



Supplying UK Retailers
What is important & How to get noticed

Introduction - Joanna Walker



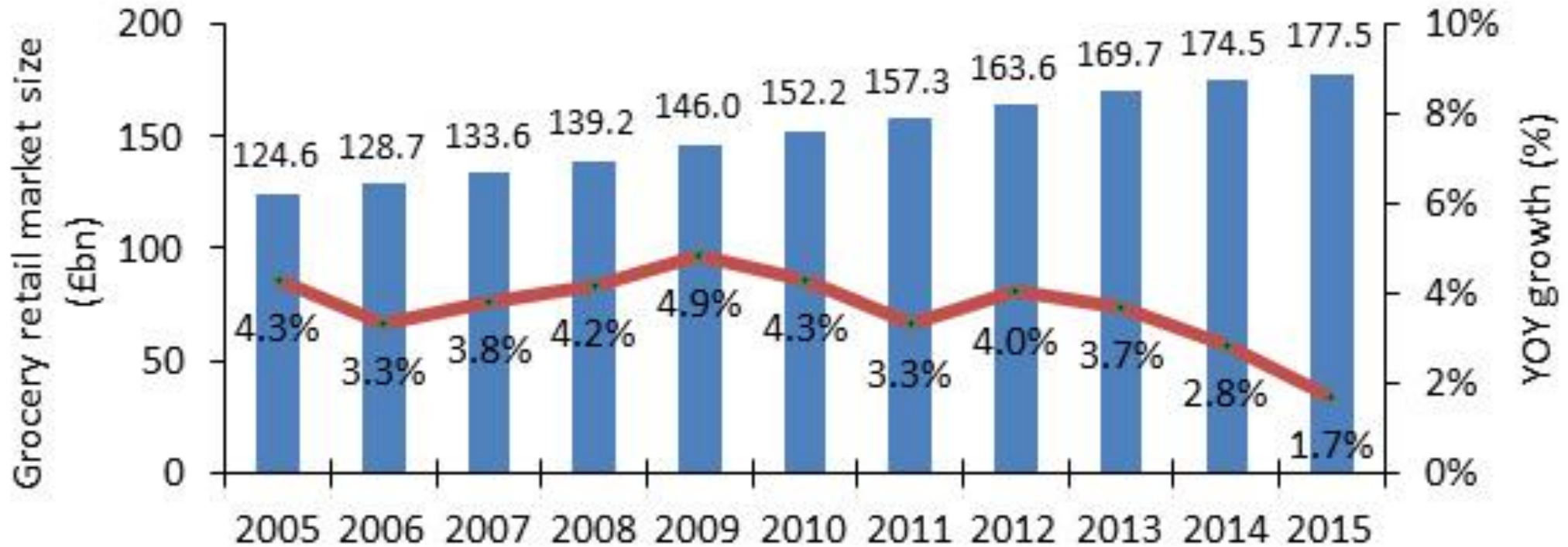
Agenda for today

- The UK Grocery market
- What is important to UK Retailers
- Getting noticed!
- What is the Buyer thinking?
- Tips for Success



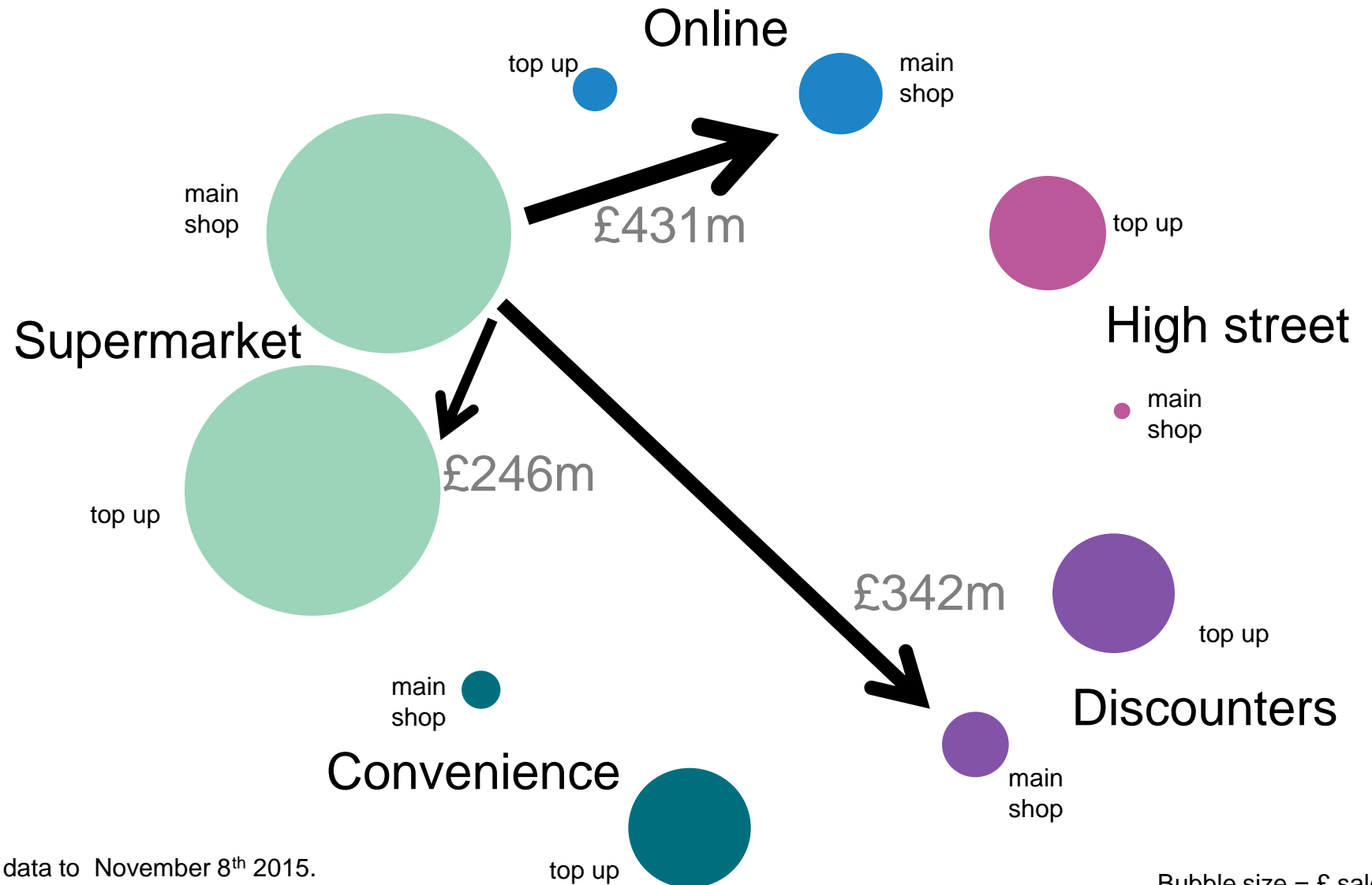
THE UK GROCERY MARKET

Growth has slowed driven by falling prices



Source: IGD UK Grocery: Market and channel forecasts 2015-2020 data to March 2015.

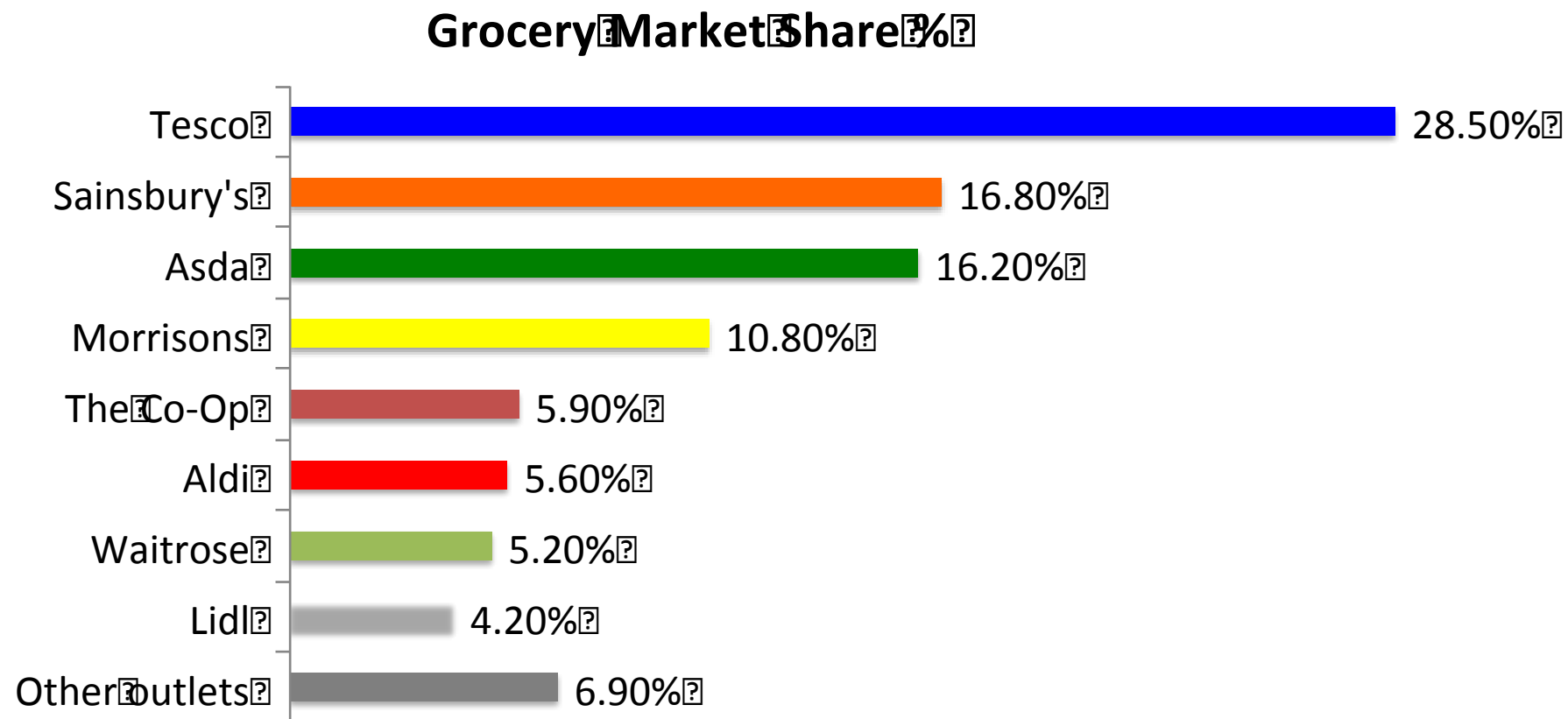
Shopper habits are changing



Source: Kantar Worldpanel, Total Grocery, 12 w/e data to November 8th 2015.

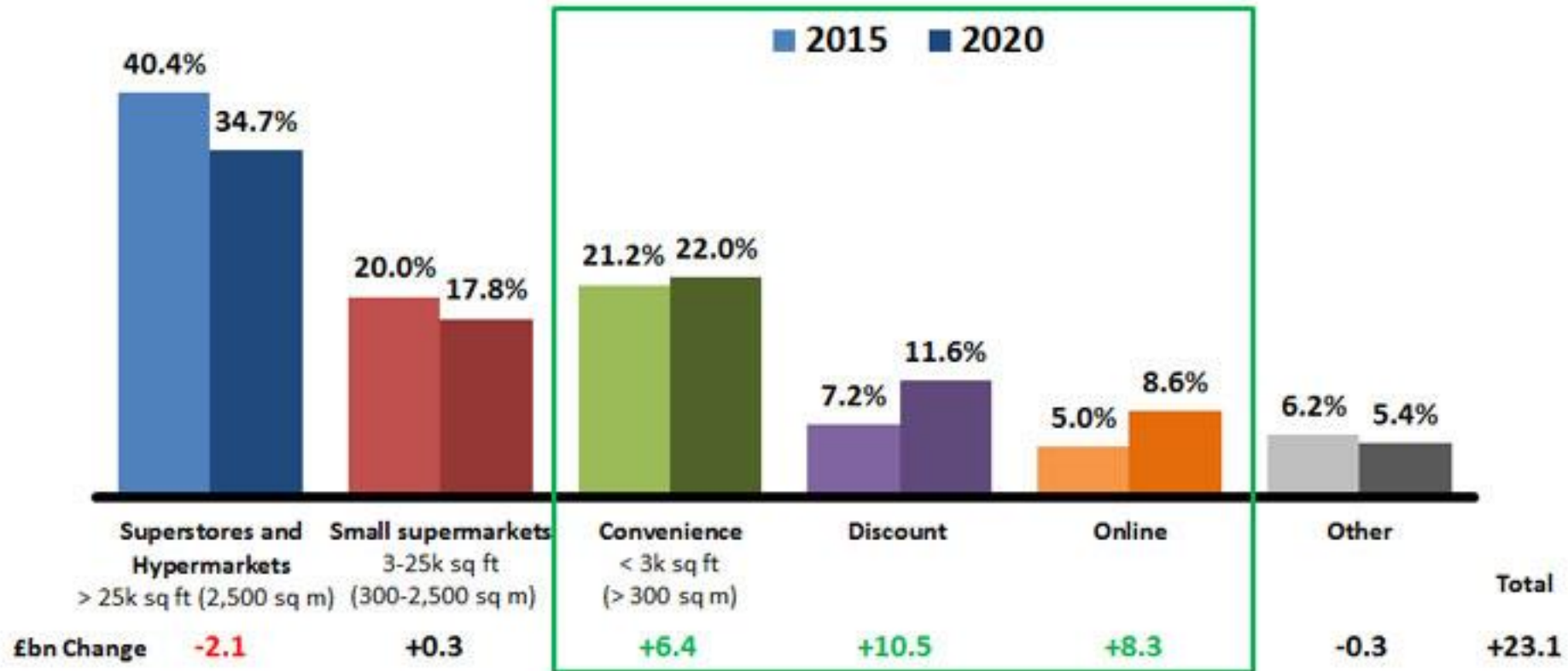
Bubble size = £ sales

Mixed performance across the Multiple retailers

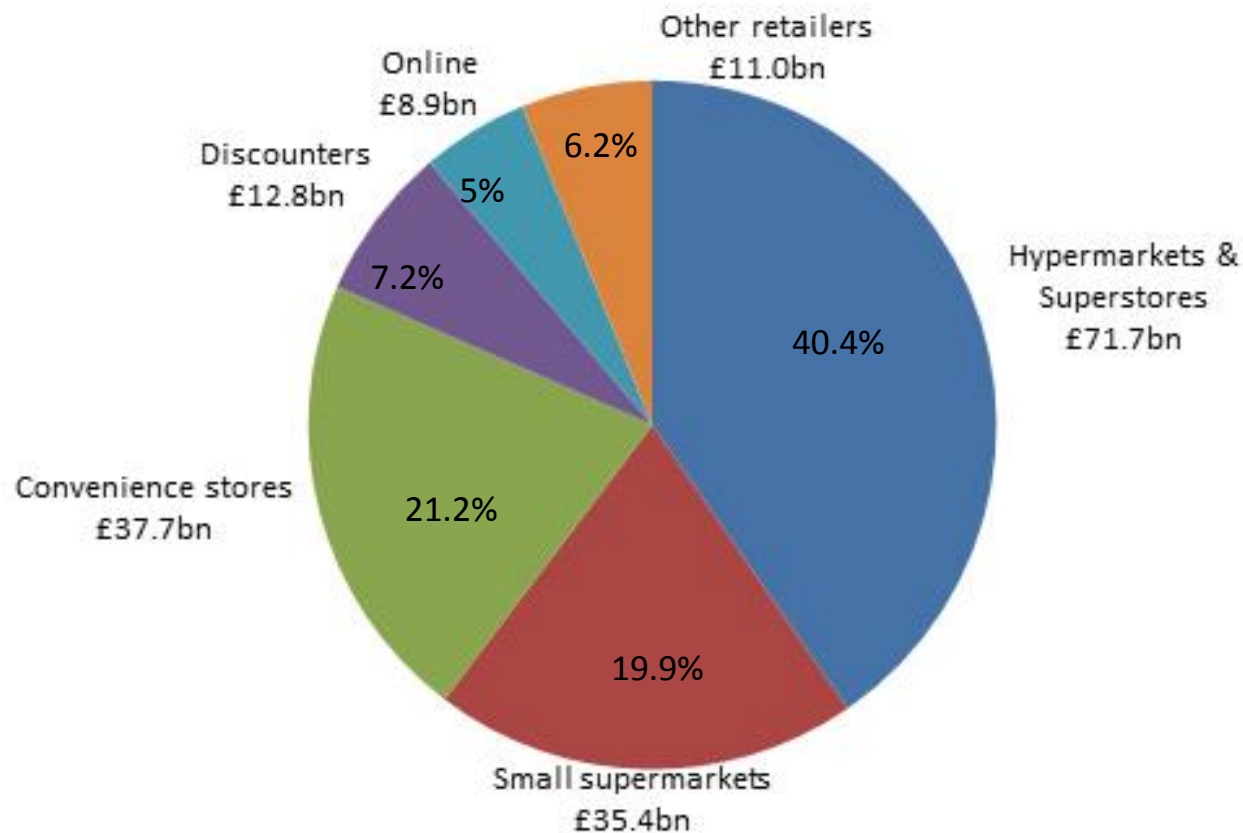


Source: Kantar 12 week ending 31.01.16

Convenience, Discounters and Online are set to become a bigger part of the market over the coming years



However supermarkets still represent 60% of the market



Source: IGD UK Grocery: Market and channel forecasts 2015-2020. Data to 31st March 2015.

Selecting the appropriate Retailer is key

Waitrose



The **co-operative** food

MARKS &
SPENCER



TESCO

ASDA

Budgens

Nisa

BOOTH'S
FOOD, WINE AND GROCERY



Sainsbury's

Londis

Bord Bia
Irish Food Board

PurpleBasil
Food marketing consultancy

What is important to UK Retailers?

- Customer focus
- Points of difference
- Provenance, Sourcing Standards, Sustainability
- Ethical and Technical accreditation
- Consistency
- Availability & Supplier Service



GETTING NOTICED

Creating a point of difference

Create a **new product category**

➔ Nobó



Creating a point of difference

Innovating in an existing category

→ Eat 17 Bacon Jam



Creating a point of difference

Improving Quality
of an existing
category

→ Pip & Nut

high
protein
↑
ALL-NATURAL
NUT
BUTTER



absolutely no
palm oil



Creating a point of difference

- **Creating Value** in an existing category

Over half of all grocery sales are Private label products



Before approaching a Retailer

- Understand your Customer and the Market
- Develop a clearly defined Unique Selling Point
- Price positioning
- Route to market
- Taste

What is the Buyer thinking?

- Financial Targets – Sales, Profit, Market Share, Availability, Waste
- The Customer Offer
- Space - What comes out...?
- Incrementality
- Supplier Service

My tips for Success

- Collaborative relationships are key to long term success
- Communicate clearly
- Ask the right questions
- Focus on doing the right thing for the Customer
- Be proactive

In Summary

- UK Grocery Market is forecasted to grow by 13% over the next 4 years
- Competitive market seeing price deflation, driven by Discounters
- Shopping habits are changing and driving growth in Online & Convenience but Supermarkets are still key
- Important to select the right Retail partner
- Success will be achieved by offer something unique, that meets the changing customer needs and by engaging in the right way with the retailer.



Thank you

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