near insights | Discover your customers through DATA.

Consumer Insights for Supermarkets in London

Super Markets Analysed
Sainsbury's Waitrose TESCO

Country UK **City** London

Locations
Canary Wharf & Tottenham Court Road

Average Footfall

Larger footfall was observed @ **Sainsburys** and **Tesco** compared to Waitrose

36% Sainsbury's   36% Tesco   28% Waitrose

Peak Visiting Days

Across Super Markets **Wednesday** is the busiest day

S M T W T F S
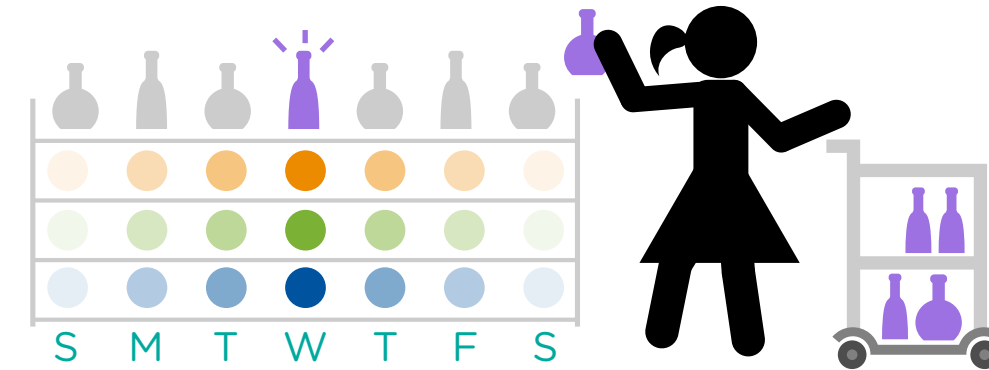
Age group Segmentation

Consumers below **25 years and above 50 years** preferred Waitrose, while, **25 to 36 years** preferred Sainsbury's. Tesco is favorite in the age group of **37 to 50 years**

Waitrose 16 - 24 Years
Sainsbury's 25 - 36 Years
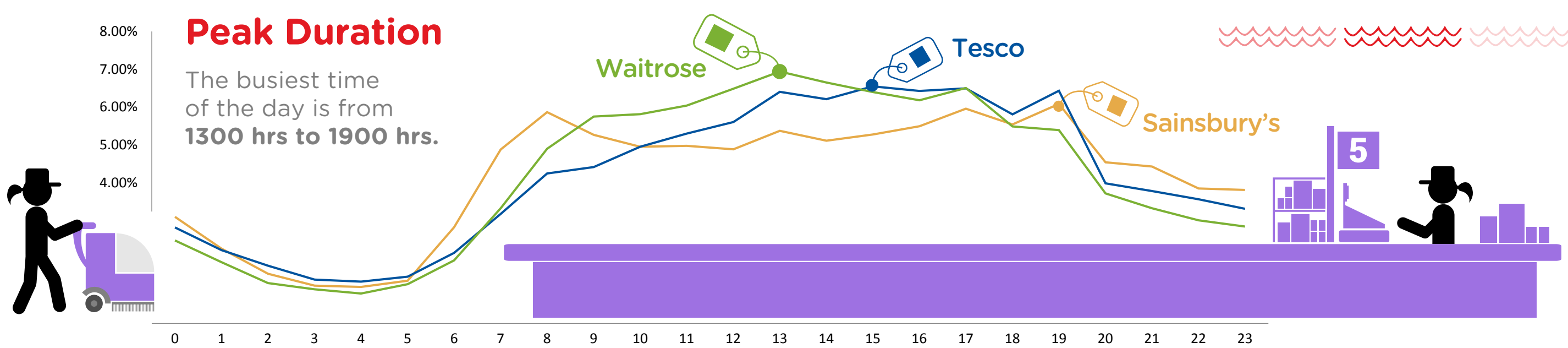Tesco 37 - 50 Years
Waitrose 51 Years & Above

Male consumers prefer **Waitrose** while, **Sainsbury's** is preferred by **Female** consumers.

Wednesday is the peak visiting day for both **Male** and **Female** consumers.

Male
Waitrose
Tesco
Sainsbury's

| Wednesday |
| Thursday |
| Tuesday |

Sainsbury's
Tesco
Waitrose

Female

| Wednesday |
| Tuesday |
| Thursday |

Peak Duration

The busiest time of the day is from **1300 hrs to 1900 hrs.**

Waitrose Tesco Sainsbury's

8.00% 7.00% 6.00% 5.00% 4.00%

0 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23

Music, Games, Social, News & Entertainment.

Handset & Top Application Category

The most used App categories at the supermarkets

More than **50%** of the consumers preferred **Apple** handsets

Canary Wharf

52% Sainsbury's
28% Waitrose
20% Tesco

Average footfall across selected locations

At Canary Wharf, out of **100** customers, 52 preferred Sainsburys.

Tottenham Court Road

whereas at **Tottenham Court Road** out of **100** customers, 51 preferred Tesco.
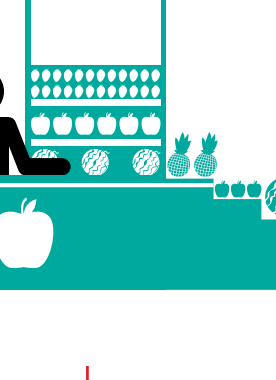
Waitrose was equally preferred at both the locations

51% Tesco
21% Sainsbury's
28% Waitrose

Age group Segmentation

Waitrose is preferred among **16 to 24 year** across both the locations while **Sainsbury's** is the preferred destination at **Canary Wharf.**
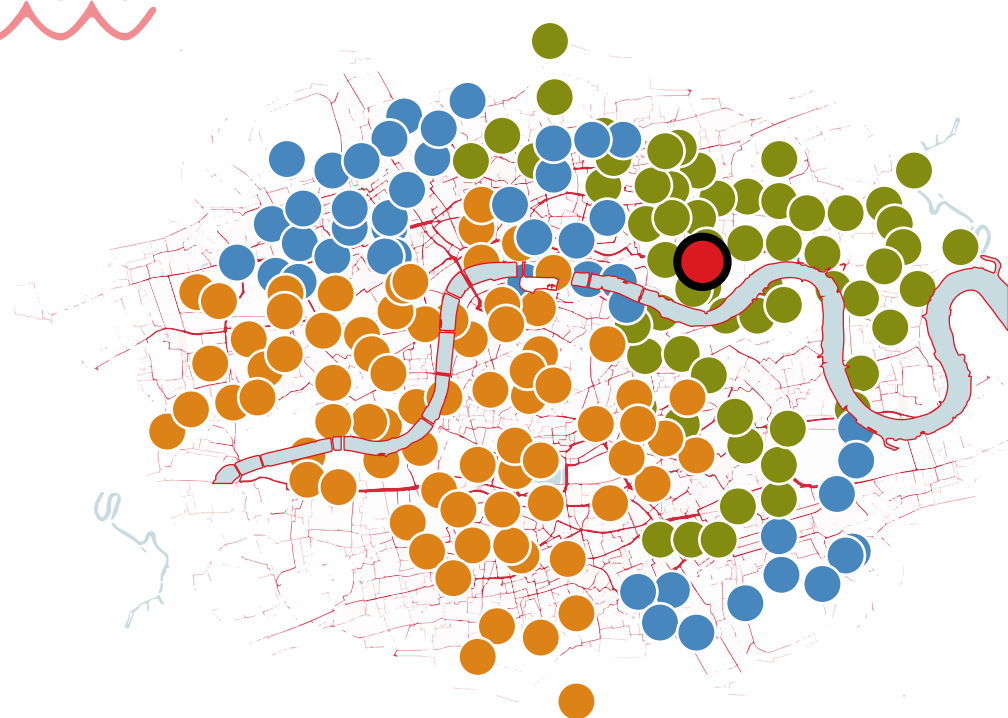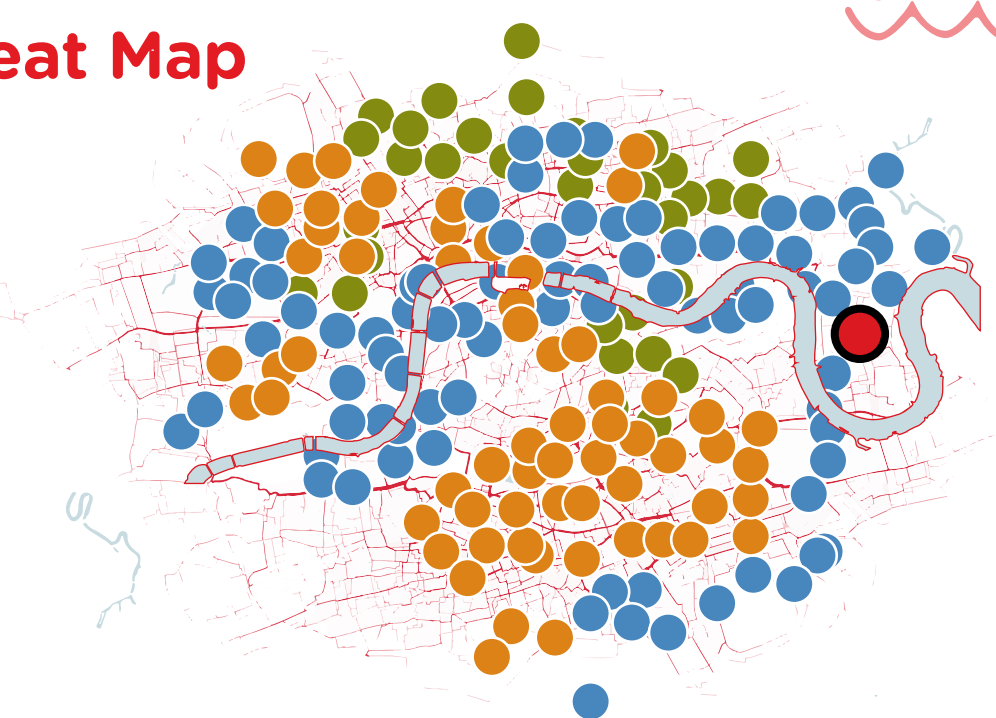
Waitrose 16 - 24 Years
Tesco 25 - 36 Years
Sainsbury's 37 - 50 Years
Sainsbury's 51 Years & Above

Waitrose 16 - 24 Years
Sainsbury's 37 - 50 Years
Tesco 25 - 36 Years
Waitrose 51 Years & Above

Average footfall of Males and Females

Females Preference

Sainsbury's	Waitrose	Tesco
Wednesday	Thursday	Friday

Tesco	Sainsbury's	Waitrose
Tuesday	Wednesday	Thursday

Males Preference

Tesco	Waitrose	Sainsbury's
Wednesday	Thursday	Tuesday

Waitrose	Sainsbury's	Tesco
Wednesday	Thursday	Tuesday

Location Heat Map

Sainsbury's and **Tesco** consumers are spread over **London**, **Waitrose's** consumers are generally from **North and East of London**

● Sainsbury's
● Tesco
● Waitrose