

The Savvy Food Shopper - UK - April 2018

Report Price: £1995.00 | \$2693.85 | €2245.17

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



“A savvy shopping mentality is firmly ingrained among UK consumers when it comes to their grocery purchases. That this is underpinned by emotions as well as by monetary gains, signals continuing longevity.”

– **Emma Clifford, Associate Director - Food & Drink**

This report looks at the following areas:

However, there are plentiful opportunities for brands and retailers to connect with the savvy shopper beyond promotions. Positioning themselves as helping shoppers to reduce food waste or use low-cost ingredients, for example, will chime.

- **Saving money creates a feelgood factor**
- **Supermarkets can win goodwill by steering consumers towards cheaper products**
- **Helping shoppers avoid food waste connects with savvy mentality**

**BUY THIS
REPORT NOW**

VISIT:
store.mintel.com

CALL:
EMEA
+44 (0) 20 7606 4533

Brazil
0800 095 9094

Americas
+1 (312) 943 5250

China
+86 (21) 6032 7300

APAC
+61 (0) 2 8284 8100

EMAIL:
reports@mintel.com

DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

The Savvy Food Shopper - UK - April 2018

Report Price: £1995.00 | \$2693.85 | €2245.17

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Table of Contents

Overview

What you need to know

Covered in this Report

Executive Summary

The market

The return of income squeeze characterises 2017

Rapid food inflation in late 2017, but slowing into 2018

Many consumers have become more careful of food spend

Move towards ELDP and continuing growth of discounters

Levels of top-up shopping rise

The consumer

Two in five are spending more cautiously on food

Figure 1: Changes to how careful consumers are with how much money they spend on food shopping, February 2018

A savvy shopping mentality is well-entrenched

Supermarkets lead on grocery shopping, but half buy from discounters

Figure 2: Typical food shopping locations, February 2018

Grocery shopping tends to be a pre-planned, budgeted mission

Figure 3: Food shopping behaviour, February 2018

Scratch cooking and frozen food are popular means of cutting food costs

Figure 4: Preferred ways to save money on food bills, February 2018

Robust demand for more British produce, grocers can steer consumers towards cheaper products

Figure 5: Offerings consumers would like to see more of from food retailers, February 2018

Avoiding food waste seen as a key way to save money

Figure 6: Attitudes towards food shopping, February 2018

What we think

Issues and Insights

Saving money creates a feelgood factor

The facts

The implications

Supermarkets can win goodwill by steering consumers towards cheaper products

The facts

The implications

Helping shoppers avoid food waste connects with savvy mentality

The facts

The implications

The Market – What You Need to Know

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

The Savvy Food Shopper - UK - April 2018

Report Price: £1995.00 | \$2693.85 | €2245.17

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

The return of income squeeze characterises 2017
 Rapid food inflation in late 2017, but slowing into 2018
 Many consumers have become more careful of food spend
 Move towards ELDP and continuing growth of discounters
 Levels of top-up shopping rise

Market Drivers

2017 characterised by the return of income squeeze
 Household spend is subdued
 Pressure is set to ease

Figure 7: Annual percentage change in CPI and AWE (regular pay), monthly basis, January 2012-February 2018

Consumer sentiment slips, but still relatively strong

Figure 8: "How would you generally describe your financial situation at the moment?", February 2018

Rapid food inflation in late 2017...

...but slows in 2018

Figure 9: Annual percentage change in CPI, total and food, monthly basis, January 2012-February 2018

Many consumers forced to become more careful
 The rise in in-home food spend lags behind food inflation
 The move towards ELDP
 The food discounters are not losing their steam
 Levels of top-up shopping continue to rise

The Consumer – What You Need to Know

Two in five are spending more cautiously on food
 A savvy shopping mentality is well-entrenched
 Supermarkets lead on grocery shopping, but half buy from discounters
 Grocery shopping tends to be a pre-planned, budgeted mission
 Own-label has a strong hold among shoppers
 Two thirds tactically wait for promotions
 Scratch cooking and frozen food are popular means of cutting food costs
 Robust demand for more British produce
 Supermarkets can steer consumers towards cheaper products
 Avoiding food waste seen as a key way to save money
 Saving money creates a feelgood factor

Changes to Carefulness on Food Spend

Two in five are spending more cautiously on food
 Figure 10: Changes to how careful consumers are with how much money they spend on food shopping, February 2018
 Shoppers are well-versed in savvy habits
 More frugal habits have implications for brands and retailers
 No change in shopping behaviour for the majority

**BUY THIS
 REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

The Savvy Food Shopper - UK - April 2018

Report Price: £1995.00 | \$2693.85 | €2245.17

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

A savvy shopping mentality is well-entrenched

Where People Shop for Groceries

Supermarkets remain the cornerstones of grocery shopping

Figure 11: Typical food shopping locations, February 2018

52% of shoppers buy food from discounters

Shopping at discounters a popular way to save money

Savvy shoppers have the widest repertoires

Figure 12: Repertoire of typical food shopping locations, February 2018

Food Shopping Habits

Grocery shopping tends to be a pre-planned mission...

Figure 13: Food shopping behaviour, February 2018

...and a budgeted one

Own-label has a strong hold among shoppers

Own-label benefits from the savvy shopping mentality

Young consumers are more inclined to choose own-label

Two thirds tactically wait for promotions

Other messages needed to drive associations with being bargains

Preferred Ways to Save Money on Food Bills

Scratch cooking is a popular means of cutting costs

Positioning products as savvy alternatives to eating out can overcome the threat from scratch cooking

Figure 14: Preferred ways to save money on food bills, February 2018

Frozen food can be a winner when budgets are tight

Retailers can do more to push their frozen offering

The positive impact for ambient food is more limited

Brands look to advertising to improve the image of canned food

Interest in Offerings from Food Retailers

Robust demand for more British produce

Figure 15: Offerings consumers would like to see more of from food retailers, February 2018

Ethics become lesser priorities when spending is reined in

Strong visibility and support for British food producers in dairy...

...and scope for more in other categories

Retailers can do more to support scratch cooking

Meal deals can harness interest in scratch cooking

Supermarkets can steer consumers towards cheaper products

Swap ideas for meat and fish will appeal

'Wonky veg' fits well in this space

Promotions act as a steer for meal choices

Tracking spend chimes most among under-35s

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

The Savvy Food Shopper - UK - April 2018

Report Price: £1995.00 | \$2693.85 | €2245.17

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Attitudes towards Food Shopping

Avoiding food waste seen as a key way to save money

Figure 16: Attitudes towards food shopping, February 2018

Scope to provide shoppers more support with this mission

Recipe inspiration can play a role

Saving money creates a feelgood factor

Appendix – Data Sources, Abbreviations and Supporting Information

Abbreviations

Consumer research methodology

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com