



# ASIA'S SHOPPING SAFARI

nielsen  
.....

THE HUNT IS ON

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# TODAY'S PRESENTER



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# TODAY: MORE SHOPPERS OUT THERE



# TOMORROW: EVEN MORE OPTIONS EVERYWHERE



BRANDS, PRODUCTS AND CATEGORIES



IN-STORE INFLUENCES AND INNOVATIONS



CHANNELS

The background is a dark blue field filled with a repeating pattern of various shopping-related icons. These include stylized storefronts, blue human silhouettes, green bottles and cans, yellow shopping carts, and laptops displaying a shopping cart icon. The icons are scattered across the entire frame, creating a dense, thematic texture.

# HOW DO YOU NAVIGATE ASIA'S SHOPPING SAFARI?



# EVOLVE OR DISSOLVE

*From*



I know all  
customer segments  
for my brand



*To*



I know all  
**key** shopper segments  
for my brand



They are walking  
into my store



Their baskets can tell me  
**why** they stepped in,  
**what's** in demand and  
**how** they shop in-store



Safe strategies:  
• Price  
• Promotion



**Smart** strategies:  
• Smart pricing  
• Innovation  
• Impulse

# SHOPPER



who's who

# STORE



why before buy

# STRATEGY



non-price plays

SHOPPER



who's who



# THE STORE: A JUNGLE OUT THERE

With diverse shoppers across developing and developed Asia, can you satisfy all?

## FRESH AND FREQUENT



**57%**

*I like to shop everyday to provide fresh and healthy food for my family*

## EVOLVED HEALTHY



**16%**

*I know the benefits of good products and will spend to get them*

## SMART PRAGMATIST



**6%**

*I know how to get maximum value out of a shopping trip*

## FRUGAL BUDGETERS



**9%**

*I buy only what I want, and can accommodate within my budget*

## QUALITY SPENDERS



**9%**

*I pick up the best of everything, price is no issue*

## PRICE AND PROMO OBSESSED



**3%**

*There is always a cheaper alternative or a better deal*

# FRESH AND FREQUENT

VISITS

2.2



STORES IN THE PAST MONTH

Price aware



Open to switching brands for good deals



Visits:

- Traditional grocery
- Minimarts
- Supermarkets

*"I like to shop every day to provide fresh and healthy food for my family."*



FEMALE  
25 – 49



# EVOLVED HEALTHY

VISITS

2.1



STORES IN THE PAST MONTH

No budget constraints



Cares for quality and eco-friendly products



Prefers healthier options



Visits:

- Traditional grocery
- Minimarts
- Supermarkets

*"I know the **benefits** of good products and will spend to get them!"*

YOUNGER AGE GROUPS  
(18–34)





# SMART PRAGMATIST

VISITS  
**2.4**  
STORES IN THE PAST MONTH



Ready to browse



Promotion conscious



Visits

- Traditional grocery
- Supermarkets
- Minimarts



*"I know how to get  
**maximum value** out  
of a shopping trip!"*



MAINLY FEMALES,  
NO SKEWS  
FOR AGE



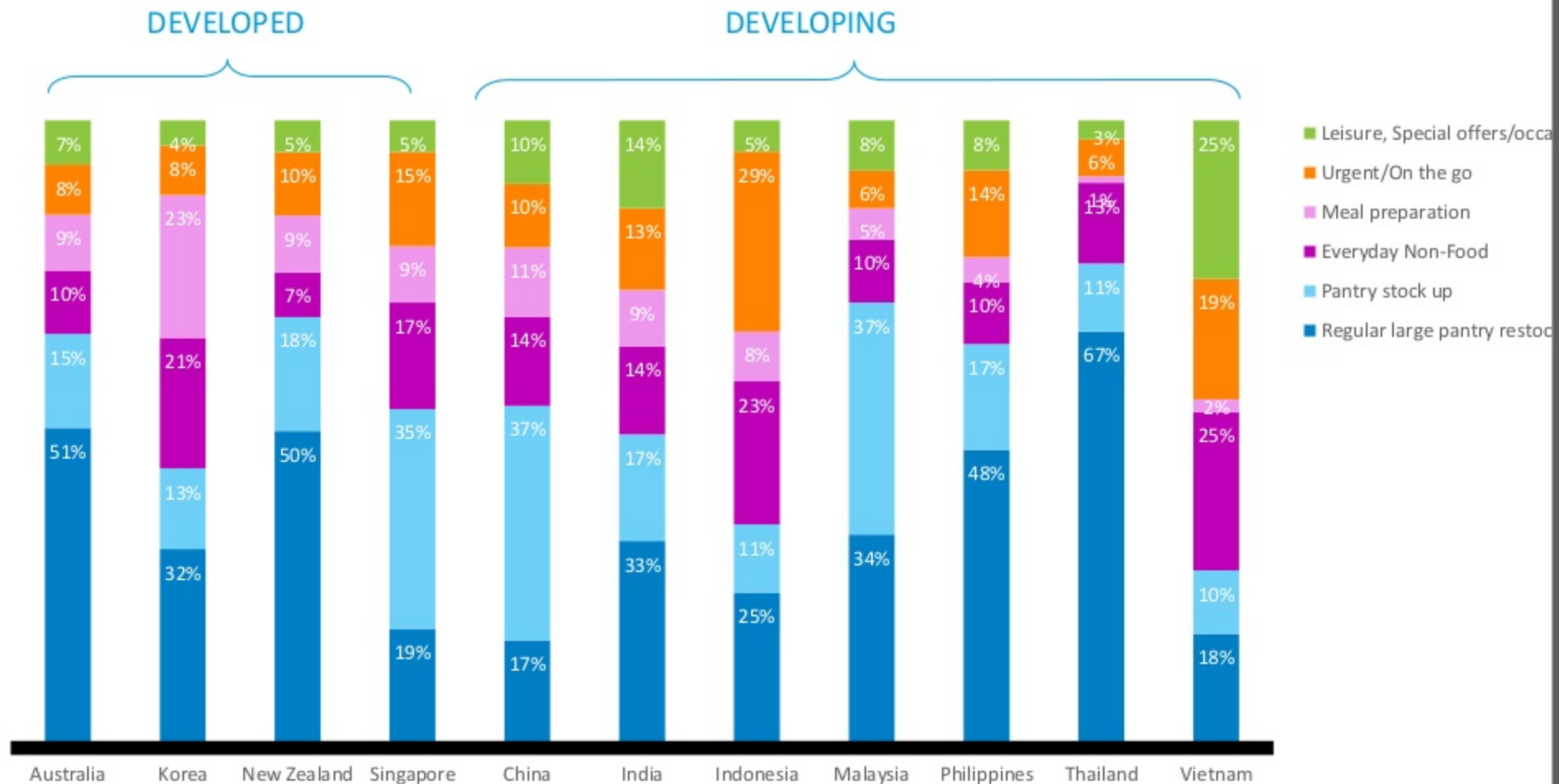
STORE



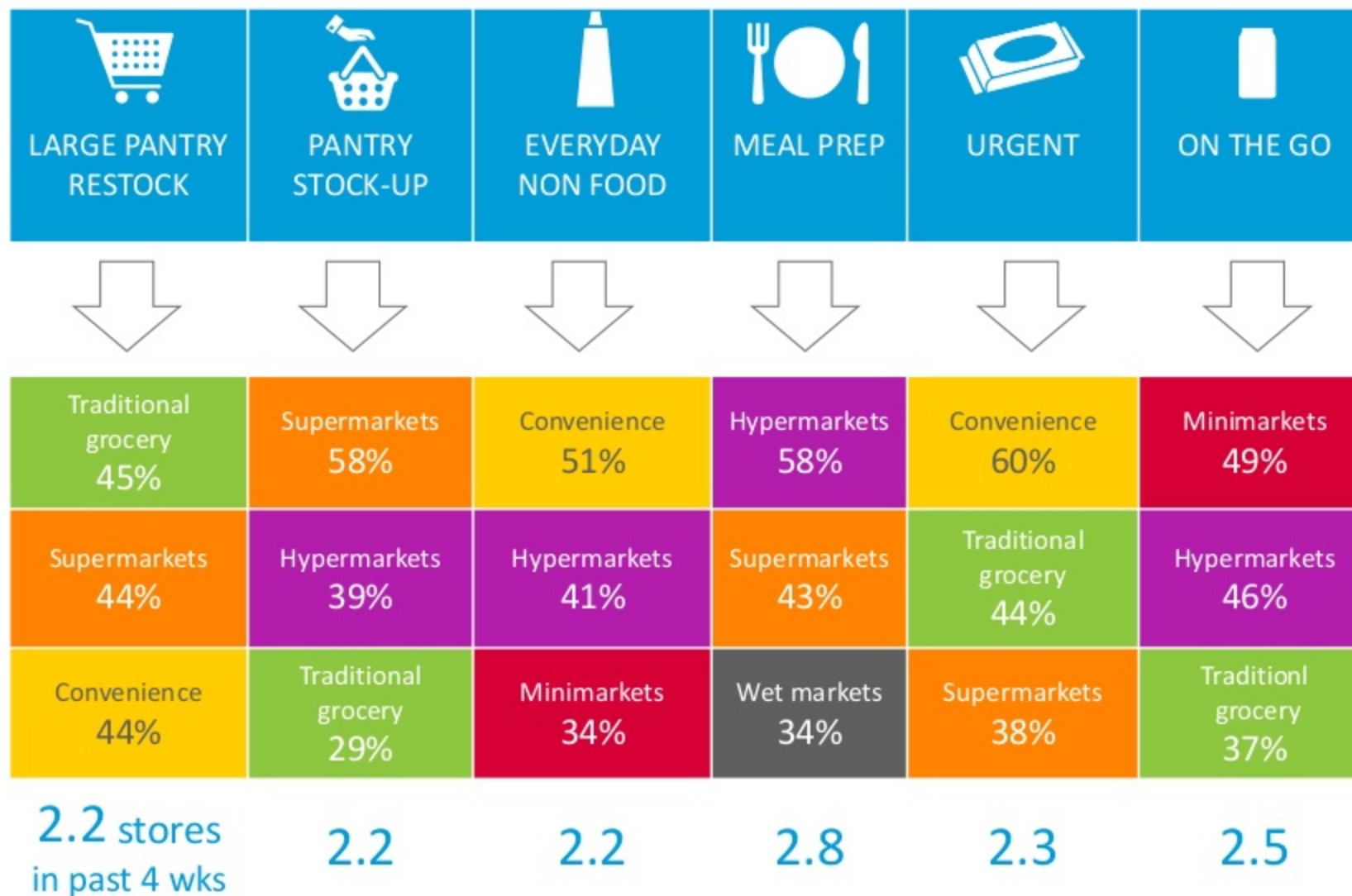
why before buy



# ASIA ON A MISSION: TO SHOP, STOCK OR SNACK



# MISSIONS DRIVE STORE CHOICE



# STORES ARE CATCHING ON SHOPPER TRENDS

We've seen store formats evolving to meet shopping missions

## SMART LAYOUT



## SMART FORMAT



GOODBYE CATEGORIES, HELLO MISSIONS

# ENABLE THE MISSIONS TO DRIVE IN-STORE TACTICS

## SHOPPING MISSIONS



## ENABLE THE MISSION.....

- Satisfy predictable needs for frequently used HH items
- Practical, quality and control

- Satisfy daily needs
- Fresh, savvy and practical

- Satisfy immediate needs and shortages
- Spontaneity, Convenience and access

## LET'S TALK ABOUT MEN

Male shoppers are less sensitive to promotions and prefer brands they trust



ON-THE-GO  
SHOPPERS  
(1.6Xs more  
than females)



MARRYING  
LATER



MORE  
DIVORCES



# HE'S MORE INVOLVED NOW



At least 1 in 4 shoppers  
are male

Growing 2Xs in last 4 years

“Men-only”  
products growing  
**50%** faster  
than “total  
personal care”



Use 7 different  
personal care products  
every 2 months

# STRATEGY



non-price plays