

Attract and win over SA's shoppers

Issued by [Trade Intelligence](#)

20 Oct 2022

After being battered by a pandemic, 2022 has hit shoppers with new challenges, most notably skyrocketing food prices and travel costs, as well as interest rate increases affecting debt repayments. This means that even when it comes to groceries, shoppers are having to think twice, dig deep and choose carefully before committing their declining disposable income to a retailer and brand.



FMCG Shopper Marketing Report – 2022 edition

Did you know that **value is the most important shopper need** across South Africa, and it **becomes more important** as you move **up** the income brackets?

Learn more about this and other key insights in Ti's latest report, designed to equip you with tools to effectively attract the ever-demanding and increasingly cash-strapped shopper. The report will unveil how to maximise your advertising spend with retailers, by understanding what shoppers really want and need.

[Click here](#) for more information.



<p>VALUE is the most important shopper need state across South Africa; and it becomes <i>more important</i> as you move <i>up</i> the income brackets.</p>	<p>Cheapest price is most important to shoppers in the R20,000 to R29,999 bracket.</p>	<p>Shoppers in households earning R5,000-R9,999 are <i>driving demand</i> for IN-STORE SERVICES</p>
<p>DID YOU KNOW? Only 13% of LSM 8-10 shoppers have a credit card</p>	<p>28% of household shoppers personally receive a SASSA grant. This rises slightly to: 29% of SHOPRITE shoppers; and even 12% of WOOLWORTHS shoppers are grant recipients.</p>	<p>WOOLWORTHS has a high concentration of LSM 10 shoppers shopping in its stores, but SHOPRITE actually <i>attracts more</i> LSM 10 shoppers overall.</p>

FMCG Shopper Marketing Briefing

Hear from experts in shopper and neuromarketing

27 October 2022

8.30-11am

Via Zoom

Join Ti and expert guests for an informative briefing that will provide insights to help you optimise your shopper marketing strategies.

Agenda

- **Highlights from Ti's FMCG Shopper Marketing Report**
Nicola Allen, Senior Analyst at Trade Intelligence
- **Neuromarketing: Latest insights and principles from in-store eye-tracking studies to optimise in-store shopper journeys**
Mark Drummond, Co-Founder of NeuralSense Neuromarketing
- **Don't waste your budget on shoppers: How to avoid the pitfalls of shopper messaging**
Pierre le Grange, Managing Director at Angle Orange

Price: R3,650 pp (ex. VAT)

Seats are limited! Contact Shelley van Heerden to book your spot.

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About Trade Intelligence

Trade Intelligence is South Africa's leading source of consumer goods retail research, insights and training solutions, focusing on the industry's corporate and independent retailers and wholesalers. We are the trusted voice of the sectors in which we operate, aggregating information to amplify knowledge, grow capability, and enable collaboration that drives profitable trading relationships and sustainable sector growth.

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