Unlocking growth opportunities with Shopper Insight

2022: Nestle re-structured to place more focus on local Shopper Expertise

Market (UK)

Category Insight Partners

2022

Regional (EUR)

Brand

Consumer

NPD

Market (UK)

Shopper Excellence

Channel Specialists

Nestlé

CMIA

With the ambition to drive Shopper Knowledge for Competitive Advantage

Shopper Insight Mission: To **unlock growth opportunities** at market, channel and customer levels **by deeply understanding shopper needs and lifestyles** to predict future behaviour, making **Shopper insights** a **source of competitive advantage for Nestle**

Strategic Shopper Lens

Elevate the Organisation

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How have we done this?

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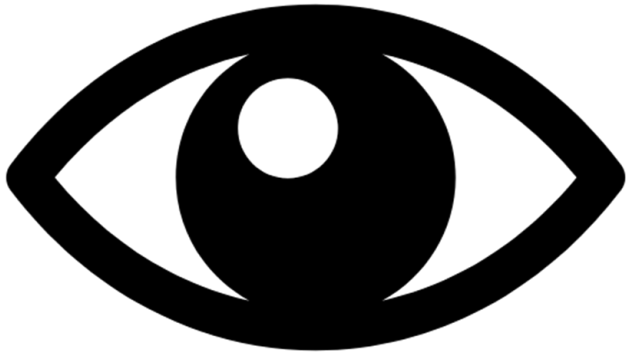
By driving Shopper Insight into Category decisions and propelling Shopper Capability

Translating Macro-trends into Shopper Behaviour and Category Opportunities



Understanding & Embedding how Shoppers Shop to refine Execution

Getting the business Closer to Shoppers

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Translating Macro-trends into Shopper Behaviour and Category Opportunities

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Turning Shopper Trends into Category Opportunities

Identifying **new trends**

What this means for Nestle and single Company cascade

Category Deep Dive

Category **Ideas & Action Workshops**

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Using Facilitation Skills to drive Action

"Just wanted to say thank you for setting up the sessions today! ***I liked the way we went to a workshop there****, that's a* ***good format to get into the action****"*

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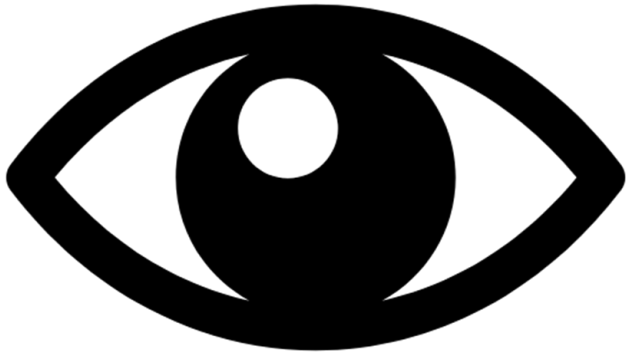
Translating Macro-trends into Shopper Behaviour and Category Opportunities



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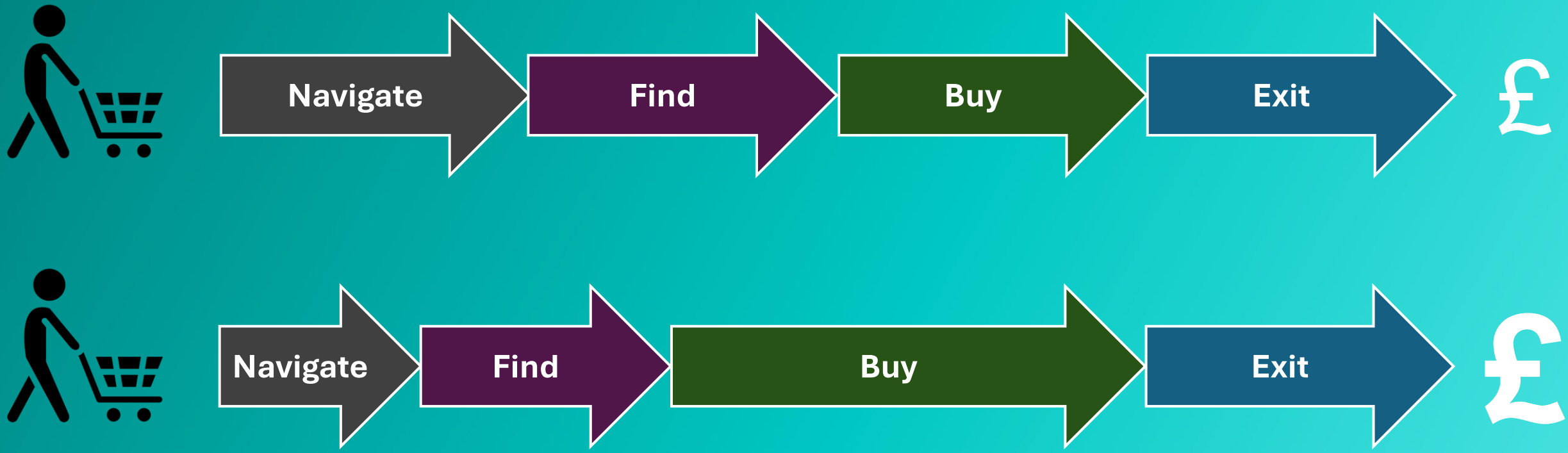
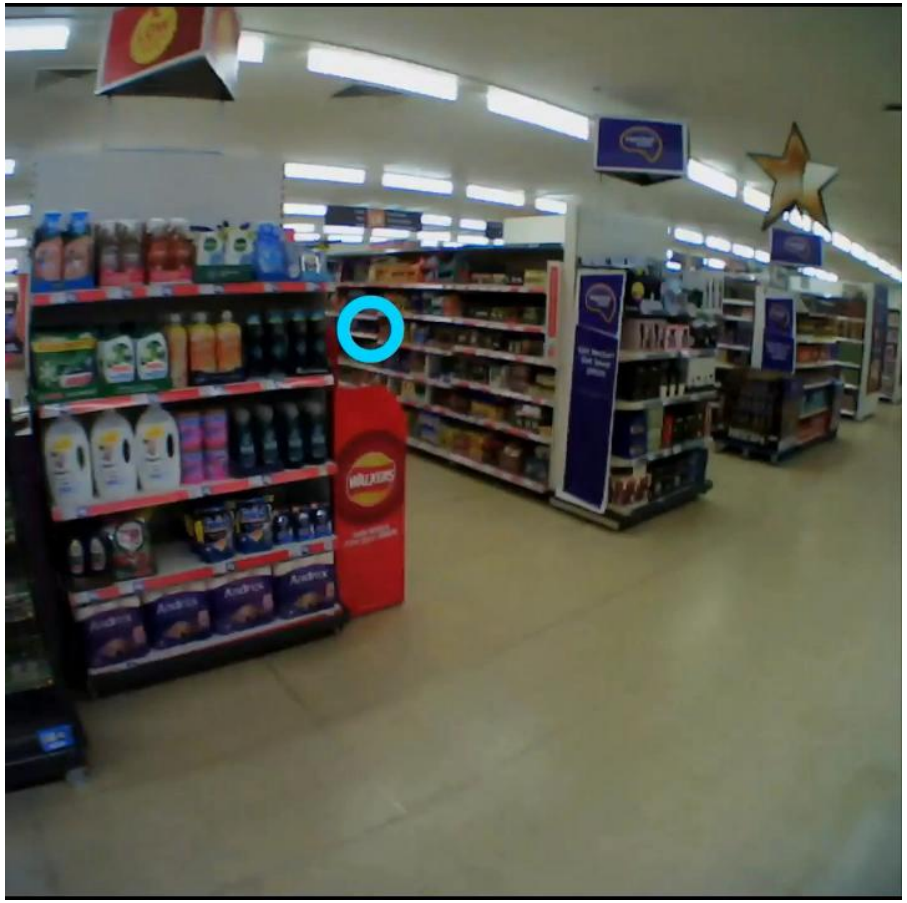
Ease of shop is key to unlocking basket spend



Allocated time spend

But steering and influencing Shoppers isn't easy



15% unprompted recall for Coffee advertising in store

We need to understand the Shopper's mind

Easy

COLOUR

SHAPES

NUM83R5

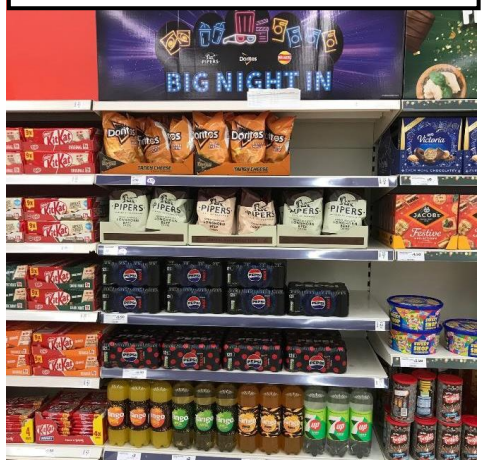
Words

Complex

A moving image draws more attention

Need

Occasion



Benefit

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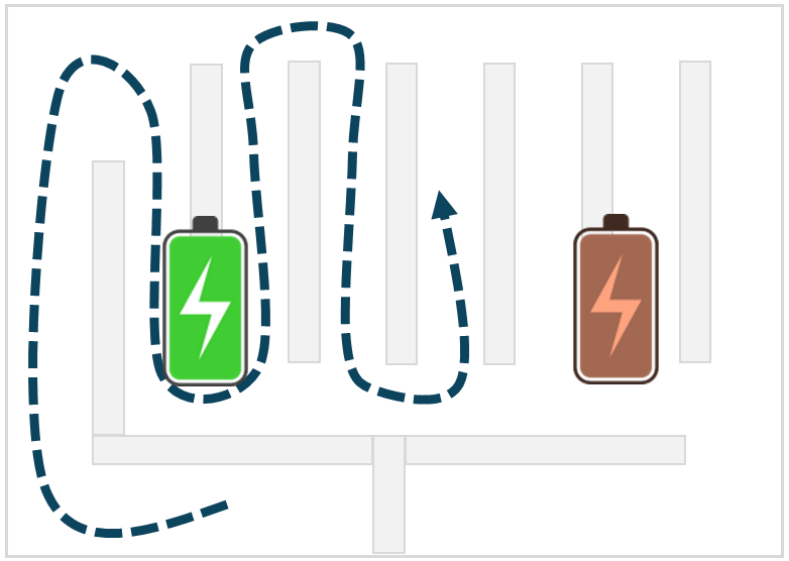
And how Shopper's shop the Category



Shoppers use **flagship brands** to navigate categories

Planned

Tea

Instant Coffee

It's more of a 'functional' item – I just stick to buying what I know

Coffee Sachets
(i.e. Latte, Cappuccino)

Confectionery

...for less than £2 you are more willing to give something a go

Impulsive

Leading to Execution changes

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Closeness Playbook to open up access to Shoppers

Shopper Self-Recorded Videos

Shopper Observations

Shopper Intercepts

Shopper Interviews

Accompanied Shops

Shopper Challenges

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Getting our Senior Leaders out with Shoppers

People talk and are stimulated in front of fixtures in a way we can't imagine. *That is where the moment of truth is, that's where they are making decisions.* ***You need to get out with them, follow them round the store and listen to what they are saying***

BEO Confectionery, Nestle UK

Putting our Teams in the Shoppers Shoes

Lower Income pre-family couple Meal for Tonight Challenge

- ✓ **£6**
- ✓ From a **Single Store**
- ✓ **Main Meal, Side, Drink** and **Dessert**
- ✓ **Convenience** Focused
- ✓ **Under 500 Cals** for Main Meal

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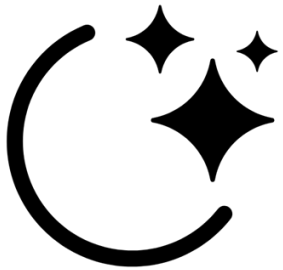
What else.....

The Omni-channel Shopper Journey

Future Fixture



AI and Predictive Behaviour