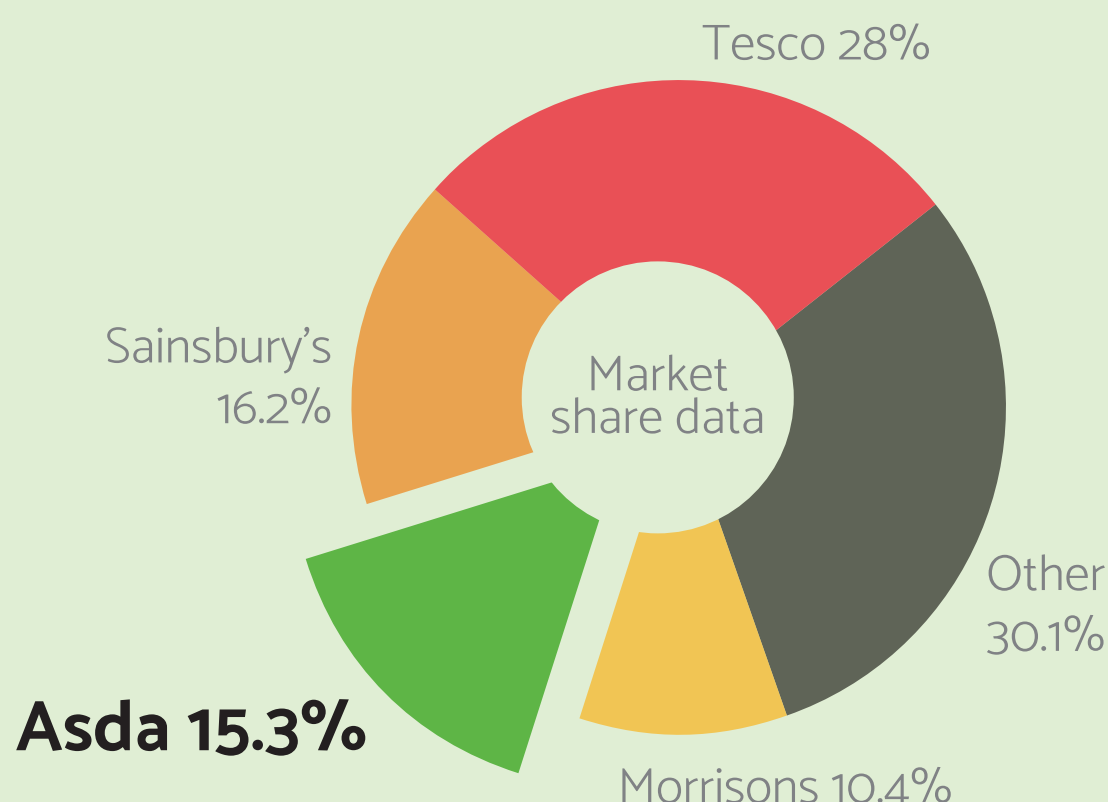


# TRADING WITH ASDA

Asda is an important operator within UK grocery retail, both with regards size of customer base and the demographic profile of its main shoppers



Asda provides access to younger shoppers and larger families: Asda main shoppers are more likely to be aged 25-44 and have children in the household

Asda 39%  
**25-44**  
UK average 33%

Asda 28%  
  
UK average 22%

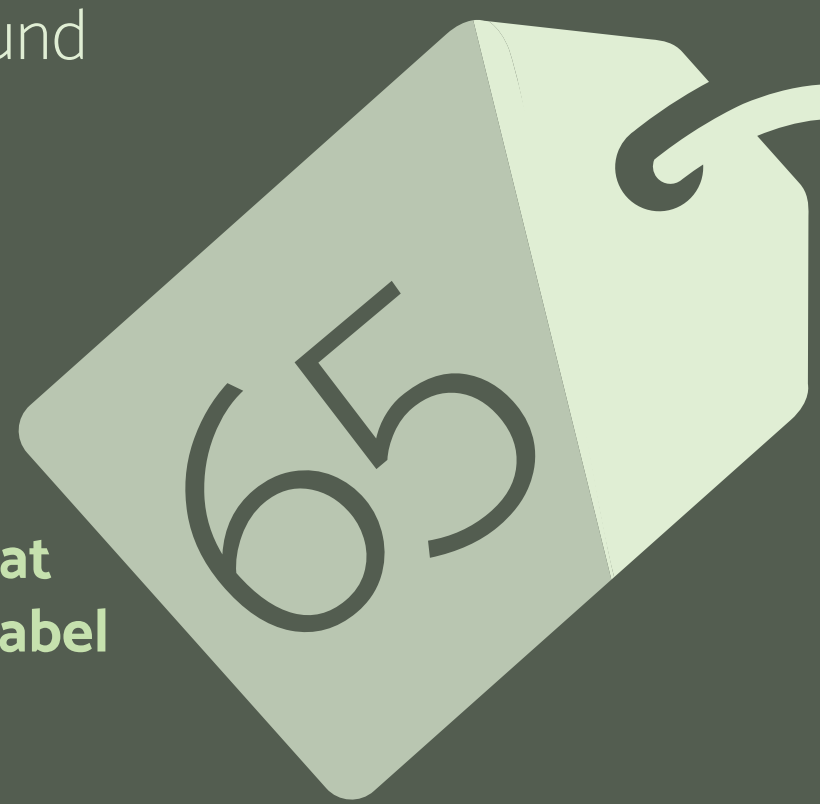
With the majority of Asda shoppers also visiting variety and food discounters on a monthly basis, Asda is a strategically important account for suppliers not present in the discount channel

**% of Asda main shoppers claiming to have used the following channels in the past month**



Asda is reviewing the breadth and depth of its branded range. Brands remain important to Asda shoppers and supplier/retailer collaboration around assortment analytics and shopper-preference data is key to keeping range decisions customer-centric

**% of Asda main shoppers who say that the balance of branded and private label products is about right in Asda**



Asda shoppers are more likely to want to see as many new products on shelf as possible. Asda must balance range rationalisation with the need to differentiate through new product listings

Are you building compelling listing arguments and working with Asda to maximise in-store visibility of new launches?

**% of shoppers that say they would like to see as many new products introduced as possible**



Asda shoppers	22
All shoppers	13

Learn more about the retailer's commercial strategy at the IGD Asda Trade Briefing.

Find out more at [igd.com/asda2018](http://igd.com/asda2018)



## Sources

IGD Datacentre 2017  
IGD ShopperVista 2017