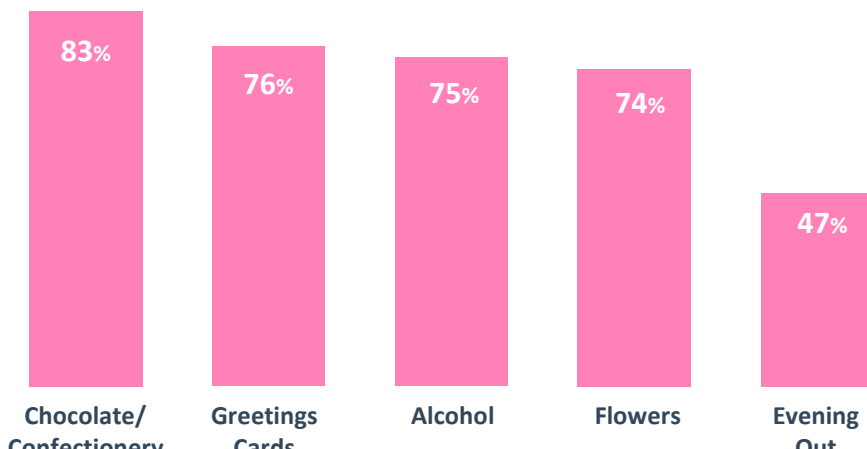


VALENTINE'S DAY SHOPPER INSIGHTS

Snooper

FAVOURITE GIFTING CATEGORIES

Vast majority of respondents declared to be multi-category buyers, with 75% of them buying at least from 4 different categories.



Younger couples (1 to 4 years in a relationship) are more positive about Valentine's Day, with 50% declaring loving this event vs. 30% among couples in 10+ year relationship.

VALENTINE'S DAY BUDGET

Younger couples are also the ones spending the most, and data shows that spending decreases with the length of the relationship.

~\$105

Is the average spent by couples in a 1-4 year relationship.

~\$70

Is the average spent by couples in a 10+ relationship.



Men spend more than women: ~65% of women spend less than \$50 vs ~45% of men.

CHOCOLATE

47%

will most likely spend between \$11 and \$20 on chocolate

23%

will most likely spend between \$21 and \$50 on chocolate

How to increase likelihood to buy chocolate for Valentine's day?

Mainstream buyers
\$11-\$20



Promotion (65%)



Special V.Day Range



Special Packaging

Premium Buyers
\$21-\$50



Special V.Day Range (64%)



Special Packaging



Promotion

64%

Supermarkets



Supermarket is the preferred purchase location for chocolate/confectionery, mainly because of the convenience, price and range, but lacks the 'quality' stamp.

18%

Specialty stores

6%

Big W

6%

Kmart

2%

Online

2%

Target

1%

P&C



Shoppers go to specialty store largely because of the quality of Chocolate/confectionery, but product presentation / packaging is also important



Bundling Opportunities

Shoppers would like to see chocolate bundled with other products:

44%



Flowers

38%



Greetings Cards

32%



Alcohol

Mainstream shoppers are more likely to purchase flowers in supermarkets, and a bundle with chocolate in traditional grocery stores could make it more attractive.

LIQUOR

Favourite liquor categories during Valentine's day



19% Red Wine



15% Champagne



12% White Wine



9% Sparkling Wine



11% Whisky



6% Beers

3% Lager

3% Ale

88%

of shoppers purchase liquor from bottle shops for Valentine's day

8%

of shoppers purchase liquor from specialty stores for Valentine's day

How to increase likelihood to buy liquor for Valentine's day?

27%

will most likely spend between \$11 and \$20 on liquor

47%

will most likely spend between \$21 and \$50 on liquor



This gifting occasion is an opportunity to trade up your shoppers!



Simple discount (43%)



Gift with purchase (21%)



Special Packaging (20%)

GREETING CARDS



76%

shoppers are likely to buy a greeting card for the occasion

Theme purchased by the shoppers

29%



Romantic

28%



Humorous

26%



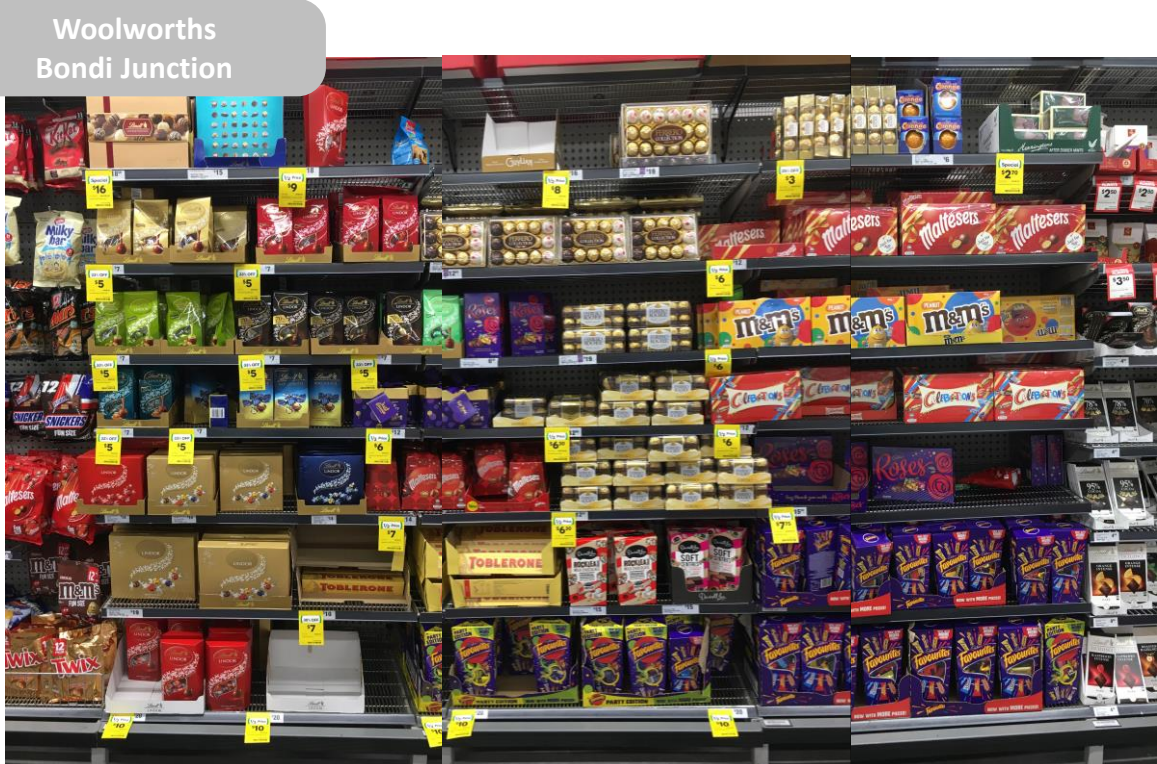
Special Valentine's Day theme

Want to know more?

Book a deep dive session with our team on these Valentine's day insights

Contact laurie@snooper-app.com or jules@snooper-app.com

AT SHELF



High promo intensity in the gift section with close to 70% SKUs discounted

10% SKUs low on stock or out of stock

Tip: Track your stock level in real time

Leverage our shoppers to report stock level during peak times and better forecast volumes during key selling weeks

OFF-LOCATION

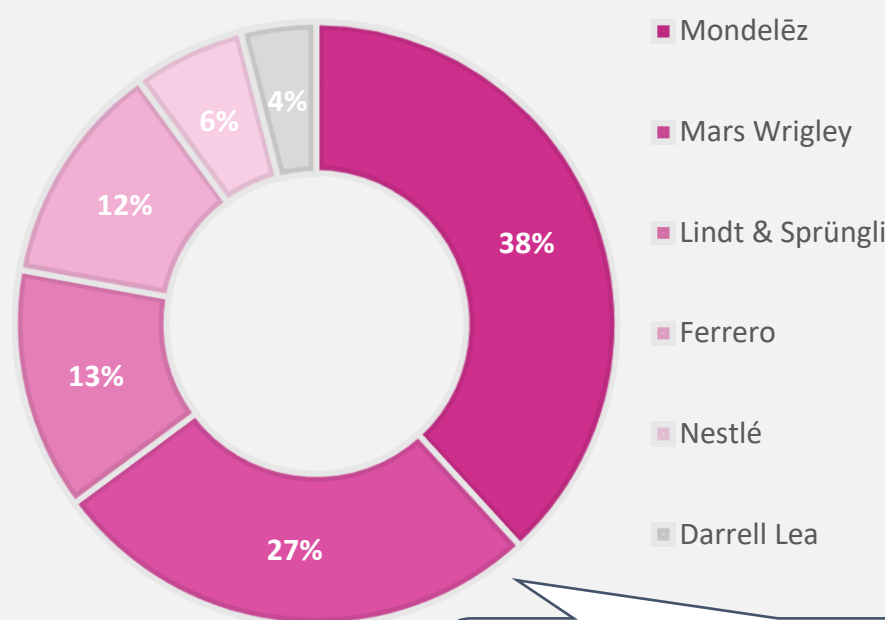
Get a sneak peek at the winners in confectionery:
Who owned the promo space?
Where was chocolate displayed in store?
Which pack groups over-indexed?
What were the most used promo mechanics?

Subscribe to our **'Share of Visibility'** data series and track your/your competitors' share of gondola ends and share of display on a weekly basis



GUESS WHO HAD THE HIGHEST SHARE OF SPACE

Share of gondola end by manufacturer



Did you get your fair share of space this Valentine's Day?

Top Gondola Ends displaying chocolate

coles

Front End 4

Back End 2 & 6

Woolworths

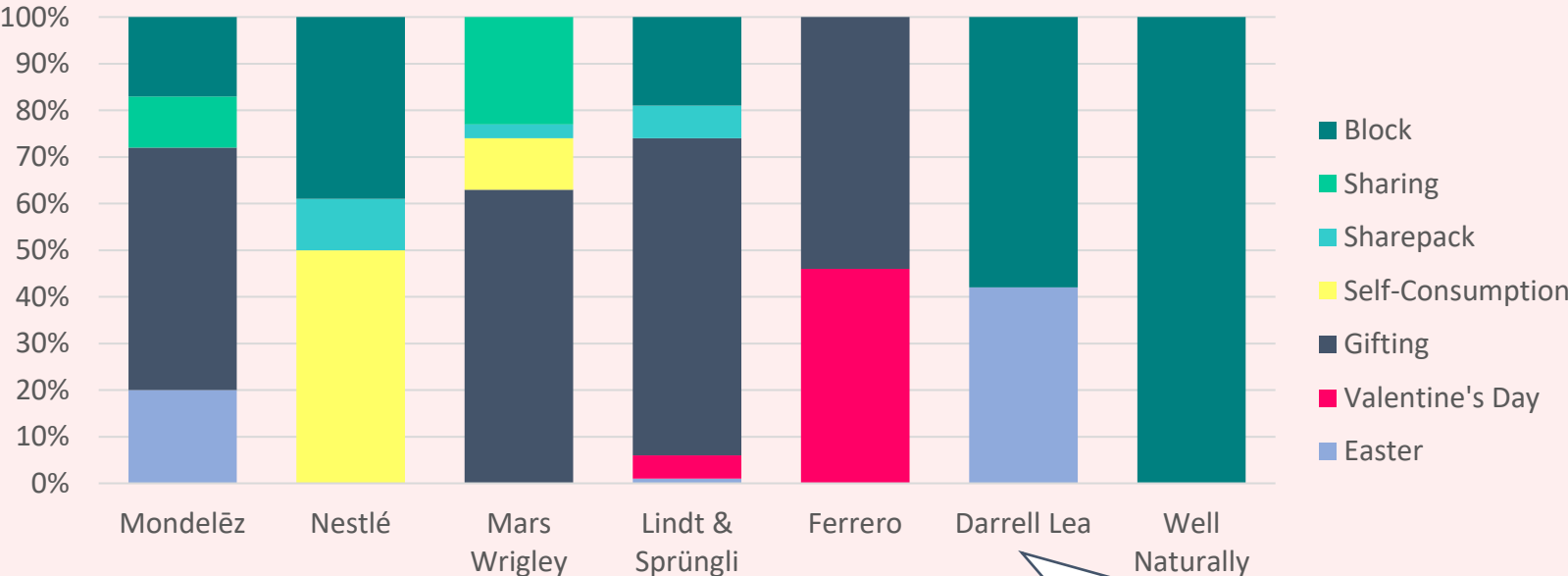
Front End 6

Back End 3

GIFT PACK WAS THE HERO ON GONDOLA ENDS THIS WEEK

Some chocolate players are off-locating their Valentine's Day range on top of their traditional gift packs

Pack group by manufacturer

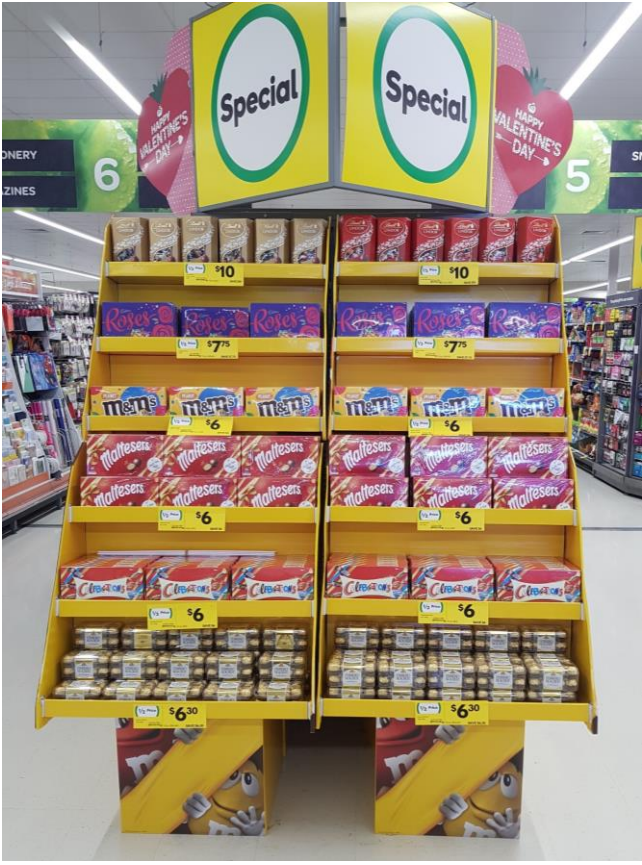


Some manufacturers are already off-locating their Easter range

WHAT'S THE BEST STRATEGY: Encouraging bundling with other gifts or being displayed next to your competitors?



Some manufacturers were sharing the space with other Valentine's Day Category



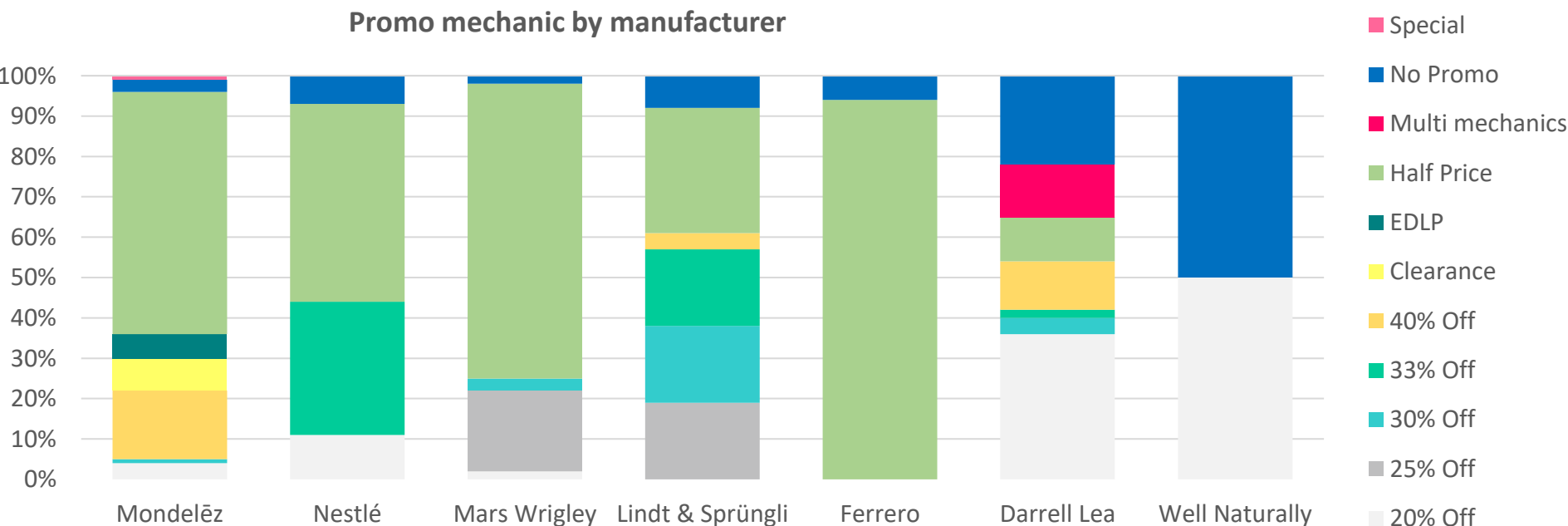
With our data at store level, you can precisely calculate the ROI on your in-store investments



THE MOST POPULAR MECHANIC WAS HALF PRICE

The promo strategy varies by manufacturer

Promo mechanic by manufacturer



Want to know more?
Book a deep dive session with our team on these Valentine's day insights
Contact laurie@snooper-app.com or jules@snooper-app.com