



FEATURED INSIGHTS

DELIVERING CONSUMER CLARITY

SUPER SHOPPER: THE RETAILER'S GUIDE

- **Super shoppers comprise 19% of the retail shopper segment but contribute to 55% of in-store sales**
- **Super shoppers are likely to purchase products for reasons of superior quality, service and exclusivity**
- **New product trial is 1.2x higher amongst super shoppers, impulse shopping is 1.4x times higher**

The global recession seems to have had little impact on the urban Indian shopper's consumption habits. Estimated at \$38.5 billion, the Indian fast-moving consumer goods (FMCG) retail market is now an established part of the constantly evolving cityscape and a testament to the voracious appetite of consumers. Increasing disposable incomes are creating more new consumers every day and not surprisingly, retailers are jostling for visibility.

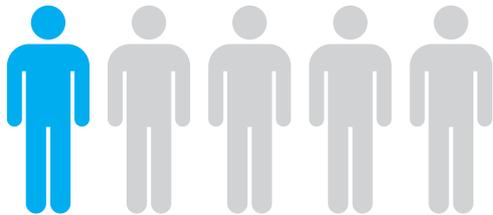
SIZING THE SUPER SHOPPER

Every good tactician knows that information is the key to developing a successful strategy. And this holds true even in the battle for in-store visibility and customer loyalty.

After studying several key categories including food and beverages and accessories, we have identified a consumer segment that could help provide an edge to the marketer in-store – we call them 'super shoppers.'

We found that 19% of all shoppers fall under this category of super shoppers, but what's significant is that this 19% contributes to more than half of in-store spends.

SIZING THE SUPER SHOPPER



19% OF SUPER SHOPPERS



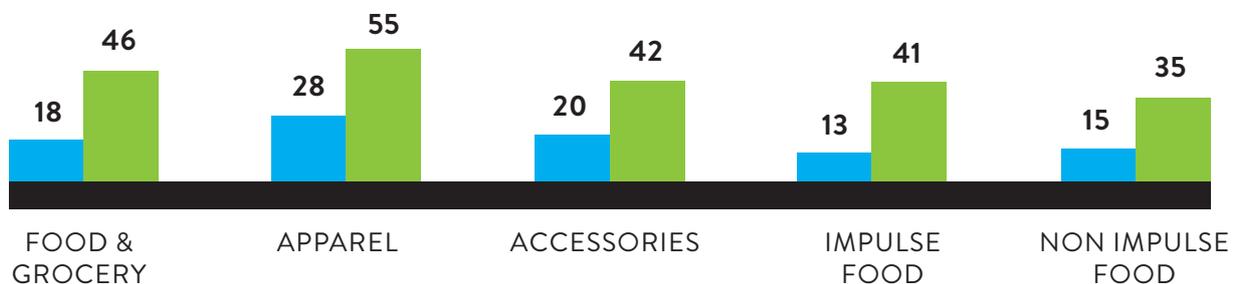
55% OF INSTORE SPENDS

Source: Nielsen

“SUPER SHOPPERS ACCOUNT FOR 19% OF ALL SHOPPERS AND CONTRIBUTE TO MORE THAN HALF OF THE IN-STORE SPENDS.”

THE SUPER SHOPPER'S CONTRIBUTION

When you take a look at a sector-wise contribution, the opportunity that super shoppers provide is evident. Understanding their consumption patterns and shopping behaviour can help in identifying further prospects to engage with them in-store.



● INCIDENCE OF SUPER SHOPPERS ● CONTRIBUTION THAT SUPER SHOPPERS MAKE TO TOTAL IN-STORE SPENDS

Source: Nielsen

SO HOW DO I IDENTIFY THE SUPER SHOPPER?

In order to develop a profile of the super shopper, we mined data from large scale studies across several product categories and brands. Here's what we found:

Big spender, actively engages with products that they purchase



No fixed definition in terms of gender



Contrary to popular perception, a sixth of super shoppers belong to SEC C



One third of super shoppers are less than 25 years old



SUPER SHOPPERS OWN MORE DURABLE GOODS

What makes the super shopper stand out is their high level of consumerism. They tend to have a higher ownership rate of products like LCD or plasma TVs, credit cards, music systems etc.

DURABLES OWNERSHIP

SUPER SHOPPER



NON SUPER SHOPPER



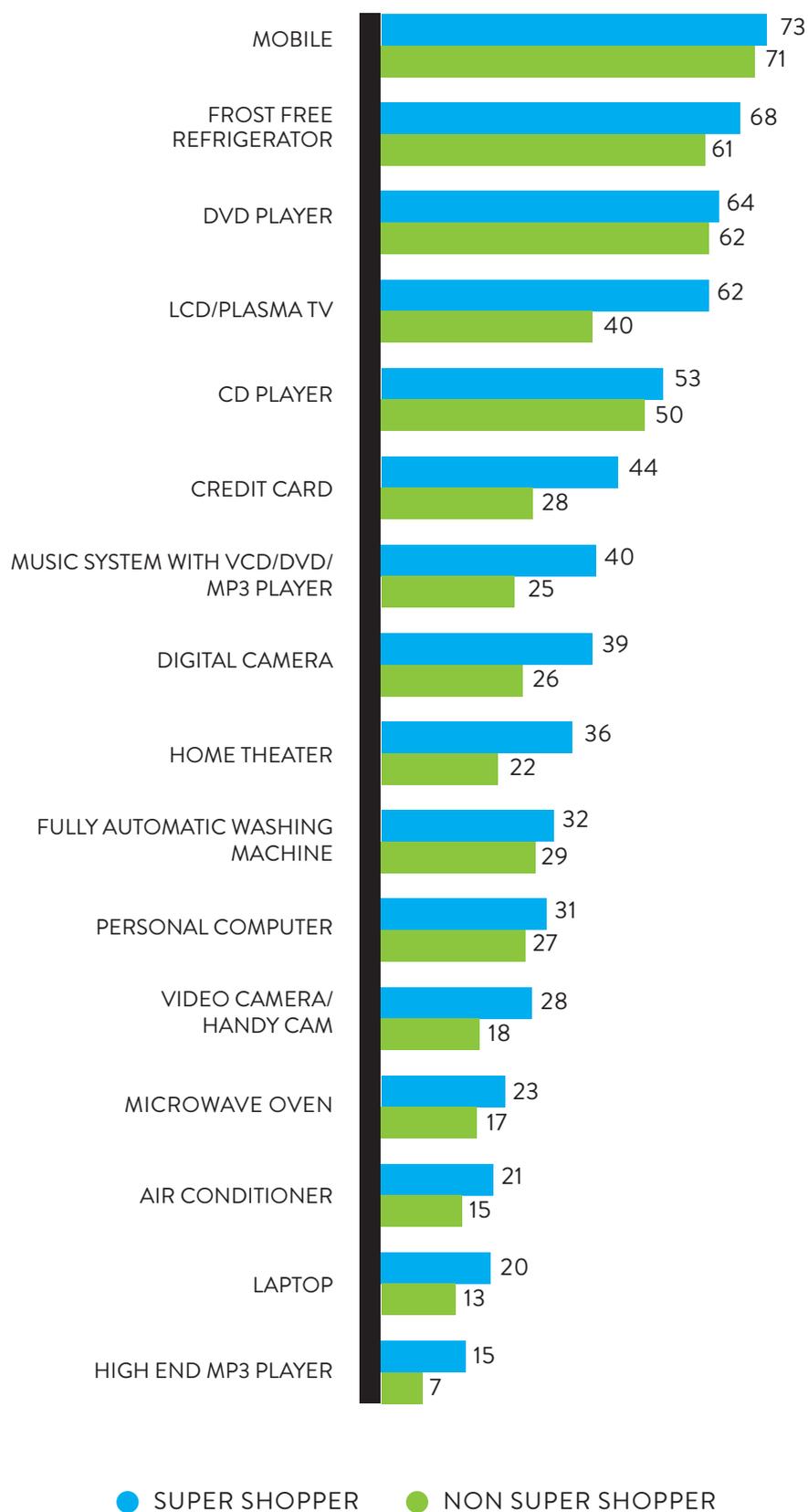
Figures indicate durables ownership indexed to 100
Source: Nielsen

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SUPER SHOPPERS ARE BIG SPENDERS AND THEY ACTIVELY ENGAGE WITH PRODUCTS THAT THEY PURCHASE.

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DURABLES OWNERSHIP: BREAK-UP BY CATEGORY



HOW CAN THE SUPER SHOPPER CREATE OUTCOMES?

The super shopper does not stop at just articulating the need gaps in current categories. During our workshops conducted to understand specific gaps from this segment, we found that super shoppers went a step further by borrowing ideas from other categories to provide possible solutions to address these gaps. We identified more than a hundred such ideas and grouped them under the following four themes.



CONVENIENCE: Super shoppers are upwardly mobile and are always on the lookout for products that offer convenience.

- To illustrate this, our respondents took an example of body lotions where they said excess lotion gets wasted as it is difficult to put it back into the bottle once dispensed. The solution they suggested was to create pump bottles so that excess cream does not come out of the bottle or packaging which allows the consumer to put back unused cream.



MULTI-UTILITY: Super shoppers expect more from a product and always on the lookout for products which are multipurpose or have multiple benefits.

- The example chosen by the super shopper here came from the deodorants category. A single bottle of deodorant, they said, generally lasts 20 to 30 days forcing the buyer to use the same fragrance for an extended period. The solution presented was an innovation allowing the user to have multiple fragrances within the same bottle, perhaps with compartments.



QUICK RESULTS: Super shoppers are time-starved and voice their preference for faster results.

- To illustrate this, our respondents took the example of moisturizers where they said too much time and effort was required during application. The solution they came up with was a non-sticky spray which is easy to apply and is fast-absorbing.



EXCLUSIVITY: Super shoppers like being treated as 'special' consumers. They appreciate 'exclusivity' and are perhaps willing to pay more for it.

- The example chosen to highlight this was loyalty programmes offered by various companies. Super shoppers say in the era of personalization, such programmes are yet to understand their needs and accordingly customize their offering. The solution suggested was that card owners should be able to choose the benefits or rewards that they would like to avail of instead of the card companies.

'BY INVITATION ONLY' PRODUCT LAUNCHES IS ONE WAY TO SPARK INTEREST AMONG SUPER CONSUMERS WHO BY NATURE, DESIRE EXCLUSIVITY.

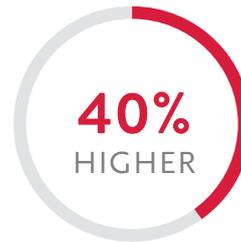
INFLUENCING THE SUPER SHOPPER

From our surveys, we found that during new product launches, the trial rate among super shoppers is in fact 20% higher when compared to regular shoppers. Moreover, impulse shopping is 40% higher among super shoppers, clearly indicating that there's a greater opportunity to influence them in-store.

TRIAL RATE
AMONG SUPER
SHOPPERS



IMPULSE SHOPPING
AMONG SUPER
SHOPPERS



In sum, super shoppers can be used as litmus tests to gauge the reception that products and brands will receive in the market place. They also function as unofficial spokespersons, articulating consumer needs and trends. In the competitive space of brand and visibility, super shoppers undoubtedly offer a clear advantage.

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ABOUT NIELSEN

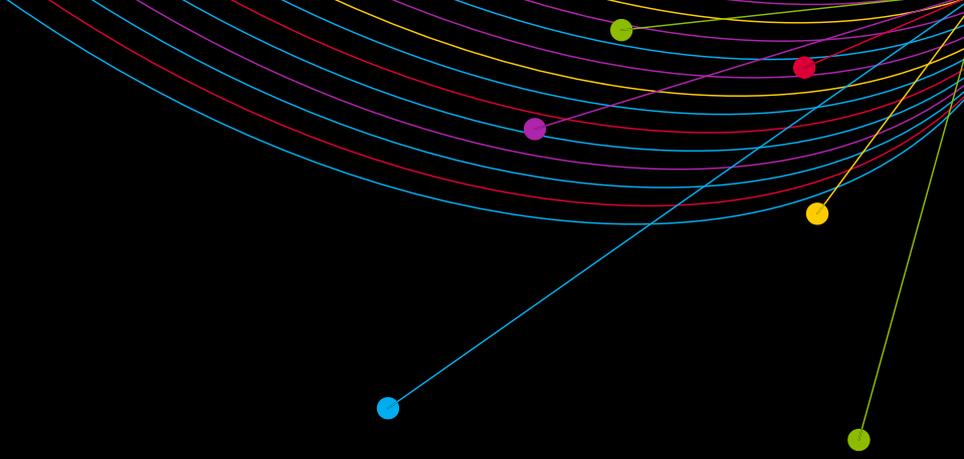
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