

# Cautious optimism results in balance of **value vs. spend**

## Engaging with **Value Seekers**

- Use **price promotions** and **basket discounts** to attract savvy shoppers
- **Promotions & recommendations** key for to drive awareness and trial of NPD
- Shoppers seek **value proposition** when trying new products



## Where shoppers will **flex spend**

Top **attributes** shoppers are prepared to pay more for:

- Free range meats/eggs/Freedom foods
- Locally made (craft- artisan) products
- Products made/produced in Britain

**Branded** growing ahead of OL → **Trust**

▶▶▶ **Provenance, Local & Unique**