Supermarkets - UK - Nov 2019

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"During an uncertain period, demand in the grocery sector has held up well. Within this the underlying demographic shifts continue to see sales move away from larger-format stores, but they remain the format that attracts the majority of two thirds of consumers' grocery budgets."
– Nick Carroll, Associate Director of Retail Research

This report looks at the following areas:

- **2010-19: A review**
- **2030: The demographic and technological drivers of shopping behaviour**
- **2030: The channels and players that will succeed**

Our consumer data further underlines the shifts in the market. Whilst the majority continue to spend the most in a typical month in supermarkets (63%), this number fell once more year-on-year with online seeing the biggest growth, particularly among those aged 25-44. As the leading players look to differentiate themselves, own-brand is becoming increasingly key with 57% seeing this as the main difference between the supermarket retailers. Food counters are also seen as a differentiating factor by 59%, although 34% find using such services as intimidating, whilst 49% think the range of non-foods is a key reason to visit.

DID YOU KNOW?

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

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