

HOW THE NEW CONSUMER WILL SAVE

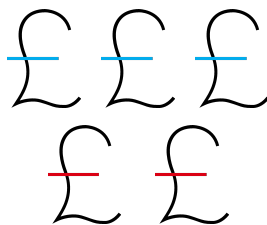
TRACKING THE IMPACT ON FMCG AND RETAIL

TODAY'S CONSUMER IS WORRIED ABOUT FINANCIAL SECURITY

“ FINANCIAL AND ECONOMIC CONCERNS WILL SHAPE SHOPPER DECISIONS IN 2021 ”

TWO
of the **TOP 5**

overall concerns are related to **financial worries**



39% are concerned about the impact **Brexit** will have on grocery shopping

BUT THERE WILL BE A BALANCE BETWEEN SAVING AND INDULGENCE

TWO THIRDS of shoppers looking for savings claim to be **actively** watching their **Grocery** spend



HOW TO HELP THE CONSUMER

Retailers could:

- utilize their Own Label and Owned Brand ranges to attract savvy shoppers
- use promotions and loyalty card schemes to engage with shoppers and offer a more personalized experience.
- consider cross-promotions with this focus in mind to drive that ease and speed of shopping for your meal-for tonight occasion.

Manufacturers could:

- ensure they have entry price point products available in their portfolio.
- focus on the dining in occasions, simplifying cooking and baking for innovations and providing convenience to shoppers in how they prepare meals.