



The art of customising shopper research

Recession Continues to Impact the Shopper Says Research

...Third of the UK Population Still Making Changes...

London, UK - 14th January 2010 - A follow-up study announced today by Shoppercentric, an independent agency specialising in shopper behaviour research, shows that due to the recession, the number of consumers that have had to make significant adjustments to their weekly grocery shopping continues to rise and now represents nearly a third of the UK population (30 percent) - an increase of 25 percent on January 2009.

This study follows up from Shoppercentric's "Shopping in the Recession" January 2009 report, and its purpose is to provide an indication of how shopper behaviour is changing - right now and in the future.

The study's findings also showed that 20 percent of respondents have experienced a reduction in income due to a job loss compared with last January's figure of 11 percent. Danielle Pinnington, Managing Director at Shoppercentric comments: "The increase in the number of consumers affected by the recession links closely to the growth in the proportion of people experiencing job losses and pay cuts / freezes, it's a difficult time for a lot of people."

She continues: "The key message here is that whilst economic data shows the recession is coming to an end (or has indeed ended), the impact will continue to be felt by the public for some time to come. Retailers and manufacturers need to be responding accordingly and bear this in mind with regards to promotions and pricing strategy. By making a connection with customers and understanding their needs and budgets (and responding appropriately), businesses will earn trust and loyalty, factors that are invaluable for long term growth and success."

-Ends-

About the research

The findings are based on quantitative research conducted in December 2009. 1,045 interviews were conducted using an on-line panel with adults aged 18-64 years who were the main grocery shopper for the household. Quotas were set on gender, age, SEG, and geography to achieve nationally representative sample.

About Shoppercentric

Shoppercentric is an independent agency specialising in shopper behaviour research, providing brand owners and retailers with the perspective that drives shopper marketing and retail strategies. It was established in 2004 and works with clients ranging from Cadbury to Debenhams.

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