

SPRING SHOPPER TRENDS

63% of shoppers claim they **would like** to see fewer offers in-store and instead have **every day low prices**

59% of shoppers are interested in recipe ideas

Provide food information in an engaging way to meet the needs of shoppers

32% of shoppers claim they **visit certain shops to save money** - up from 28% in February

1 in 3 shoppers follow a diet

Health remains high on shoppers' list of priorities, especially in the build-up to summer and the introduction of new "summer body" goals

1 in 10 now follow a plant-based diet

Initiatives such as "Meat Free Mondays" and "Veganuary" have encouraged shoppers to opt for plant-based diets. It might be an idea for retailers to try improving their range while having vegetarian items in one place



The Delta Group

www.thedeltagroup.co.uk

Data sourced from
IGD ShopperVista
shoppervista.igd.com