

UK Grocery

2017 Consumer Experiences & Competitive Benchmarks

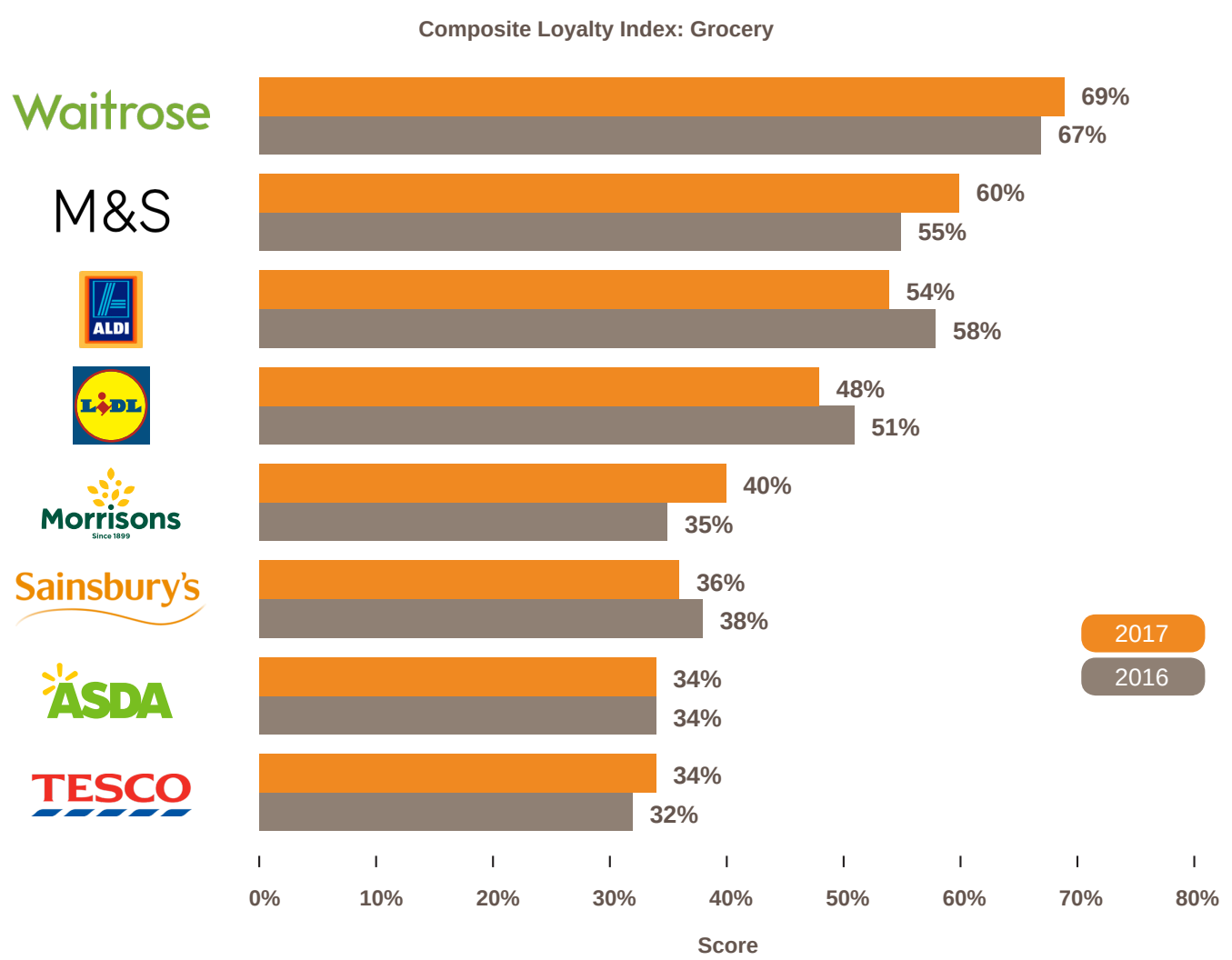
IN MARCH 2017, WE SURVEYED 4,336 UK consumers and asked them about their grocery shopping habits including brand preference, customer experience, brand engagement, and brand awareness.



22% earn more than £50K/year

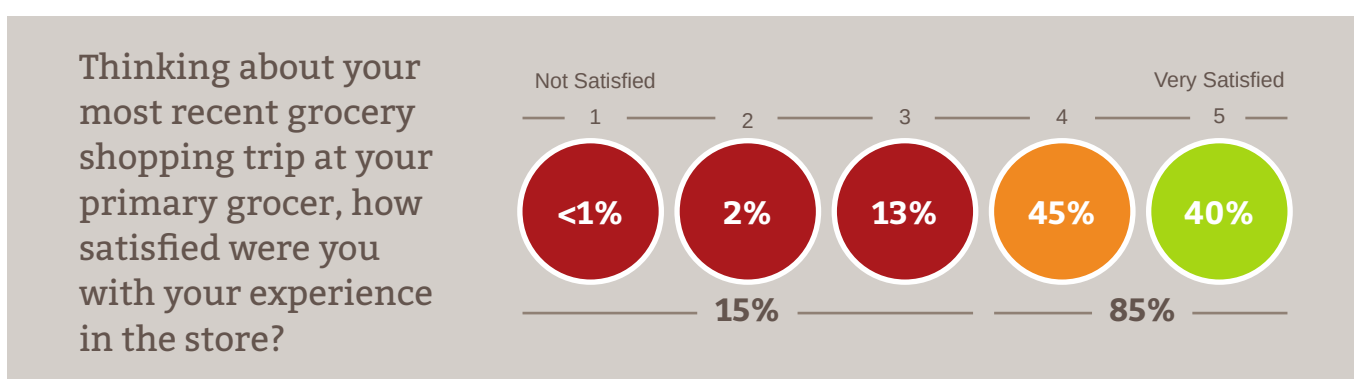
COMPETITIVE BENCHMARKS

Waitrose leads the Composite Loyalty Index, but not without fierce competition



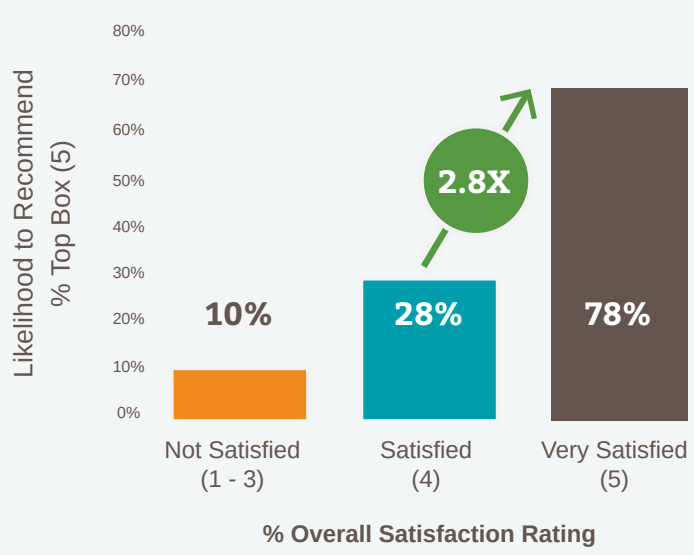
CUSTOMER EXPERIENCE

About **1 in 7** were dissatisfied with their last grocery experience



It's not OK just to be OK!

“Delighted” customers are **2.8 times more likely** to recommend than those who are “just satisfied.” **Excellence makes a difference!**



TECHNOLOGY

About **1 in 4** have used “Click and Collect”

Have you EVER bought your groceries using “Click and Collect” where you order online and then collect groceries at the store’s drive through? How frequently?

