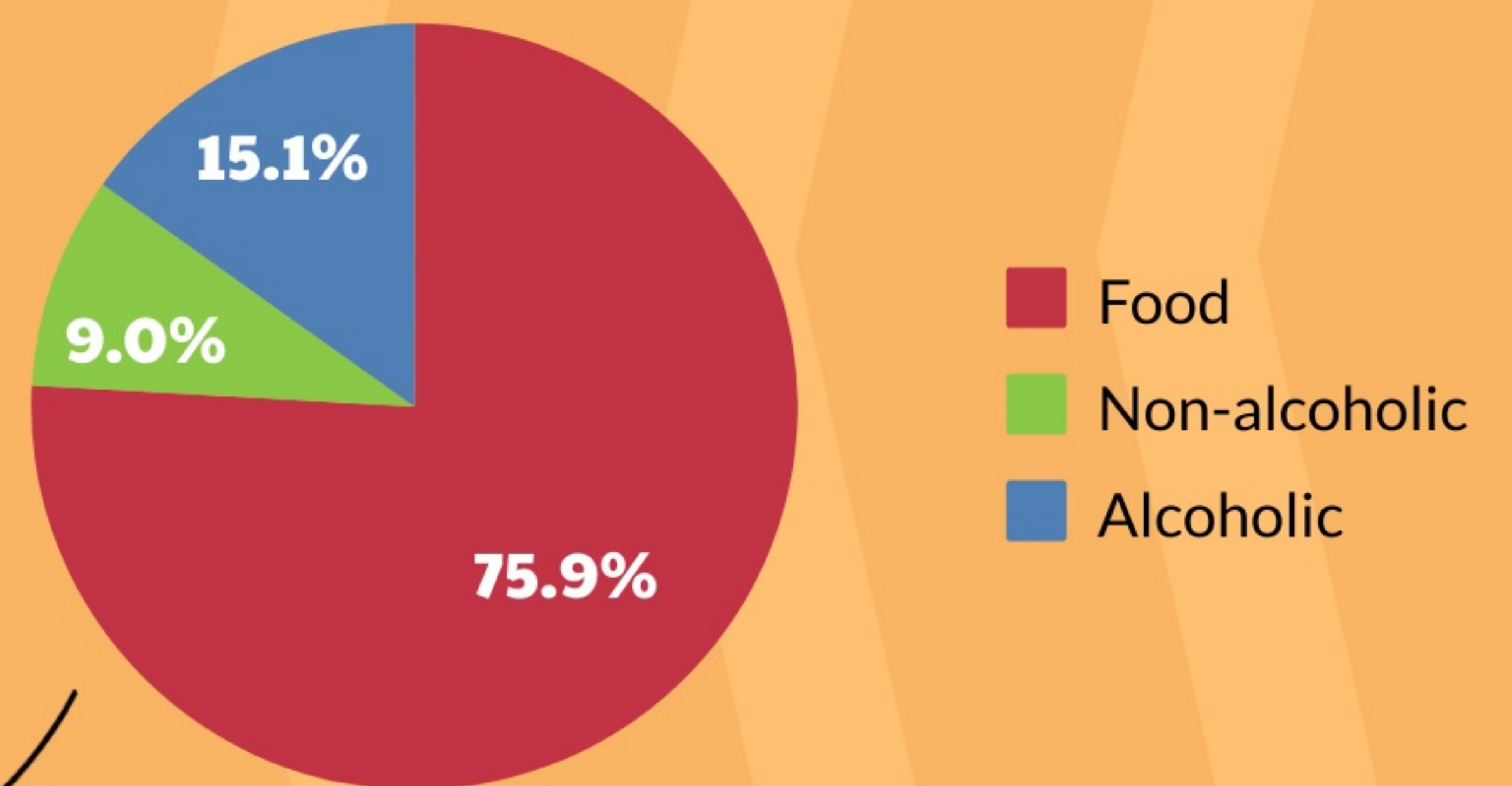
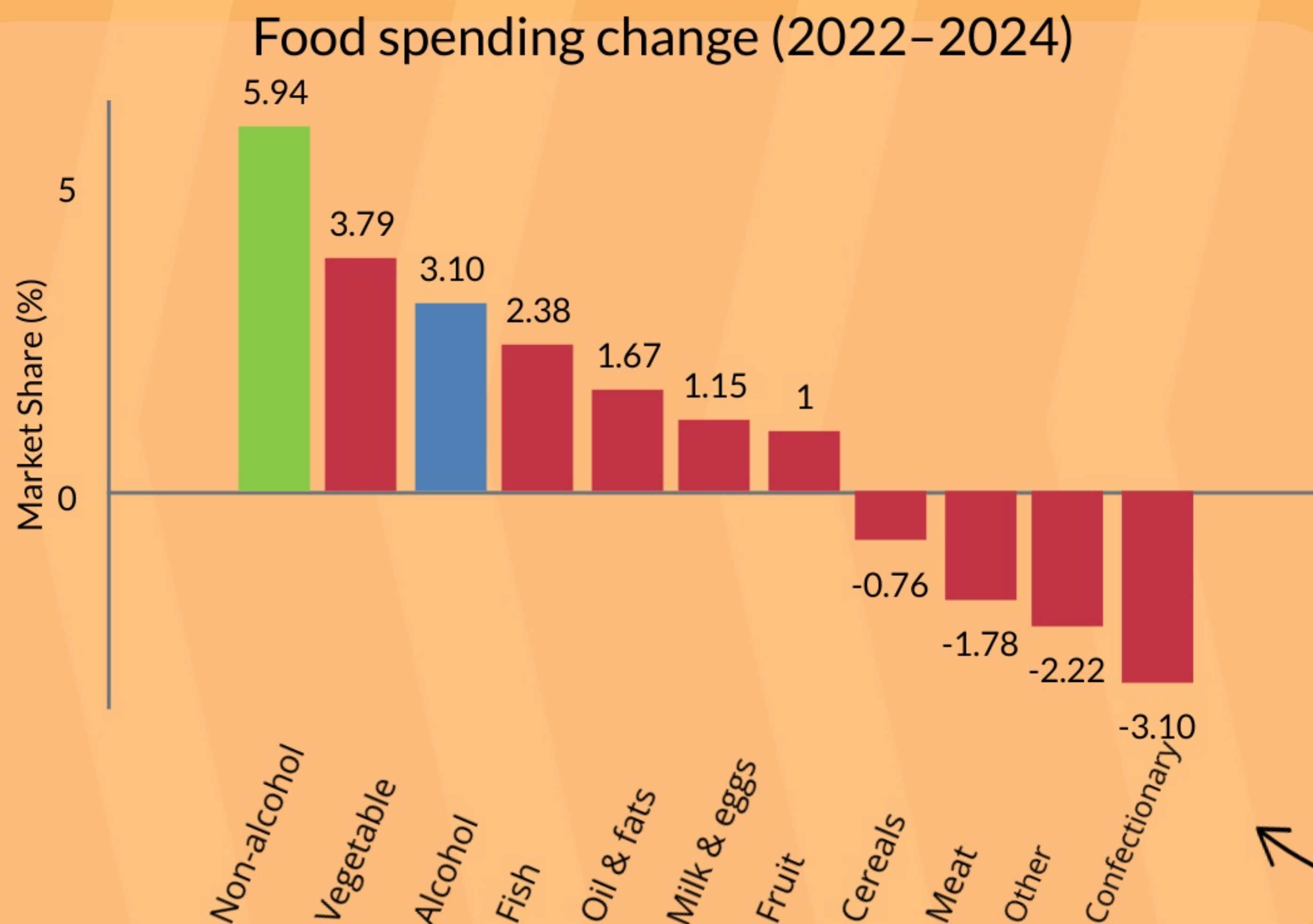


UK Supermarket's

Understanding today's grocery shoppers

Consumer Market Snapshot

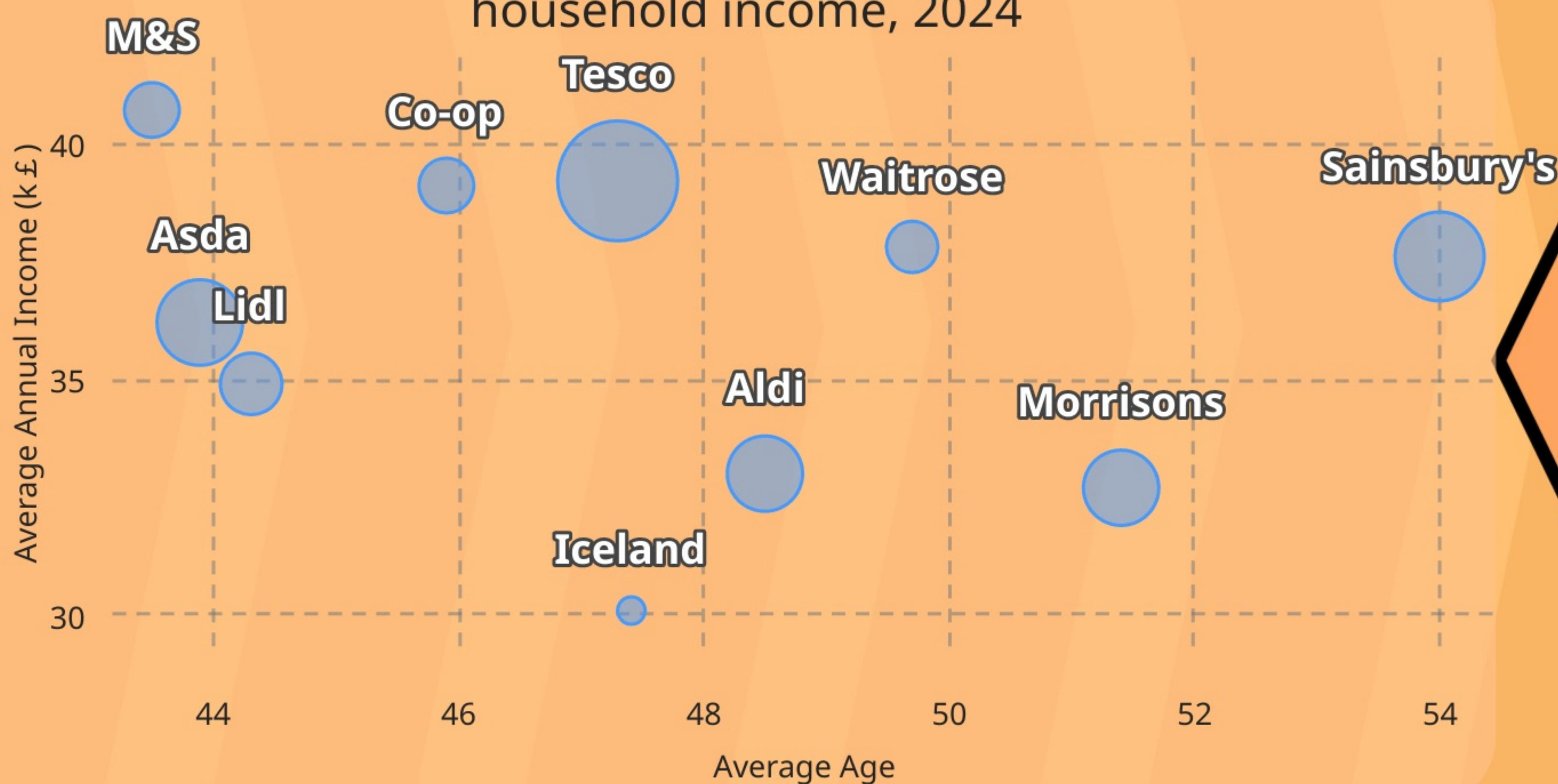
What is the trend of market?



Sales distribution (£ m), 2024

Demographics by Brand: Age and Income

UK: Main shoppers of leading supermarkets, by age and household income, 2024



- Sainsbury's and Tesco attract **older, wealthier** shoppers, while Lidl and Aldi appeal to **younger, more budget-conscious** consumers.
- Brand position is closely tied to customer demographics.

82% of customers support more everyday low price products.
31% of customers agree the store is not an attractive place to visit.

Attitudes & Loyalty

Evolving Expectations: Health, transparency, and speed

67%

of customers hope supermarkets help make healthy choices.

24%

of customers want product traceability and information transparency.

23%

of customers prefer check-out free experience.

19%

of customers like digital tools to help them find the wanted products.



Conclusion & Insights

- Retain **loyal, older, higher-income shoppers** while adapting to the values and habits of younger consumers.
- Prioritise **low-priced, healthy, sustainable, and transparent products** with traceable origins.
- Enhance **in-store experiences** and use **digital tools** to streamline shopping, **reduce queues**, and **guide shopping**.