

Week 4 - COVID-19 shopper insights report

Weekly updates will focus on changes in behaviours and new insights that come through

Contact us if you'd like to add questions to our next weekly survey

The baseline report is available in the appendix

Changes in retailer measures*

*Not all measures are in effect at all retailers

Extended trading hours making it easier for everyone to shop, thereby also suspending Community Hours

Woolworths is introducing **one-way aisles** in some of their metro stores to help with customer flow and social distancing

Woolworths is offering a **permanent 10% discount on Delivery Unlimited for 60+ year-olds**

Mother's Day and Ramadan. Retailers running special promotions and advertising for Mother's Day and Ramadan

Purchase limits are removed on more and more products by ensuring an adequate and timely product supply

Shopping behaviour – changes week-on-week

More shoppers visited stores multiple times last week.

Shopping frequency

Week	A few times in the last week	Once in the last week
Week 1	40%	48%
Week 2	45%	43%
Week 3	37%	48%
Week 4	39%	49%

Online vs. In-store

The bulk of people's shopping is still done **in-store**

	w/c 30/03	w/c 06/04	w/c 13/04	w/c 20/04
In-store	91%	91%	90%	91%
Online	9%	9%	10%	9%

From Week 3 to Week 4: **More shoppers moving to omni-channel shopping habits**

1.6x more people started buying groceries online

1.3x more people increased their online purchases

Changes in behaviour

Price and health consciousness are still on the rise this week

Priority	Pre-Covid	w/c 30 th March vs. Pre-Covid	w/c 6 th April vs. week before	w/c 13 th April vs. week before	w/c 20 th April vs. week before
Health Conscious					This week vs last 46% More 49% Similar 5% Less
Price Conscious					This week vs last 49% More 47% Similar 4% Less
Treating Importance					This week vs last 19% More 39% Similar 42% Less
Convenience Importance					This week vs last 24% More 60% Similar 16% Less

Changes in consumption

87% of respondents said they are **consuming more** in at least one category (vs. 78% the week before)

Consumption changes over the past four weeks are fully in line with reported changes in behaviour

Summary over the past four weeks

- Categories where consumption rose across the past four weeks**
 - Fresh Produce (from 33% respondents in week 1 to 57% in week 4)
- Categories where consumption fell across the past four weeks**
 - Confectionery & Treats (from 18% respondents in week 1 to 29% in week 4)
 - Alcohol (from 23% respondents in week 1 to 35% in week 4)

What shoppers say this week...

"I am consuming more fresh food as I'm more health conscious, also consuming less treats, cereals, and alcoholic beverages for the same reason."
– Birdie, VIC

"I am using the beauty products that I already have instead of buying new ones. I also reduced my consumption of chocolates, ice cream and alcohol in order to save money."
– Barbara, 35 y.o.

"I try every day to cook something healthy and fresh, and I stopped buying alcohol because it's expensive and it's not essential."
– Luca, 37 y.o.

"Eating more fresh foods because I am cooking more meals from scratch and buying less ready-made meals. Eating less treats because only usually buy these on special and haven't been on special as much lately."
– Robyn, 56 y.o.

Availability & Stockpiling

Confidence in an adequate product supply is **stabilising**

The difference in confidence is **similar now between people living in regional and metro areas**

Confidence in adequate product supply

	Happy (Smiling)	Neutral (Straight)	Worried (Frowning)
Week 1	50%	35%	15%
Week 2	56%	30%	14%
Week 3	71%	27%	2%
Week 4	67%	24%	9%

Shoppers who found everything they were looking for

2.4x over one month

I don't believe my shopping behaviour changed during this week as we are becoming more accustomed to Covid-19 life. Grocery stores are more effectively meeting the increased demand for several products such as toilet paper, flour, eggs and hand sanitiser."
– Megan, NSW

Brand switching

46% switched brands this week (vs. 59% last week)

Why did you switch brands?

Reason	Week 1	Week 2	Week 3	Week 4
My favourite brand was unavailable	86%	67%	65%	56%
It's cheaper	23%	34%	37%	47%
I wanted to try it	7%	20%	19%	9%
It was on promo	5%	28%	16%	25%

Switching due to prices was significantly higher compared to a month ago

Question: How can brands adapt their pricing strategy or segment their range to meet all budget types?

Switching due to unavailability of the preferred brand keeps on decreasing

I'd like to see companies start making cheaper versions of their products so everyone can keep buying the brand they love the most."
– Miranda, 37 y.o

Shopper Pulse

Appendix – Baseline report

Week 1 (30th March – 5th April)

Snooper

The COVID-19 shopper insights report

Collect customer and market data today to understand how the crisis will shape shopper behaviours in the 'new normal', plan for recovery and meet your long term goals.

Contact us if you'd like to add questions to our next weekly survey.

Retailer measures in place at time of survey*

*Not all measures are in effect at all retailers

Social distancing measures applied in stores: floor markings (1.5m), pack your own bags, tap-and-pay only or whenever possible

Additional cleaning and hygiene procedures are in place, for example, clear screens at registers

Purchase limits, regarding but not limited to the following categories: Toilet paper, Paper towels, Pasta, Flour, Dry rice, Paper tissues, Hand sanitisers, Eggs, Frozen vegetables, Frozen desserts, Sugar, Canned tomatoes, Liquid soap, Nappies, Anti-bacterial wipes

Some retailers have temporarily **suspended change-of-mind refund policy**

Only a limited amount of shoppers are allowed in store at the same time

Delivery-at-home services are giving priority access to the most vulnerable customers including seniors, people with a disability and those in mandatory isolation. **Pick-up-orders are currently unavailable.**



Community hours: special opening hours for elderly, people with a disability, and healthcare & emergency service workers



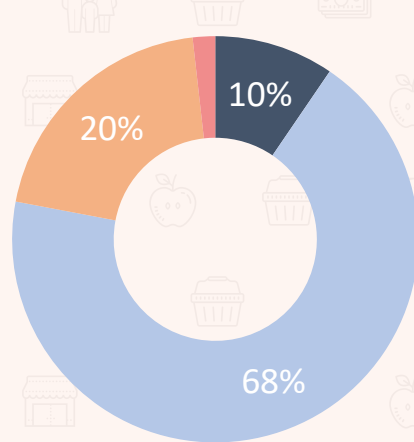
Shopping behaviour pre vs. post COVID-19

Shoppers are visiting the same stores as they used to, but less often and plan their trips more with the bulk of their groceries is still being bought in store and not online

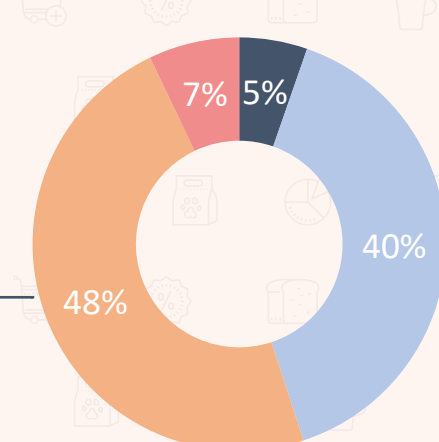
Shopping frequency

- Daily
- Multiple times per week
- Once a week
- Less than once a week

Pre-COVID

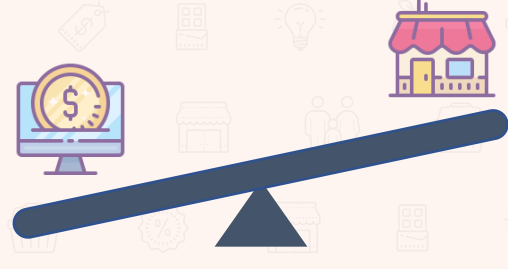


During COVID



“Rather than doing four or five smaller shops, I have found that I’m doing one or two large shop per week” - Wade, 35 y.o.

Online vs. In-store



91% of respondents did the **bulk** of their grocery shopping **in-store**

9% bought groceries online for the **first time** and **4%** **increased** their online grocery shopping.

Shopping routine

50% of people said their routine is **more planned**.

Only 8% said their grocery routine is less planned now



Question for impulse categories:

How can you capitalise on creating demand during fewer and more planned shopping trips?

Store types

54% of respondents are still **visiting the same stores** as before the crisis



33% of respondents are visiting **fewer different stores** compared to before

10% of respondents are doing an effort to **support their local stores** more

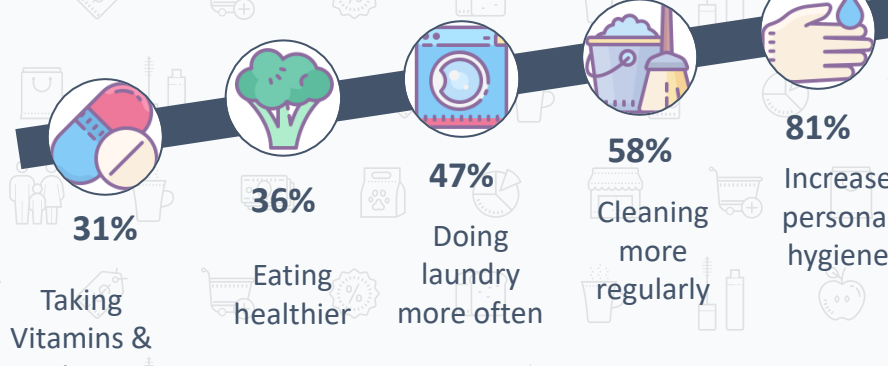
Changes in behaviour

Health consciousness

50% of respondents said they were buying **more health conscious** this week.

40% similar to before | 10% less health conscious

How are they being more healthy?



What shoppers say...

“We started eating healthier - more veggies, taking vitamins in the morning and washing our hands more often. We're eating healthier just because we have more time to focus on it and want to use this isolation life to the best of our advantage.”
- Kristy, 25 y.o.



“We are washing clothes more frequently - some of this is my 4-year-old just gets changed multiple times in the day, where this would be done at daycare before.”
- Tash, 34 y.o.



“Consumption behaviour has changed mainly around the buying of cleaning and anti bacterial products due to the virus and stricter hygiene needed around the house to ensure the whole family is safe.” - Anton, 38 y.o.



“We are using more cleaning products to keep the house clean and washing clothes every time we're leaving the house.” - Ella, VIC



Shopper education: Anti-bacterial claims are perceived as helping fight the virus. How can brands help inform shoppers about actual product benefits?

Question in the 'new normal':

What will be the packaging claims that will resonate best with shoppers? How will health & hygiene impact your product range and marketing strategy?

Treating themselves and others

39% of people mentioned **comfort** as main reason for treats to be important, to **treat a loved one** (29%) or just because they are **bored** (27%)



22% of respondents said **treats are more important** this week than before

54% similar to before | 25% treats are less important now

What shoppers say...

“We're eating more snacks and chocolates for comfort and out of boredom. I'm also more relaxed with the kids eating more snacks.”
- Kylie, 35 y.o.

“Snacks are less important as there is not enough money to treat my kids, which is sad.”
- Lauren, 41 y.o.

When treat is less important, it seems to be related to willingness to adopt healthier habits or having reduced purchasing power.
Question: Can you segment your range and pricing to allow those shoppers to keep treating themselves based on their new constraints/needs?

Price consciousness

38% of respondents said they were **more price conscious** this week

47% similar to before | 15% are less price conscious

Why are some shoppers less price conscious?



Spending less on going out now (17%)

Making sure I buy everything I need (37%)

Buying healthy/higher quality products (5%)

2

1

3

How does price consciousness materialise in shopper habits?

41% Looking out for discounts and promotions

33% Stopped buying non/less essential products

31% Started buying cheaper brands



Respondents with an average weekly grocery budget of \$250 or more, are **never more price conscious**.
Note: The average Australian household's weekly grocery spend is \$254.96 (Budget Direct, June 2019)



What shoppers say...

“We are more tight with our budget and are trying to make good choices financially with the groceries that we buy.” - Nicole, VIC, 42 y.o.

“There's less choice in the stores and so I've ended up spending more in order to get the basics.” - Sean, 47 y.o.

“I'm more price conscious due to less income at the moment as a result of reduced work hours.” - Alicia, 26 y.o.

“I'm spending way more [on groceries] as we don't go to restaurants anymore.” - Andrea, 28 y.o.



Convenience

25%

of respondents said **convenience** has become **more important**

59% similar | 16% convenience less important



The main reasons convenience is **more** important are **lack of inspiration/ideas** (17%), **juggling WFH and taking care of the family** (14%) or **not having the energy for it** (10%)

What shoppers say...

"I have more time to cook myself and prep main meals, so they are more substantial and less convenient (more items prepared from scratch such as stock and slow cooked items)." – **Brett, 34 y.o.**



Idea: For shoppers who prefer to cook, how about giving recipe ideas through cards on shelf, shelf talkers or on your packaging?



Idea: Can you partner with other brands to offer convenient, healthy and inspiring meal kit (example: 'Everything your need for a Fun Family Tacos night')



"I'm working from home, my husband is left to feed kids and make dinners, so convenience came over health." - **Rebecca, 30 y.o.**

Changes in consumption

85%

of respondents said their **consumption increased** in at least one category



Categories with the strongest increase

- Cleaning Products
- Fresh Produce
- Snacks



Categories with the weakest increase

- Personal Care and Beauty
- Non-alcoholic beverages (excl. milk)
- Toilet paper



What shoppers say...

"We haven't really changed our consumption at all, except for an increase in cleaning products, specifically antibacterial sprays and antibacterial wipes with antiviral properties to clean the house and products coming into the house." – **Antonia, 30 y.o.**



"I am consuming more snacks, confectionary and hot beverages out of boredom. As I am eating out less/having no takeaways I feel like I need to treat myself more. ." – **Sarah, 23 y.o.**



"I'm eating more fresh veggies now because I have more time to cook and try out new recipes. I haven't used any frozen veggies, but I still keep them in my freezer in case of emergency. I'm also eating fruits every day to keep my immunity higher." – **Barbara, 27 y.o.**



I've consumed less beauty products because I've lost my job and it's not that important to me now, just conserving what I have." – **Bridie, 20 y.o.**



"I'm not drinking soft drinks anymore because now I have time to do juices at home with fresh fruits." - **Nathalia, 29 y.o.**



"Due to the shortages of toilet paper I'm being mindful of how much I pull off, usually I wouldn't put much thought into it." – **Louise, 34 y.o.**



Over the last weekend of March, Australians spent **71% more time online with food and cooking content compared to the last weekend of February.** (Source: Nielsen Digital Content Ratings)



The hunt for toilet paper might soon come to an end: Although people have been stocking up toilet paper and shelves are empty, they do realise they are not consuming more of it!

Availability & Stockpiling

58%

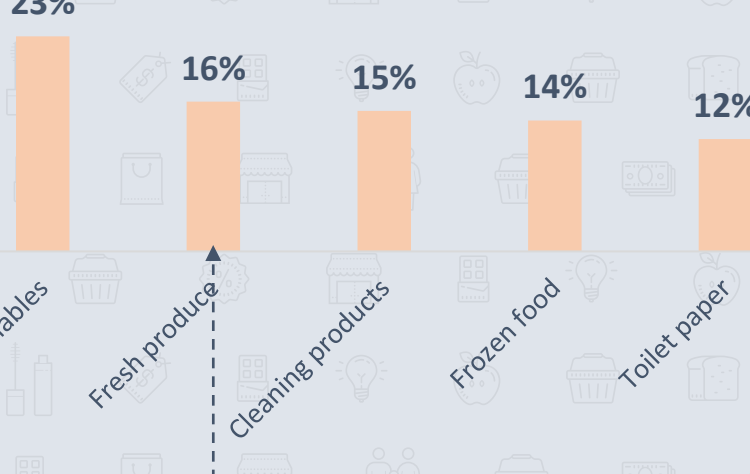
claim they are not stocking up on any category

"While the world is going mad bulk buying, I have been strict to ensure I'm not changing my grocery purchases." - **Allisha, 35 y.o.**



Stockpiling

Even though people are fairly confident in the product supply they are **stocking up** on certain categories



Confidence in adequate product supply



50%



35%



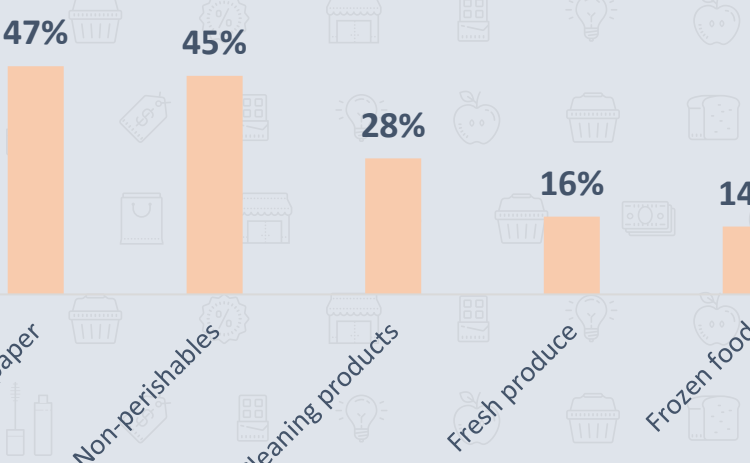
15%

High confidence in product supply being "I believe there will be enough stock of essentials products/I am not worried at all" | Low being "I am very worried that me or my family won't be able to find essential products/I feel the need to stock up significantly"



Availability

The same categories people are stocking up on the most are also the ones that are perceived as being **unavailable** during the week of the survey



"Make sure the available products are given to multiple stores throughout the regions, not just city stores, we don't always have as many choices as the city." – **Paul, 38 y.o.**

"I just want a stockpile and a stash of confectionary and a freezer full of good steak and chicken and a pantry with more canned goods so that we feel safer in these uncertain times." – **Amanda, 40 y.o.**

"Soap, hand sanitisers, paper towel, and toilet paper are thing that I have increased my purchasing of when it is available. Basically if I see it, I buy it!" – **Aaron, 27 y.o.**

Brand switching



Snooper tip! Make today's brand switchers your loyal customers of tomorrow
Contact us to run a custom research on shopper retention for brand

What would you do if your favourite brand is not available?



Switch brand

60%

Wait until my next trip

34%

Visit another store

29%

"I have been adapting my grocery shopping list lately to availability. Changing brands to try and meet budget - but also what's on the shelves." – **Lisa, 36 y.o.**

Why did you switch brands this week?

My favourite brand was unavailable

86%

It's cheaper

23%

I wanted to try it

7%

It was on promo

5%

Brand switching occurred the most in the **same categories** that were perceived as **unavailable** and in which people are **stocking up**

Traditional reasons for brand switching were **significantly lower** compared to unavailability of products or new budget constraints

Shoppers expectations

We asked our shoppers what they expect from their favourite brands and retailers.

Sending some love from our Snoopers

"I believe our retail workers are doing a great job during this worldwide pandemic. Nothing but love and support to our retail workers."

"Today I witnessed a lady gift a box of chocolates to the checkout girl to say thank you, then again to the security guard at the door."

"I shop at Woolies so I'm only aware of what they're doing. My expectations have been met with how they have responded to the situation. I feel safe and valued when shopping as they are doing a lot to prevent the spread. I love that they're handing out wipes and sanitizer, limiting the number of customers and help protect their staff. I also love the emails from the CEO every week with updates."

"Harris Farm is doing a great job to replenish the shelves and provide a safe experience to customers. You are greeted with soap and the staff informs you that it is card only. The store looks as appealing as before from a merchandising and range perspective. They have social distancing marks on the floor and at register. I feel safe and always have a pleasant shopping experience."

WHAT IS EXPECTED FROM BRANDS



Rethink your product development pipeline and adapt your range if you can



Reassure people on stock levels and hygiene measures throughout your supply chain



Entertain shoppers at home and help them find joy during isolation



"Brands should be creating products that are suitable for this specific situation such as longer shelf lives or bigger stock packages."



"Brands could provide recipe cards as we all have to cook more, and I personally lack inspiration."



"Communicate at shelf or on packaging on supply to reassure customers about future stock levels and control panic buying"



"I'd think that the brands could communicate better - there's been a shortage of toilet paper for example. The company's should communicate via the space on the shelf what they are doing to alleviate the problem."



"I'd like to see brands being more vocal about their product availability. They could do more to reassure consumers that there isn't a supply problem and that there is no reason to "panic buy" products."



"I want them to explain that production lines are adhering to the social distance rules at the factories and transportation"

WHAT IS EXPECTED FROM RETAILERS

Keep replenishing the shelves – shoppers' number 1 ask!



"I'd like retailers to maintain adequate stock during this difficult time so that we don't have to frequently visit the stores in order to get the products we want."

"I know some elderly who only shop fortnightly couldn't get meat, rice or toilet rolls. That's terrible."

Find a way to provide real time visibility on expected stock levels

"It would be great if they had a way to check if a product was in stock at a specific store as I would be happy to travel to ensure I can buy all items in one location."

"Instead of promotional mailers, have mailers which specify which products are out of stock. This would help plan shopping trips better."



Snooper monitors real-time stock levels from a shopper perspective. Contact us if you'd like visibility on what's on shelf vs. inventory at the back of the store and leverage our live data to take targeted actions at store level and/or inform your shoppers.

Be agile in the implementation of your purchase limits strategy



Implement flexible limits for families

"The product purchase limits make shopping difficult as when buying for a large family, I cannot buy all the ingredients in one shop for a week worth of meals. We are eating at home more and cannot buy frozen or canned items. I wish you could buy more by showing your Medicare card to prove you are buying for realistic purposes rather than hoarding."

Monitor purchase limit lifts locally at store level

"Keep some buying restrictions in place until stock levels return to normal. Jars of Pasta sauce are still hard to buy but limits have been lifted. People aren't thinking of others when making purchases, so the retailers need to step in."

Use shopper data at your disposal to control panic buying

"Implement better restrictions based on membership cards to prevent stockpiling. Instead on limits of items per transaction which can be easily manipulated, the restrictions should be on number of items per membership per day."



Keep up the great work with hygiene and social distancing measures and make them as visible as you can to shoppers

"Somewhere I read retailers are doing a trial for letting the customers know with text when it's their turn to enter the shop. That would be a great idea to wait in car until their turn comes rather than standing in line 2 meters apart."

"I expect them to implement social distancing, to provide sanitising stations at all places. To make sure all customers in the area are following the rules. To make sure payments are contactless. To make sure everything is cleaned thoroughly."

"To enforce temperature check at the entrance and not allowing people that has fever not to come in at all. Securities going around inside the aisle to check for people's distance. All employees should wear masks."

"I think it is a good idea to control the number of people in the shop and following the social distancing rules."

WHAT IS EXPECTED FROM BRANDS & RETAILERS

Support shoppers through financial hardship



"I want brands to make sure that items are affordable for those that have had to tighten their spending due to job loss. I can't afford to spend as much as before."

"I would expect retailers to maintain prices as thousands have lost their jobs and will struggle to eat. I did see a few things jump in price and knowing the retailers are making amazing money right now, they should not let prices escalate."

"Please don't jack up the prices. People are struggling as it is and huge price increases add to the stress. More specials and promotions at this time would be hugely appreciated."

"I noticed my weekly shops have gotten more expensive at both Coles and Aldi. I don't want brands to capitalise on the situation."

"Bring back specials and Half price products as everything is so expensive now!"

"Brand should try to create deals for customers who have lost their jobs."

Highlight your 'local' roots



"I'd like to see retailers support/stock more 100% Australian products, and reduce the amount of imported products and for farmers to be paid adequately for their products by retailers too."

"I'd like brands to source their ingredients from Australian farmers and small local businesses."

Donate if you can and use your Brand to do some good

"Brands should come up with fund raisers, contribute themselves as well and help by using the funds to provide basic necessities for people who really need it."

"I'd like them to help by donating food vouchers to people who have lost their income and are still waiting for income support."

"Donate unused food to the homeless and foodbanks."

"I'd like them to communicate if there is any food leftovers and what they're doing about it."

Deliver to hubs, organise drive through or find partners to help you offer (some form of) delivery / click & collect options

"It would be great if brands could help deliver to homes as well, not just retailers."

"Do home deliveries again, I always had home delivery and now they are forcing me into the store where I now become exposed."

Manage your business with care: Your HR policies and manufacturing processes have become a public matter and shoppers are watching



"I would like brands to increase productivity and manufacturing to meet demand when required. From what has been shown in the media, a lot of companies are now working 7 days a week, some 24/7 which is amazing"

"Cut advertising. Put that money towards supporting relief and rebuilding efforts and retaining your employees."

"I expect brands to continue their production as normal, where possible, obviously taking appropriate measures to protect their employees. They should if necessary, look at alternative products they could produce to assist in the current situation."

"I would hope that brands would continue to support their workers even though there might not be as many sales as usually. I would hope they would also donate their resources (e.g. some companies are making masks) or money to help fight this virus."

How Snooper can help

STAY RELEVANT IN THE NEW NORMAL



4P's re-assessment

Understand how these unprecedented events are impacting shopper behaviours in the short and long term, and how you should adapt your range, promo, pricing strategy



Communication strategy

Find new relevant ways to connect with your shoppers and position your brand values and attributes appropriately during and after the crisis (e.g. ad content & channel testing via Snooper App)



Shopper pulse

Send us your burning questions and we will submit them to your consumers as part of our Weekly Shopper Pulse

TUNE YOUR STRATEGY TODAY



Field visibility

While it can be tricky for your salesforce to meet coverage and call frequency, our community of shoppers collect data during their essential shopping trips and bridge your visibility gaps so that you can take targeted actions based on real time insights.



In-store experience

Get insights on shoppers' experience when doing their essential shopping trips, track compliance on your Covid-19 measures at store level and benchmark performance vs. competitors in a customer-centric way



Online perfect store program

Measure current performance on your online perfect store KPIs, benchmark competition and define the role of 'online' in your omni-channel strategy

PREPARE FOR THE FUTURE



Shopper retention

Following shifts in consumers' share of wallet and brand repertoires, assess how to turn trial opportunities and new category/brand buyers into long term shoppers



Innovation & product testing

Ask shoppers' opinion on your new product launches by sharing concepts with your target market via Snooper App



Sales fundamentals

Get ready for the run for market shares by tracking your sales drivers on an ongoing basis: subscribe to Snooper share of visibility data series*

*Note: cross category and competitor benchmarking weekly report on share of display and promo strategy in grocery

CONTACT US



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Or visit our website for more information: www.snooper-app.com