

Customer insights

| Topics | Young Adults | Older Adults | Young Families | Older Families | Pensioners | Other |
|-------------------------|---|--------------|----------------|----------------|-------------|-------------|
| Basket dominant mission | Fresh | Fresh | Fresh | Fresh | Fresh | Fresh |
| | Mixed | Mixed | Mixed | Mixed | Mixed | Mixed |
| | Grocery | Grocery | Grocery | Grocery | Grocery | Grocery |
| Date | Tue | Fri | Sun | Wed | Thurs | Thurs |
| | Thurs | | | | | |
| Time | 15:00-17:00 | 12:00-14:00 | 13:00-16:00 | 21:00-22:00 | 11:00-12:00 | 21:00-22:00 |
| | 21:00-22:00 | | 21:00-22:00 | 14:00-16:00 | 13:00-14:00 | |
| CUST PRICE SENSITIVITY | MM | MM | MM | LA | MM | MM |
| | LA = Less Affluent, MM = Mid Market, UM = Up Market | | | | | |
| Avg. Spending (THB) | 481 | 481 | 489 | 513 | 437 | 580 |