figure 66:	<i>Retailer share of all homewares shoppers % 2010</i>	64

Table of Contents

Figure 67:	<i>Demographic index of supermarket homewares shoppers vs all homewares shoppers 2010</i>	64
Figure 68:	<i>Demographic index of supermarket homewares shoppers vs all supermarket shoppers 2010</i>	65
Figure 69:	<i>Percentage of all supermarket shoppers using the channel for music & video 2006–2010</i>	67
Figure 70:	<i>Percentage of all music & video shoppers using supermarkets for music & video 2006–2010</i>	67
Figure 71:	<i>Demographic profile of all shoppers who use supermarkets for music & video % 2010</i>	68
Figure 72:	<i>Demographic profile of all female shoppers who use supermarkets for music & video % 2010</i>	69
Figure 73:	<i>Demographic profile of all male shoppers who use supermarkets for music & video % 2010</i>	69
Figure 74:	<i>Retailer share of all supermarket music & video shoppers % 2010</i>	70
Figure 75:	<i>Retailer share of all music & video shoppers % 2010</i>	70
Figure 76:	<i>Demographic index of supermarket music & video shoppers vs all music & video shoppers 2010</i>	71
Figure 77:	<i>Demographic index of supermarket music & video shoppers vs all supermarket shoppers 2010</i>	71
Figure 78:	<i>Percentage of all supermarket shoppers using the channel for personal care 2006–2010</i>	73
Figure 79:	<i>Percentage of all personal care shoppers using supermarkets for personal care 2006–2010</i>	73
Figure 80:	<i>Demographic profile of all shoppers who use supermarkets for personal care % 2010</i>	74
Figure 81:	<i>Demographic profile of all female shoppers who use supermarkets for personal care % 2010</i>	75
Figure 82:	<i>Demographic profile of all male shoppers who use supermarkets for personal care % 2010</i>	75
Figure 83:	<i>Retailer share of all supermarket personal care shoppers % 2010</i>	76
Figure 84:	<i>Retailer share of all personal care shoppers % 2010</i>	76

Table of Contents

<i>Figure 85: Demographic index of supermarket personal care shoppers vs all personal care shoppers 2010</i>	77
<i>Figure 86: Demographic index of supermarket personal care shoppers vs all supermarket shoppers 2010</i>	77
<i>Figure 87: Percentage of all consumers who use Asda 2006–2010</i>	79
<i>Figure 88: Percentage of all supermarket shoppers who use Asda 2006–2010</i>	79
<i>Figure 89: Asda sector shares % 2010</i>	80
<i>Figure 90: Consumers using Asda – penetration of demographic segments % 2010</i>	81
<i>Figure 91: Demographic index of all Asda shoppers compared to all supermarket shoppers 2010</i>	81
<i>Figure 92: Demographic profile of all Asda shoppers % 2010</i>	82
<i>Figure 93: Demographic profile of all female Asda shoppers % 2010</i>	83
<i>Figure 94: Demographic profile of all male Asda shoppers % 2010</i>	83
<i>Figure 95: What Asda shoppers use it for 2010</i>	84
<i>Figure 96: Sectors shopped overall by Asda shoppers 2010</i>	84
<i>Figure 97: Asda cross-sector participation 2006–2010</i>	85
<i>Figure 98: Demographic profile of Asda cross-sector participation 2010</i>	85
<i>Figure 99: Percentage of Asda shoppers using other supermarkets 2010</i>	88
<i>Figure 100: Percentage of all consumers who use Morrisons 2006–2010</i>	90
<i>Figure 101: Percentage of all supermarket shoppers who use Morrisons 2006–2010</i>	90
<i>Figure 102: Morrisons sector shares % 2010</i>	91
<i>Figure 103: Consumers using Morrisons – penetration of demographic segments % 2010</i>	92
<i>Figure 104: Demographic index of all Morrisons shoppers compared with all supermarket shoppers 2010</i>	92
<i>Figure 105: Demographic profile of all Morrisons shoppers % 2010</i>	93
<i>Figure 106: Demographic profile of all female Morrisons' shoppers % 2010</i>	94
<i>Figure 107: Demographic profile of all male Morrisons' shoppers % 2010</i>	94
<i>Figure 108: What Morrisons' shoppers use it for 2010</i>	95

Table of Contents

<i>Figure 109: Sectors shopped overall by Morrisons' shoppers 2010</i>	95
<i>Figure 110: Morrisons' cross-sector participation 2006–2010</i>	96
<i>Figure 111: Demographic profile of Morrisons' cross-sector participation 2010</i>	96
<i>Figure 112: Percentage of Morrisons' shoppers using other supermarkets 2010</i>	99
<i>Figure 113: Percentage of all consumers who use Sainsbury 2006–2010</i>	101
<i>Figure 114: Percentage of all supermarket shoppers who use Sainsbury 2006–2010</i>	101
<i>Figure 115: Sainsbury sector shares % 2010</i>	102
<i>Figure 116: Consumers using Sainsbury – penetration of demographic segments % 2010</i>	103
<i>Figure 117: Demographic index of all Sainsbury shoppers compared with all supermarket shoppers 2010</i>	103
<i>Figure 118: Demographic profile of all Sainsbury shoppers % 2010</i>	104
<i>Figure 119: Demographic profile of all female Sainsbury shoppers % 2010</i>	105
<i>Figure 120: Demographic profile of all male Sainsbury shoppers % 2010</i>	105
<i>Figure 121: What Sainsbury shoppers use it for 2010</i>	106
<i>Figure 122: Sectors shopped overall by Sainsbury shoppers 2010</i>	106
<i>Figure 123: Sainsbury cross-sector participation 2006–2010</i>	107
<i>Figure 124: Demographic profile of Sainsbury cross-sector participation 2010</i>	107
<i>Figure 125: Percentage of Sainsbury shoppers using other supermarkets 2010</i>	110
<i>Figure 126: Percentage of all consumers who use Tesco 2006–2010</i>	112
<i>Figure 127: Percentage of all supermarket shoppers who use Tesco 2006–2010</i>	112
<i>Figure 128: Tesco sector shares % 2010</i>	113
<i>Figure 129: Consumers using Tesco – penetration of demographic segments % 2010</i>	114
<i>Figure 130: Demographic index of all Tesco shoppers compared with all supermarket shoppers 2010</i>	114
<i>Figure 131: Demographic profile of all Tesco shoppers % 2010</i>	115
<i>Figure 132: Demographic profile of all female Tesco shoppers % 2010</i>	116

Table of Contents

<i>Figure 133: Demographic profile of all male Tesco shoppers % 2010</i>	116
<i>Figure 134: What Tesco shoppers use it for 2010</i>	117
<i>Figure 135: Sectors shopped overall by Tesco shoppers 2010</i>	117
<i>Figure 136: Tesco cross-sector participation 2006–2010</i>	118
<i>Figure 137: Demographic profile of Tesco cross-sector participation 2010</i>	118
<i>Figure 138: Percentage of Tesco shoppers using other supermarkets 2010</i>	121

LIST OF TABLES

<i>Table 1: Demographic penetration index of each sector's shoppers vs all supermarket shoppers 2010</i>	<i>25</i>
<i>Table 2: Demographic penetration index of each sector's shoppers vs all UK shoppers in that sector 2010</i>	<i>26</i>
<i>Table 3: Demographic profile index of each retailer vs all supermarkets 2010</i>	<i>29</i>
<i>Table 4: Asda cross-sector conversion matrix 2010</i>	<i>86</i>
<i>Table 5: Where Asda shoppers also shop by sector 2010</i>	<i>87</i>
<i>Table 6: Morrisons cross-sector conversion matrix 2010</i>	<i>97</i>
<i>Table 7: Where Morrisons' shoppers also shop by sector 2010</i>	<i>98</i>
<i>Table 8: Sainsbury cross-sector conversion matrix 2010</i>	<i>108</i>
<i>Table 9: Where Sainsbury shoppers also shop by sector 2010</i>	<i>109</i>
<i>Table 10: Tesco cross-sector conversion matrix 2010</i>	<i>119</i>
<i>Table 11: Where Tesco shoppers also shop by sector 2010</i>	<i>120</i>