



# How to get your brand into the shoppers' basket

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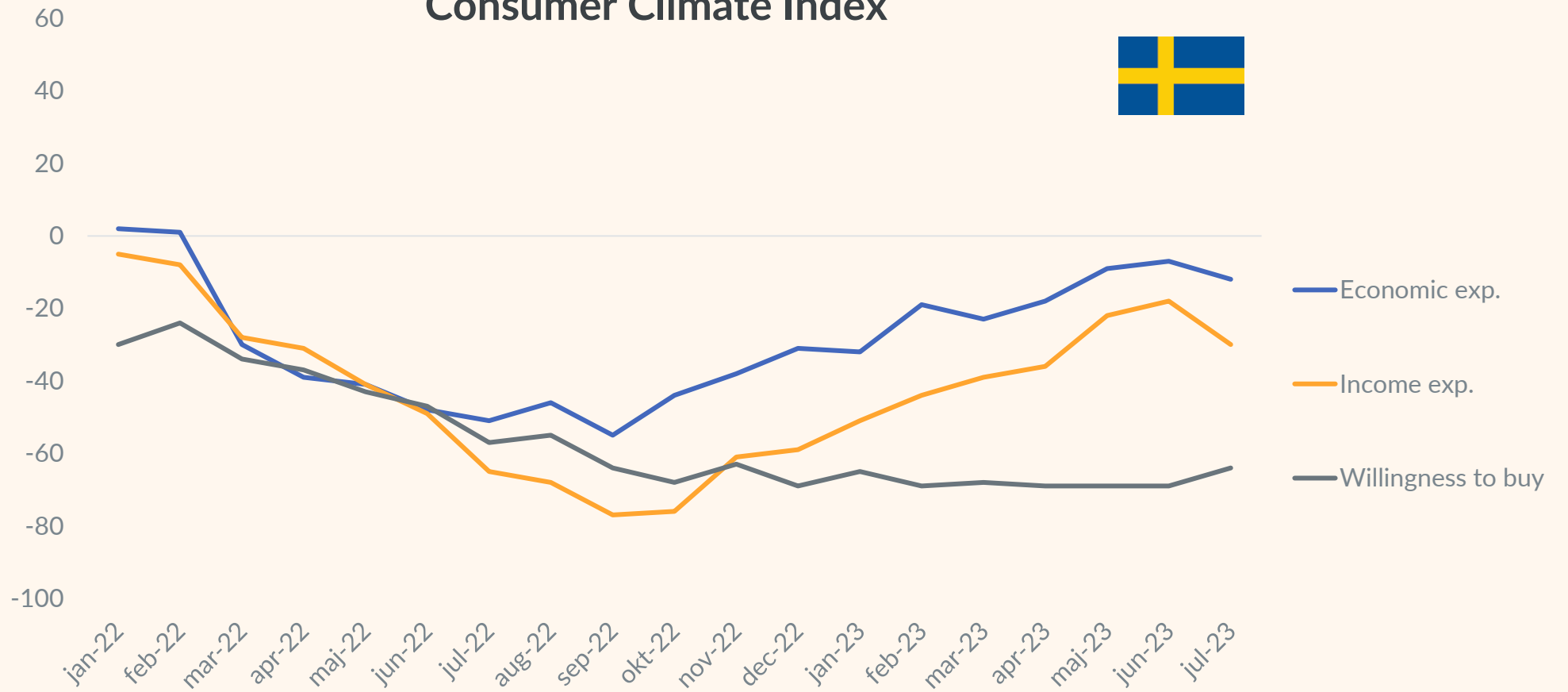
Charlotte Alring  
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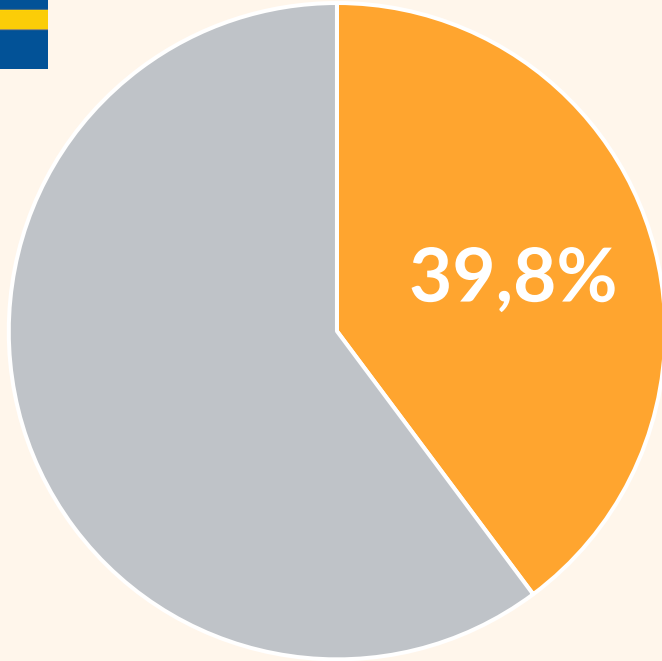
Consumer Panel Services GfK  
6<sup>th</sup> September 2023





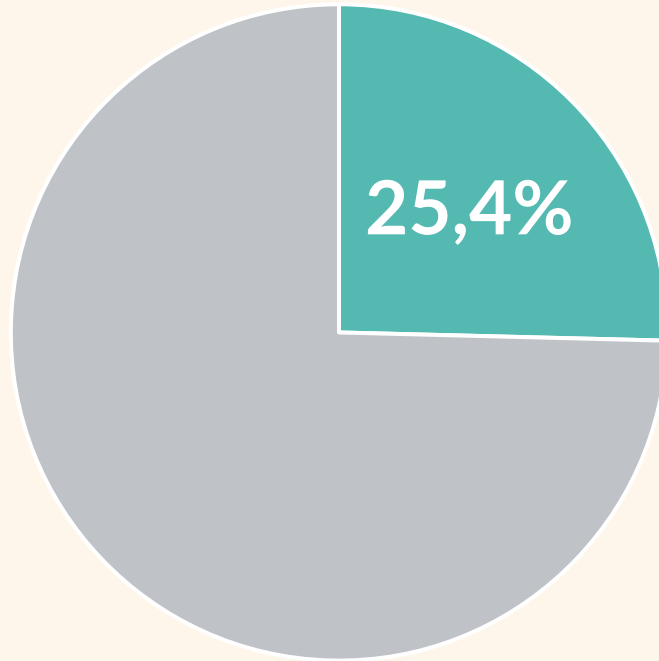
# Consumer Climate Index





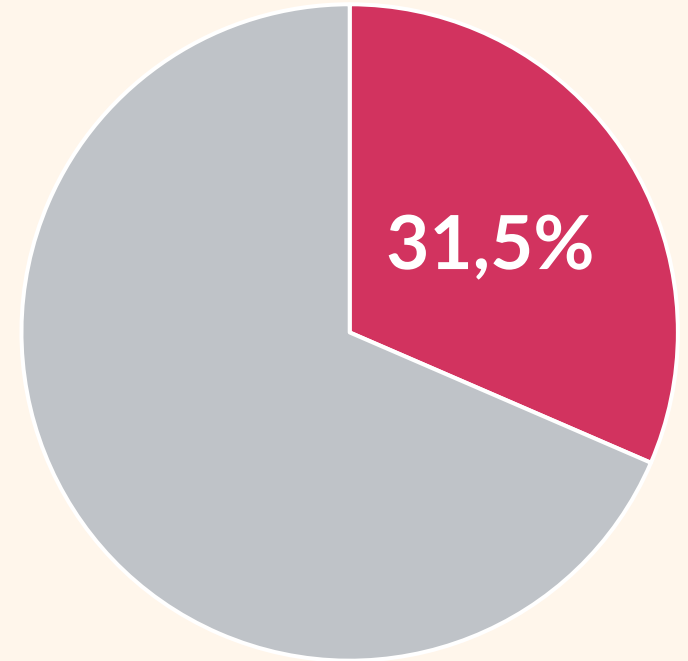
**PROMOTION**  
value share

**+2,4% pts**



**DISCOUNTER**  
value share

**+2,4% pts**

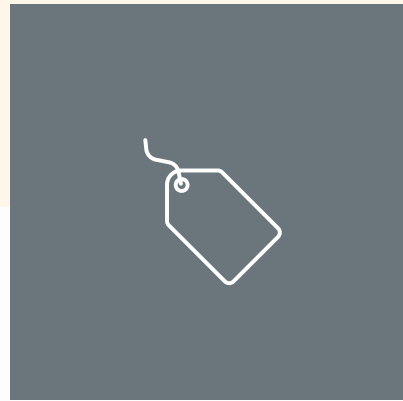


**PRIVATE LABEL**  
value share

**+2,2% pts**

vs YA

Same brand



1

Check prices

68%



2

Wait for promotions

61%



3

Keep total basket low

55%



4

Switch to cheaper brands

54%



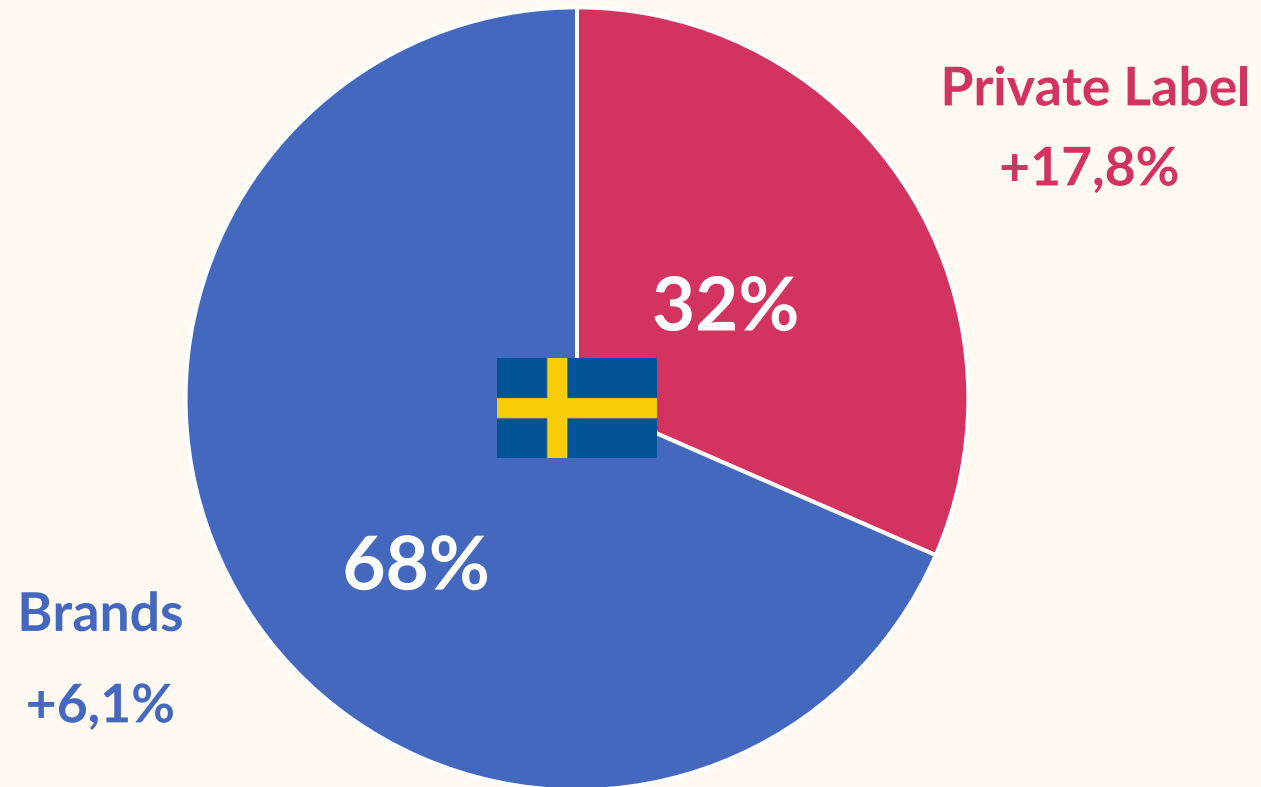
5

Switch retailer

51%

Same brand



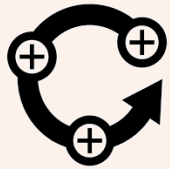


Brands  
remain  
relevant for  
**SHOPPERS**

# Brands remain crucial for RETAILERS

# How to GROW your brand?





**More often**  
*Frequency*

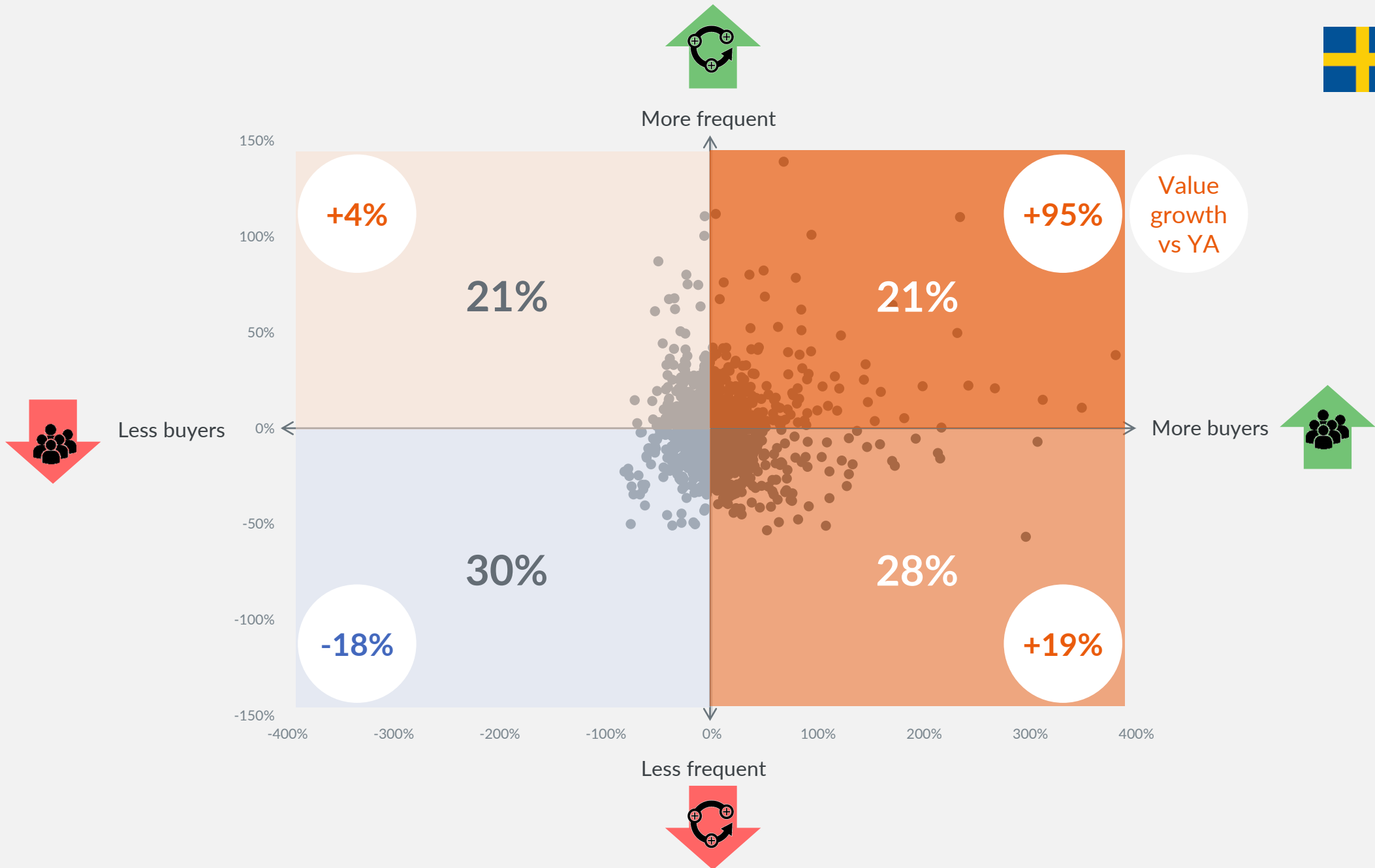


**More buyers &  
More often**



**More buyers**  
*Penetration*





Grow  
**PENETRATION**

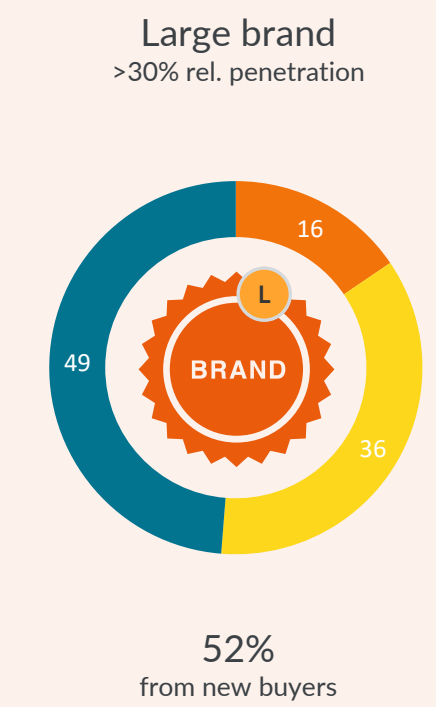
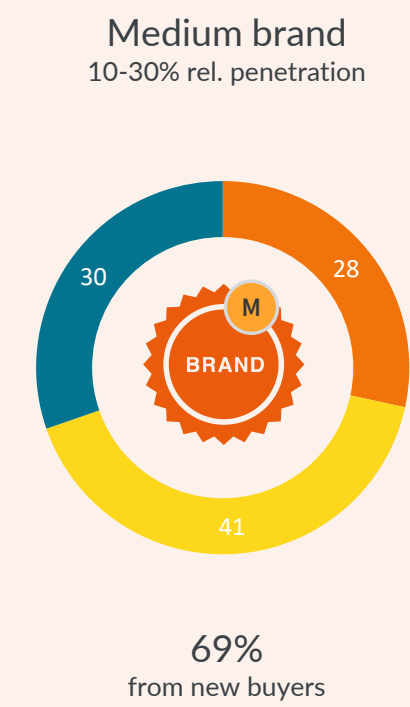
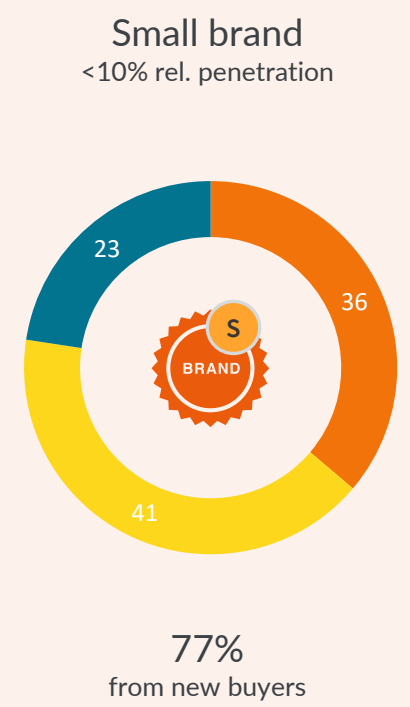
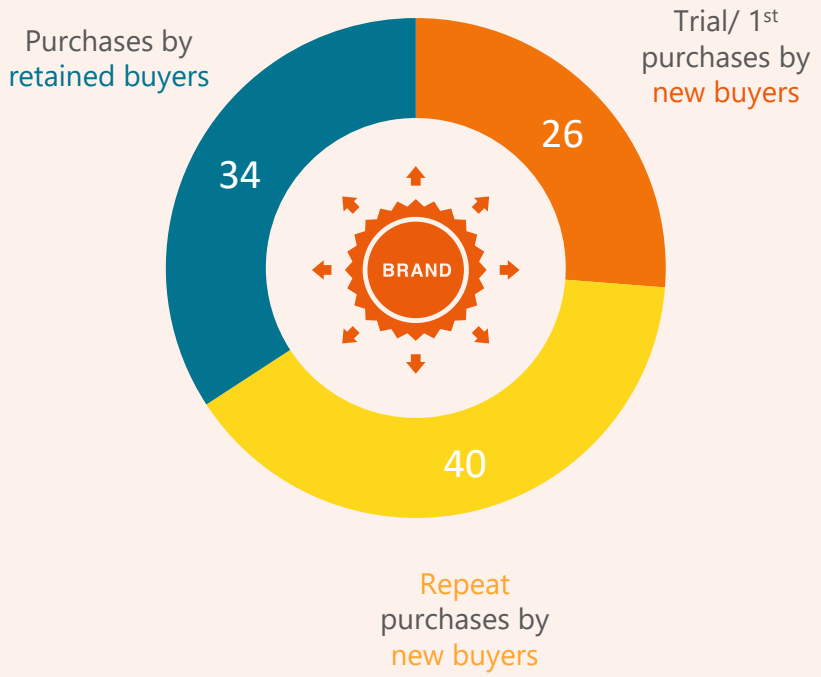
=

purchase by  
new buyers

Grow  
**FREQUENCY**

=

purchase by  
retained buyers

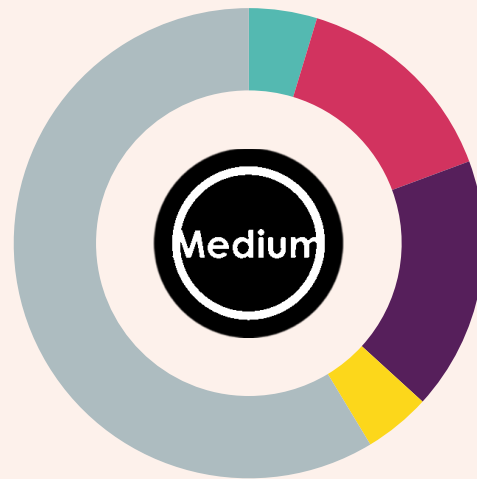
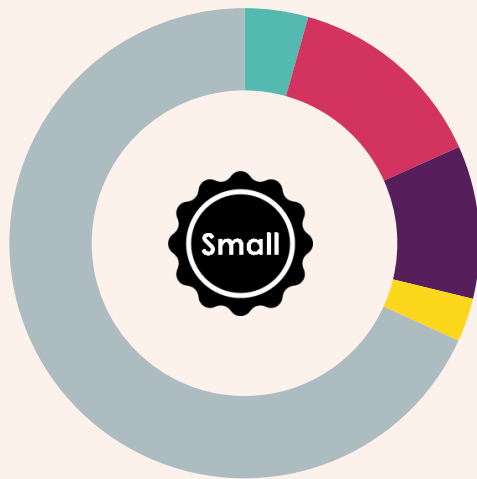


Small brand  
<10% rel. penetration

Medium brand  
10-30% rel. penetration

Large brand  
>30% rel. penetration

- Price
- Promo
- Assortment
- NPD
- Availability



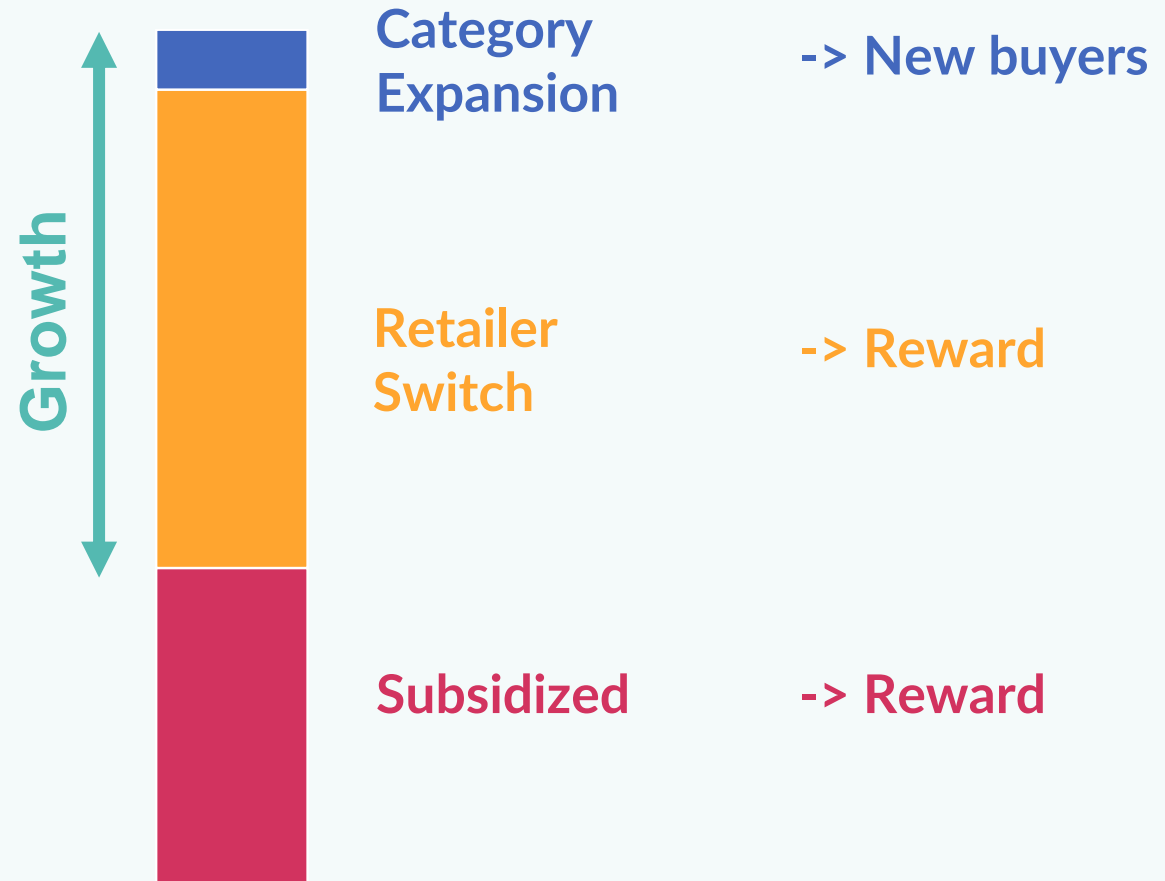
# Promotion as a GROWTH tool



What do you want  
to achieve with a  
**PROMOTION**  
besides volume?



# Do you use PROMOTIONS EFFICIENTLY?



**RECRUIT**

new buyers/trial

=

**PENETRATION**

**REWARD**

existing buyers

=

**FREQUENCY**

**Where  
can you influence  
consumers to buy your  
PROMOTION?**

# Shopping preparation starts at HOME



89%

**Read promotion  
leaflets regularly**  
(print or online)

44%

**Even read several  
leaflets regularly**  
(print or online)

But many purchase decisions are taken IN STORE



55%

Brand planned

25%

Category planned

20%

Impulse

**How  
can you best attract  
consumers to buy your  
PROMOTION?**

# Ranking of promo mechanics by importance

After retailer loyalty cards, coupons are most preferred

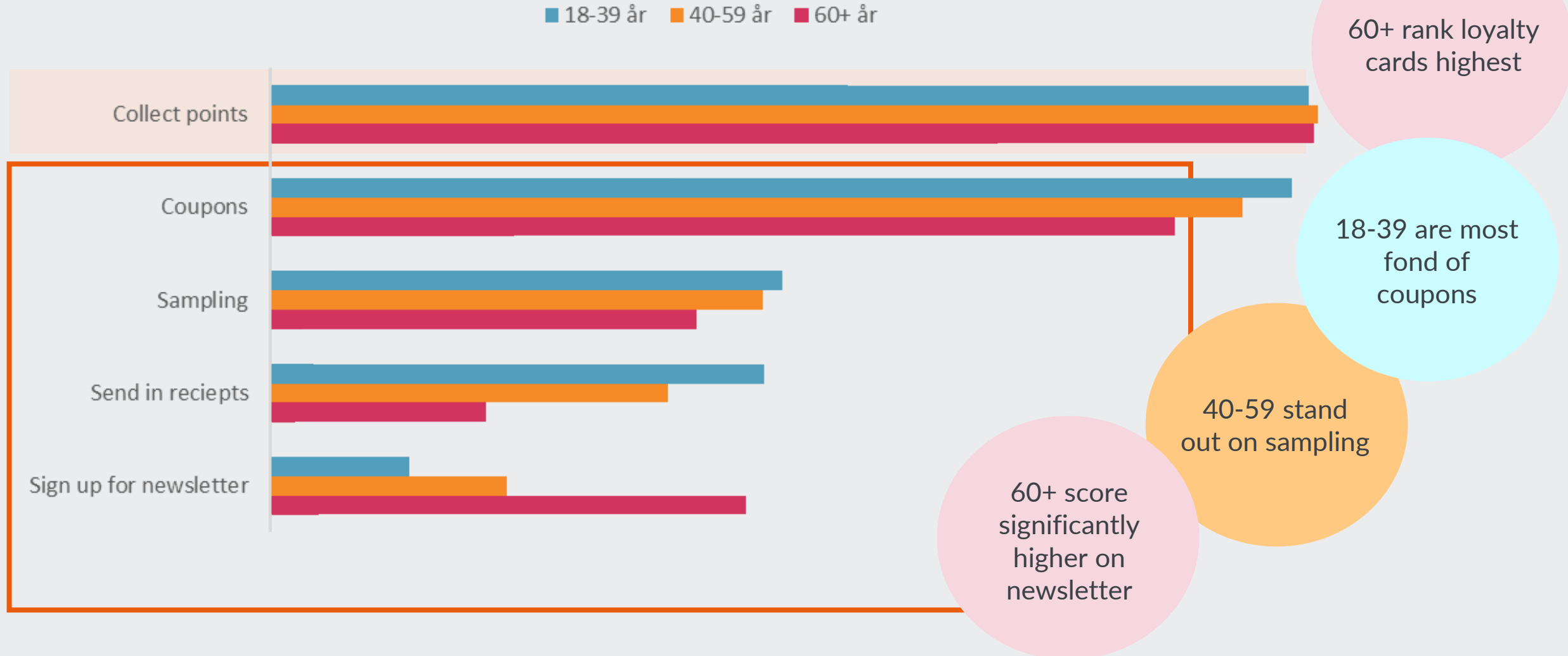


Rank 1 Rank 2 Rank 3



# Same size does not fit all

Age groups rank promo mechanisms differently





# Promo preferences vary across the country

Opportunity to differentiate activations

**Retailer loyalty cards ('Collect points')** come out significantly stronger in the northern parts of Sweden. Also, people in the east prefer this promo mechanism.

**Sampling** is significantly more popular in the east.

**Coupons** are more preferred in the western- and southern parts of the country.

**'Send in receipts and win'** comes out much stronger in the south compared to other regions.



Tailor your promo activity for the different regions

# Larger households take the biggest hit of the inflation

Look for monetary rewards and have changed their shopping behaviour radically



**38%**

increased use of coupons

**32%**

shift to other brands to  
use coupons

**24%**

travel to stores further  
away to save money



# Price sensitive shoppers look for more and new promo types

Even higher income groups are changing behaviours



## 'Price Sensitive' shoppers

21%

increased use of coupons

17%

travel to stores further away to save money

20%

started using digital offers that can be redeemed in store

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## Income group '800.000 kr +'

28%

increased use of coupons

22%

shift to other brands to use coupons

23%

started using digital offers that can be redeemed in store

# Health consciousness is a differentiator

HC consumers are willing to go further to get what they want



Very health conscious

Not health conscious

Increased use of coupons

23%

20%

Shift to other brands to use coupons

25%

18%

Travel to stores further away to save money

21%

15%

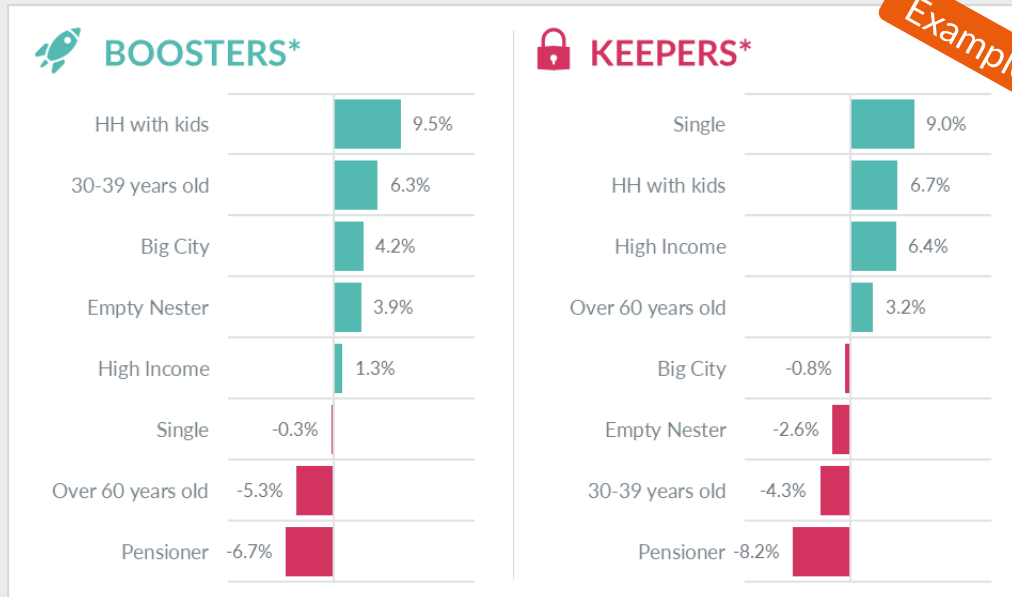
Started using digital offers that can be redeemed in store

26%

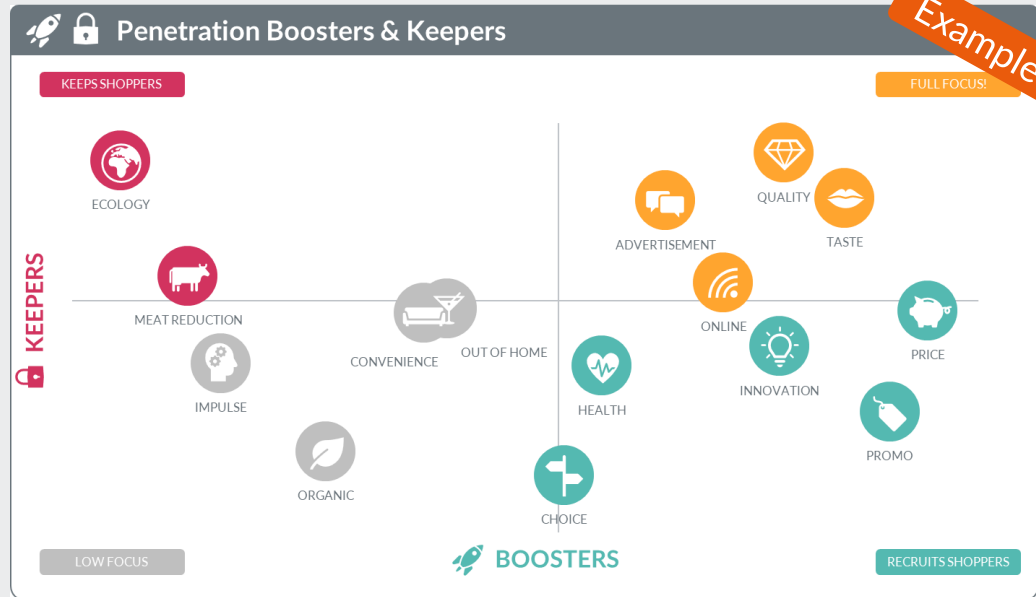
21%

# Design your activation to win!

Know your brand's penetration boosters and keepers

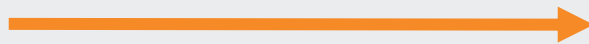


Example



Example

Be selective in WHO to target



Know which buttons to push

Know your COMPETITORS strengths and weaknesses



Select RETAILERS to focus on

## Recruit, recruit, recruit new consumers to keep & grow PENETRATION

### Identify your growth opportunities

- Where are your growth opportunities?
  - Which product?
  - Which retailer?
  - Which target group?

### Define the promotion goal

- What do you want to achieve?
  - Attract new buyers/increase penetration
  - Increase frequency

### Identify the best activation tool

- Find the right activation mechanic for your goal and target group

### Check activation impact

- Track penetration and frequency development
- Track results for your target group

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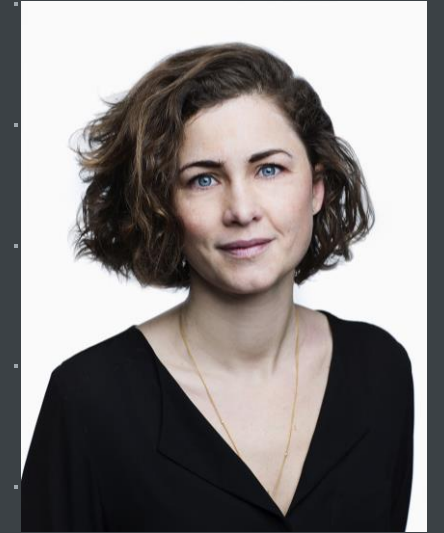
Thank you



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