

Supermarket Insights  
Woolworths Shopper Behaviour

**TORCHMEDIA**<sup>TM</sup>

**Grocery**



# Key Audience Statistics

- **67.5%** of all Main Grocery Buyers shop at Woolworths Supermarkets
- Average frequency of 2.5 visits supermarket visits per week\*
- A total of **13.7 million** transactions are made every month in Woolworths, with an average spend of \$36.27\*\*
- Over **60%** of Woolworths shoppers live in metro areas and are female\*
- Woolworths supermarkets have 77.8% market penetration\*\*

\*Source: Roy Morgan Supermarket Monitor

\*\* Source: Woolworths Transaction Data



# Customer decision making

## Store Loyalty

- In Australia **76%** of people shop 'All' or 'Most of the time' at the same supermarket\*

## Use of Shopping Lists

- In Australia, **20%** of grocery shoppers do not use a shopping list, but of those that do, **88%** deviate from this list when making purchases\*

## In-store Decision Making

- **73%** of brand purchase decisions are made when shoppers are in the store\*\*
- **96%** of consumers buy purchases that were not intended\*\*
- The average shopper spends at least **12%** more than intended on trips to the supermarket\*

\*Source: POPAI

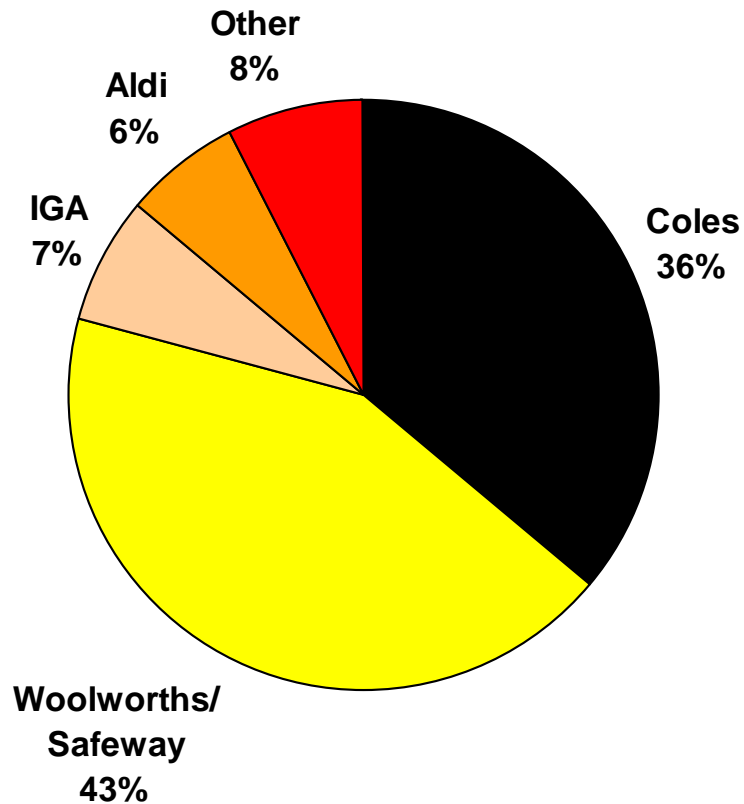
\*Source: AC Nielsen Asia Pacific Shopper Trends 2003 – Australian component only

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# Supermarket preference for frequent shoppers

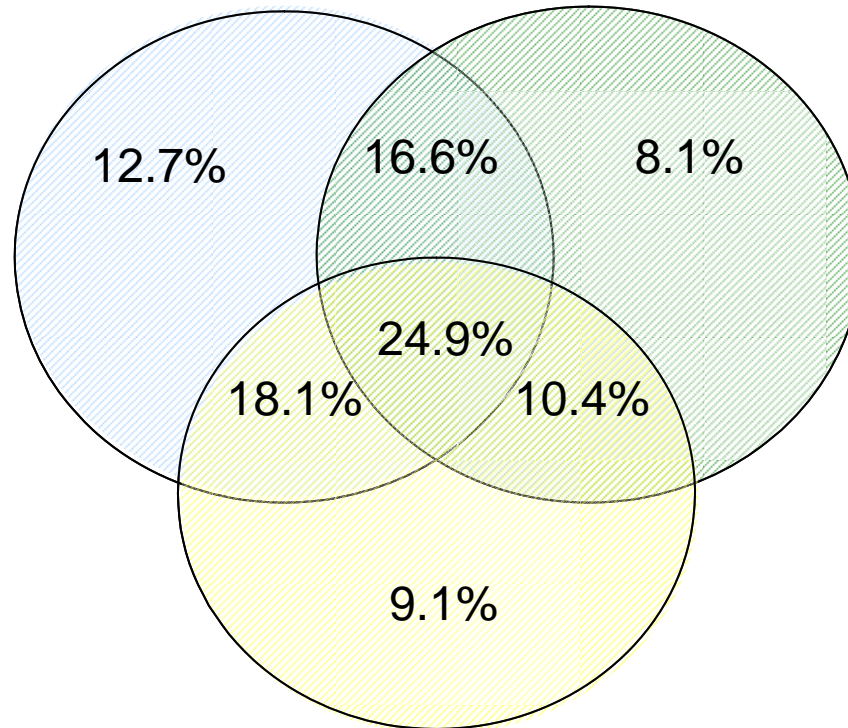
Supermarket choice for main shop for shoppers that shop at least once a week



# Store Loyalty

Grocery shoppers use more than 1 store to do their supermarket shopping.

**Woolworths**  
Penetration 77.8%



**Coles**  
Penetration 67.4%

**Other Supermarkets (incl. Bi-Lo)**  
Penetration 59.3%

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# Reasons for shopping at a particular store

**Convenience of location and habit are the biggest drivers of store choice**

**Total Reasons for Shopping at Woolworths on Day of Intercept**  
(% Respondents)





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