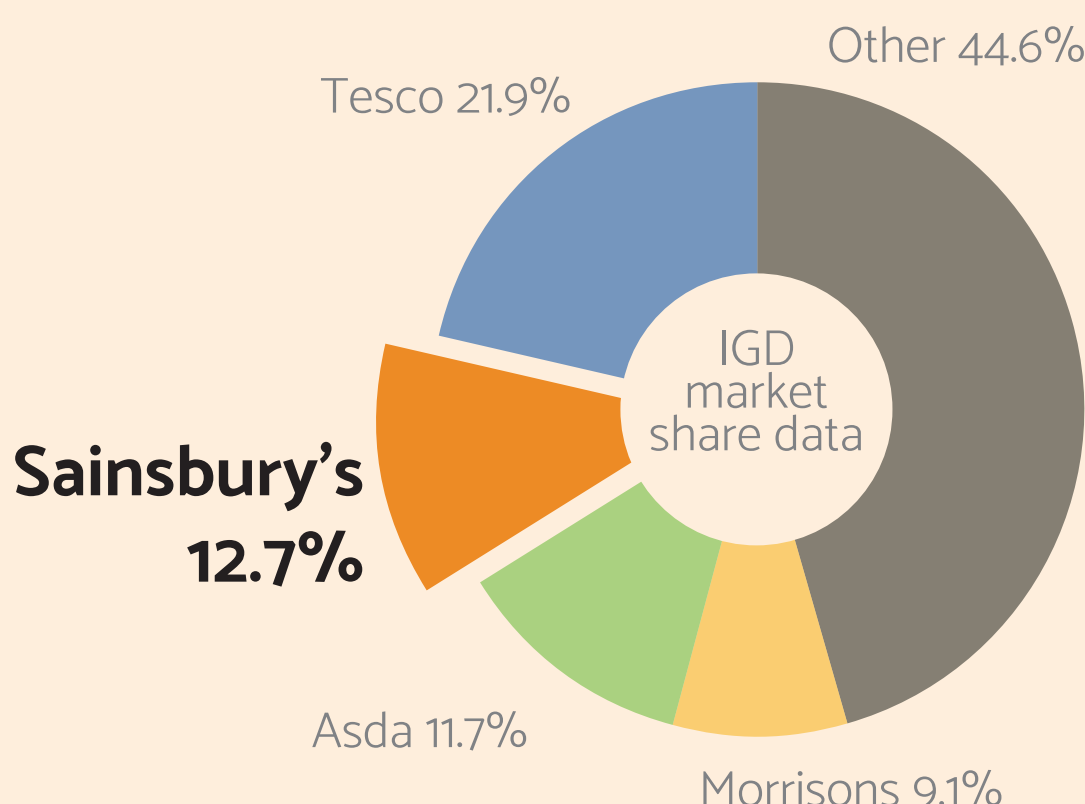


TRADING WITH

Sainsbury's

Sainsbury's is the second largest grocery retailer in the UK, it has recently strengthened its non-food credentials through the acquisition of Argos & Habitat



Sainsbury's typically attracts older and more upmarket shoppers through a focus on fresh, high quality and premium brands

Average age

Sainsbury's 34%

Sainsbury's main shoppers

51

AB

All shoppers

47

UK average 27%

Convenience stores are a huge part of the repertoire of stores visited by Sainsbury's main shoppers. Similarly Sainsbury's shoppers are more likely to use online

% of Sainsbury's main shoppers claiming to have used the following channels in the past month



Sainsbury's has focussed in the last couple of years on the removal of multi-buy promotions from their offer, preferring to focus on great price and great quality. Why is it the right thing for shoppers?

% of Sainsbury's main shoppers who agree there should be fewer offers & instead have every day lower prices



Sainsbury's shoppers have a stronger affinity with brands than we see for other retailers – 50% buy big brands as they feel attached to them versus 43% average

% of shoppers that say brands tend to be better quality than own label alternatives



Do your branded propositions signal 'Premium' to shoppers? Could you do more to highlight this?

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



Find out more at igd.com/sainsburys

Sources

IGD Datacentre 2017
IGD ShopperVista 2017