Food Retailing - UK - November 2009

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What is this report about?

Food retailing is by far the largest retail sector accounting for almost half of all retail sales. It is also the most concentrated in Europe, if not the world, with just four major players dominating the sector and taking the lion's share of main supermarket shopping trips.

What have we found out?

- People want their grocery shopping to be convenient. But, in contradiction of popular myth, most people (85%) don't mind grocery shopping, although 35% admit that they find it a chore.

- Most people (83%) like to be able to select their own fresh foods.

- Taking those two findings together suggests that the growth in demand for online shopping may begin to tail off. Some 15% (6 million) people regularly shop for their groceries online, a proportion which has remained unchanged for 18 months.

- Most people (82%) think that organic and fairtrade products are 'expensive for what they are', indicating that the positively disposed market is just 7 million people.

- Most people (92%) say that discounters represent good value for money, but they are evenly split on whether they represent better value than supermarkets Value brands.

- There has been an increase in the number of people seeking out bargains. And now over half of shoppers - 20.5 million in this online survey - admit to doing it.

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