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UK egg purchasing behaviour and consumer profiling: Insights from Tesco clubcard data

International Egg Commission – Spring Meeting
(April 11th, 2005)

Dr Andrew Fearne
dunnhumby Academy of Consumer Research
Kent Business School, University of Kent

Agenda

- Business context
- Tesco Clubcard
  - dunnhumby
  - The ‘Shop’
- Egg category analysis
- Conclusions

Business Context

Value = benefits – costs – risk

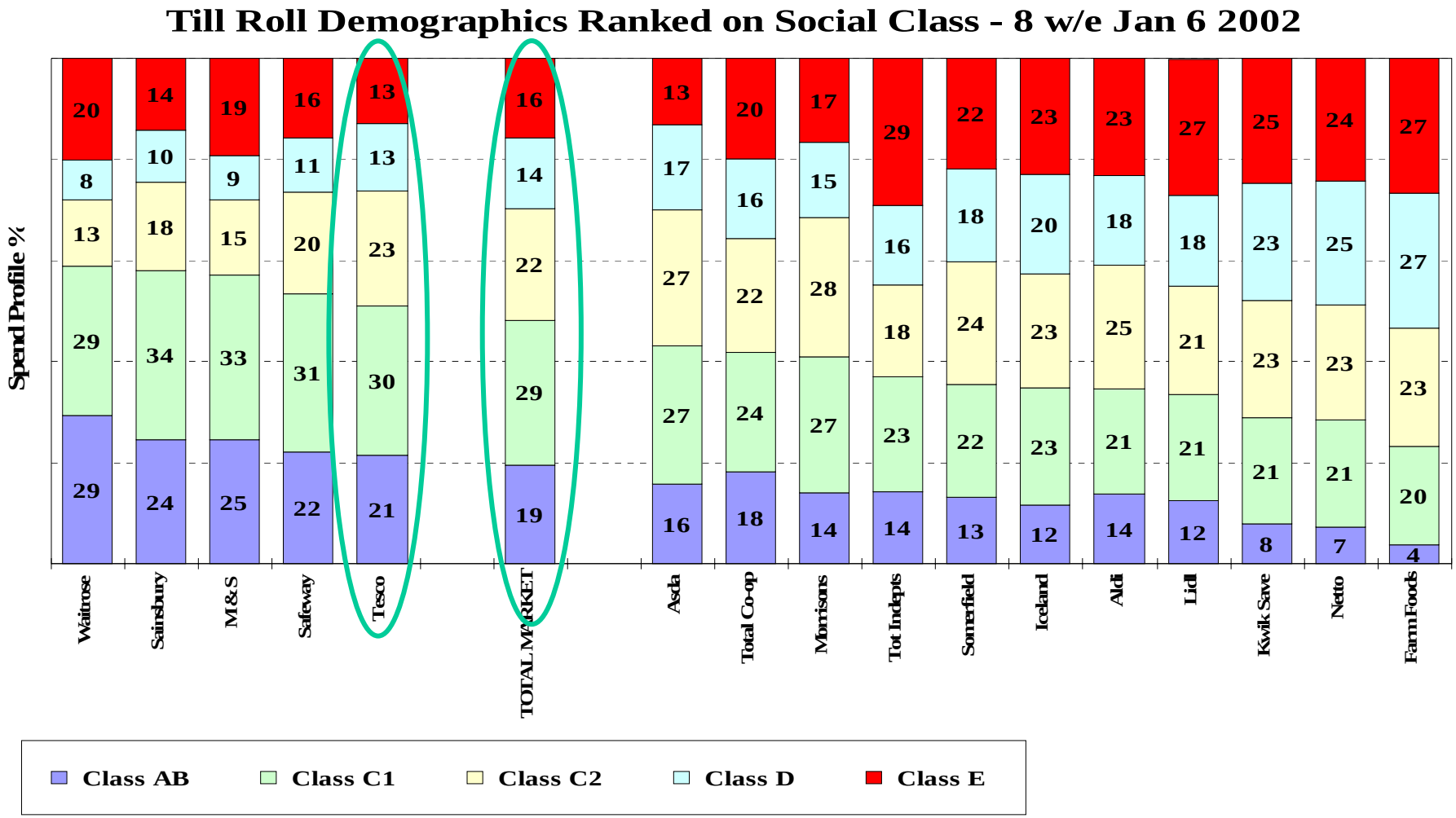
As perceived by consumers	'Solution to my problem'	Financial & Opportunity Costs	Unfulfilled Promises

- Value propositions must address different problems for different consumer segments, communicate the benefits clearly and deliver the promises consistently
- Not evident that this is happening within and across the major commodity sectors (produce, meat, dairy)
  - Little growth, little investment, little innovation
  - Little hope!
- Need much better understanding of **who** buys **what** and **why** in support of **targeted** market segmentation

Tesco Clubcard

- Tesco
  - UK's largest food retailer (28% market share)
  - £1 in every £8 spent each day in the UK is spent in Tesco!
- Clubcard
  - Launched in 1995
  - 15 million users per annum (approx. 40% of UK households)
  - 10 million active users
  - 80% of transactions go through clubcard
  - Clubcard database = 10% (1 million)
  - 2yrs of data, updated weekly
  - Used primarily by (large) branded manufacturers to assist with segmentation, positioning, targetting and promotional strategies
  - Limited use by own-label suppliers (produce, meat, dairy)
    - Launch of dunnumby Academy in April 2005

Tesco's demographic profile is representative of UK supermaket shoppers as a whole



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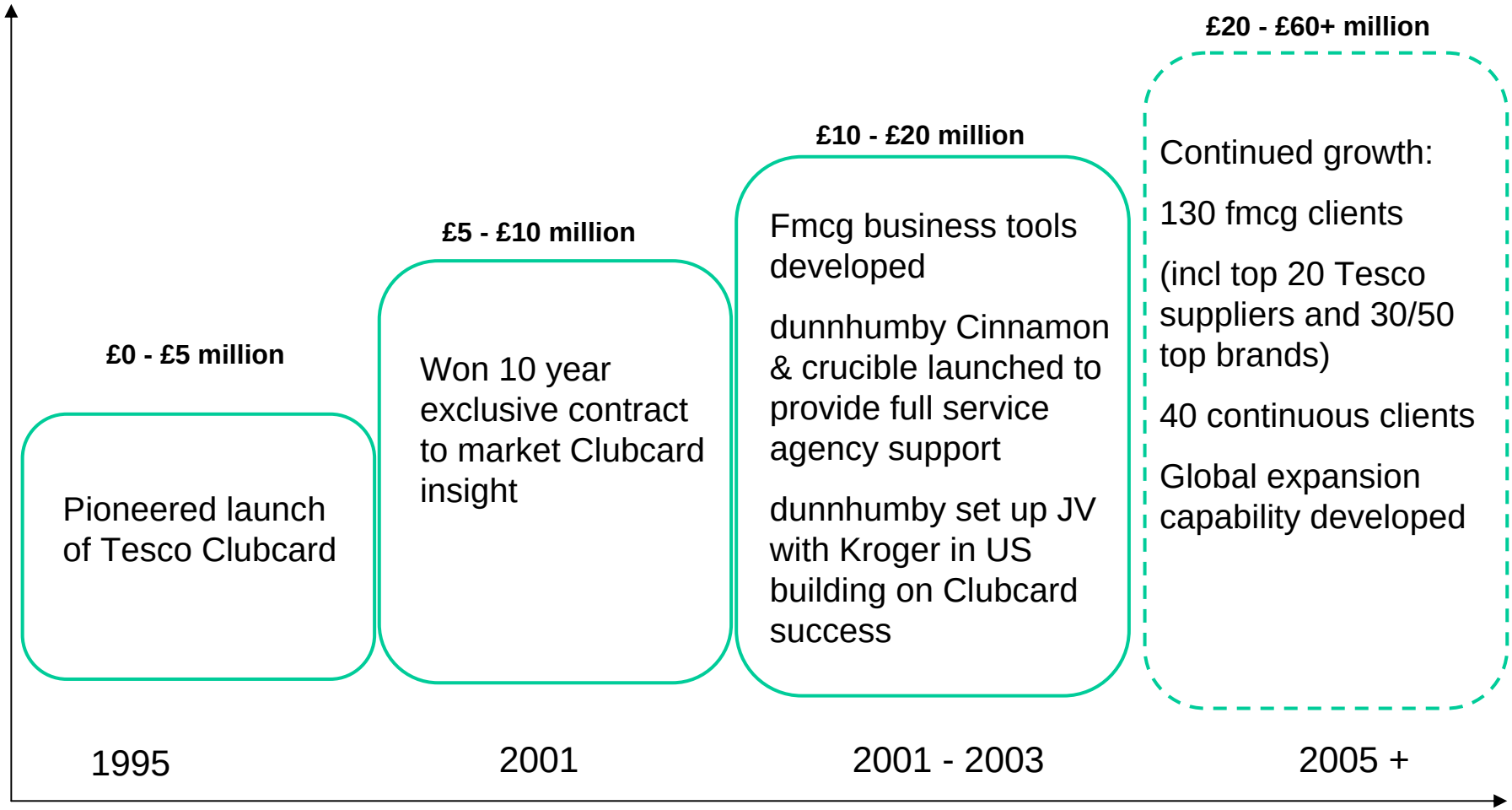


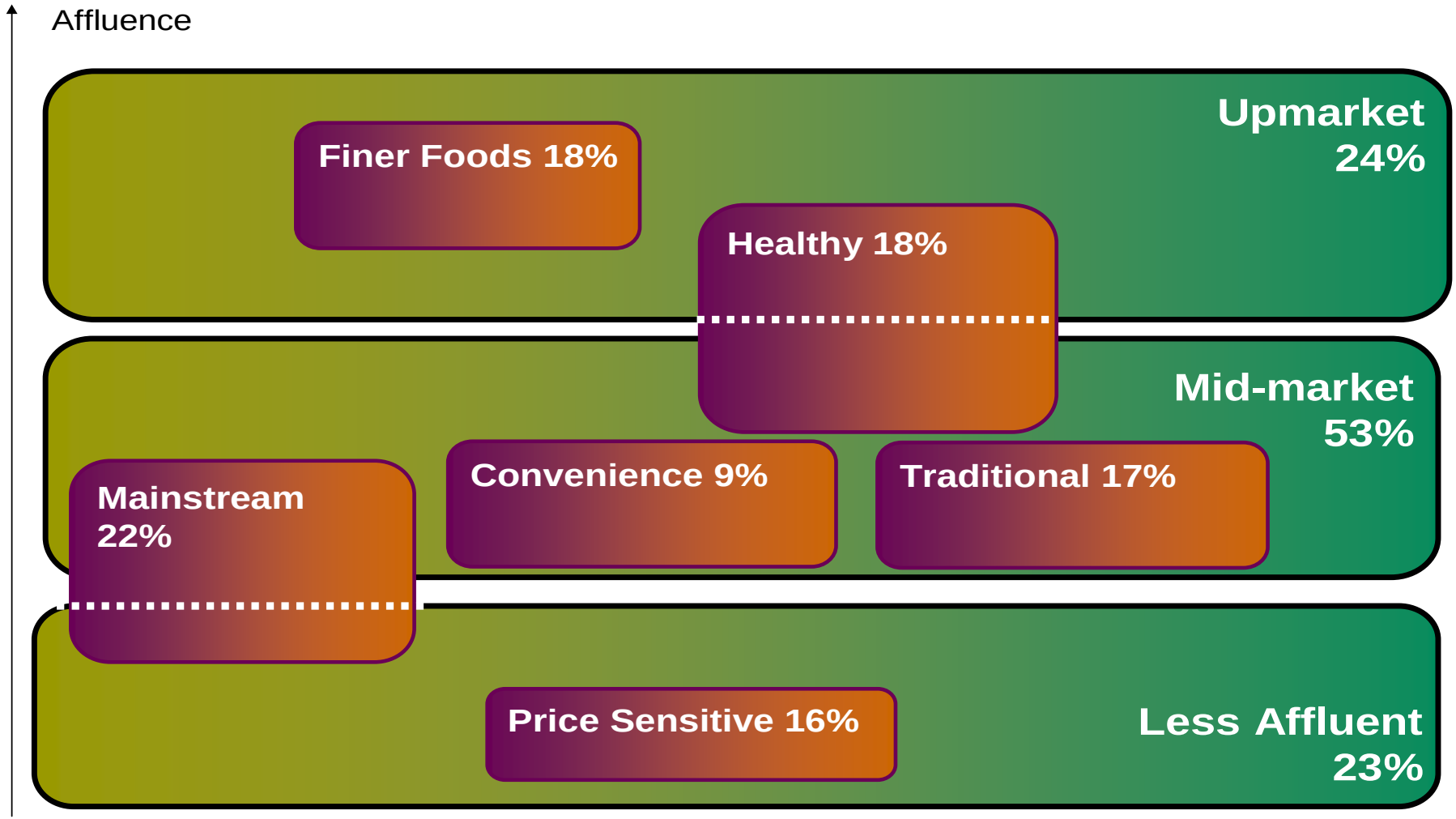
- On-line reporting tool
- Weekly transactional data at category, brand and SKU level
- 13 reporting applications:
  - Customer profiles
  - Key sales measures
  - Cross-purchasing
  - Promotions

Simple 3-Step Process

1. Choose products to run report on
2. Select time periods and report type
3. Report runs & delivered by email

- Five different approaches to segmentation
  - Lifestyle
    - Simple
      - up-market
      - mid-market
      - less-affluent
    - Detailed
      - Finer foods
      - Healthy
      - Mainstream
      - Convenience
      - Traditional
      - Less-affluent

Tesco Lifestyles



- Five different approaches to segmentation
  - Lifestyle
  - Lifestage (older adults, younger families, older families, young adults, pensioners)
  - TV Region
  - Cameo (housing, tenure, movement, social group, qualifications, car ownership, family composition, students, newspaper, internet usage)
  - Shopping habits (premium, standard, potential, lapsing, uncommitted, gone away)

Egg Category Analysis

- Category definition
- Key measures
- Customer profiles
- Purchasing patterns

The Tesco Egg Category

- Free Range (23)
- Barn (12)
- Standard (8)
- Organic (4)
- Value (3)
- Speciality (2

Total = 53 SKUs

Key Measures

Time Period: 13 weeks from 13/12/2004 to 13/3/2005
Selected subgroups: eggs(all),eggs(barn),eggs(free range),eggs(organic),eggs(speciality),eggs(standard),eggs(valu
Selected region(s): All UK

Subgroup	Store Distribution	Units sold	Number of Customers	Customer penetration	Freq. of Purchase	Category Share (value)
eggs(barn)	1,276	2,948,800	1,495,360	11.662%	1.77	8.59%
eggs(free range)	1,568	9,520,670	3,338,120	26.033%	2.52	35.59%
eggs(organic)	971	2,067,540	801,140	6.248%	2.19	10.69%
eggs(speciality)	278	74,360	40,050	0.312%	1.57	0.40%
eggs(standard)	1,155	5,744,460	2,052,770	16.009%	2.59	21.44%
eggs(value)	718	7,521,560	2,386,280	18.610%	2.80	20.59%
Total (Distinct TPN level)	**1,580**	**29,070,960**	**7,368,510**	**57.47%**	**3.49**	**100.00%**

Who Buys Eggs?

Who buys my brand?
Time Period: 8 weeks from 17-Jan-2005 to 13-Mar-2005
Selected region(s): All UK

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Report showing the Lifestage profile - an index against customers shopping in all tesco

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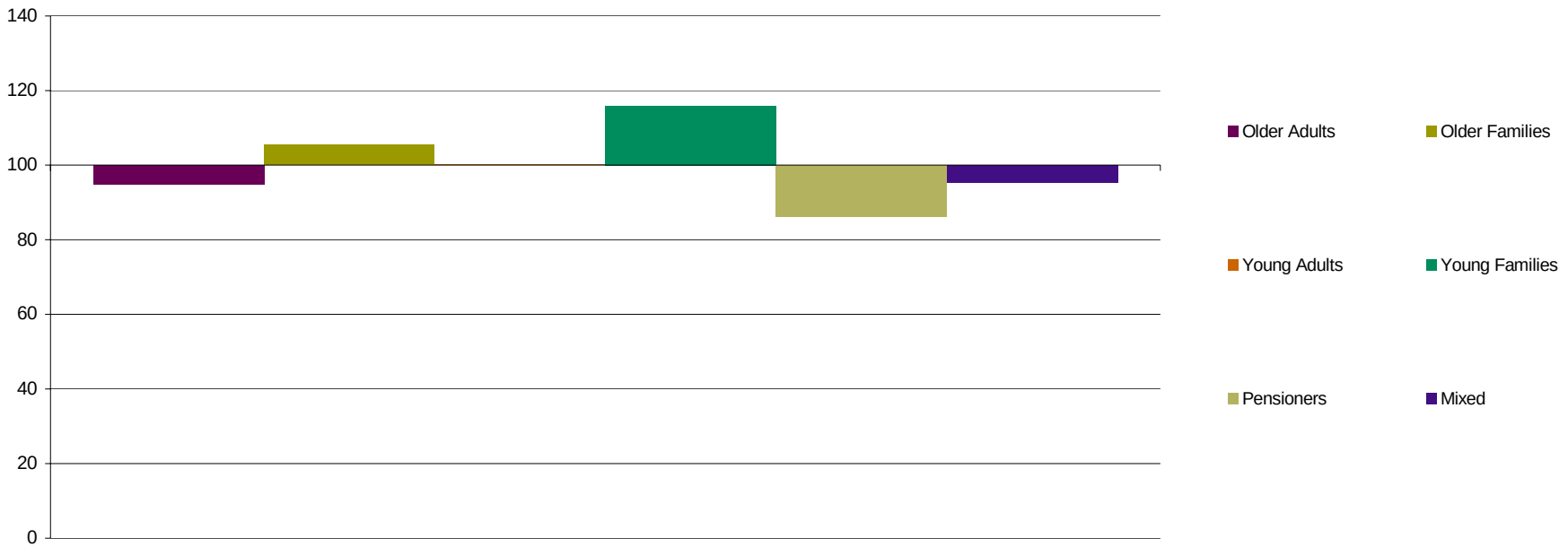
	Older Adults	Older Families	Young Adults	Young Families	Pensioners	Mixed
Eggs(All)	95	106	100	116	86	95

Export chart



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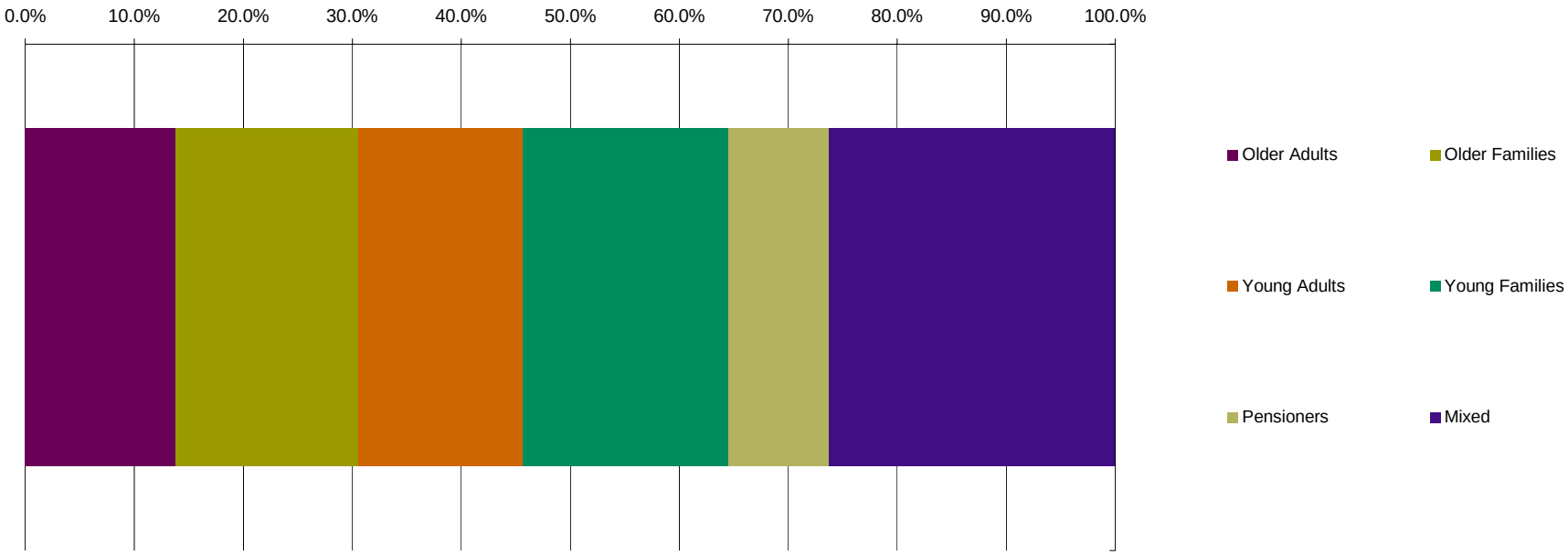
	Older Adults	Older Families	Young Adults	Young Families	Pensioners	Mixed
Eggs(All)	13.8%	16.8%	15.0%	18.9%	9.2%	26.3%
All Tesco	**14.5%**	**16.0%**	**15.0%**	**16.3%**	**10.6%**	**27.6%**

Standard Bar Chart | Stacked Bar Chart | Export chart



Who Buys Eggs?
(Barn, Free Range, Organic)

Who buys my brand?
Time Period: 8 weeks from 17-Jan-2005 to 13-Mar-2005
Selected region(s): All UK

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Report showing the Detailed Lifestyle profile - an index against customers shopping in all tesco

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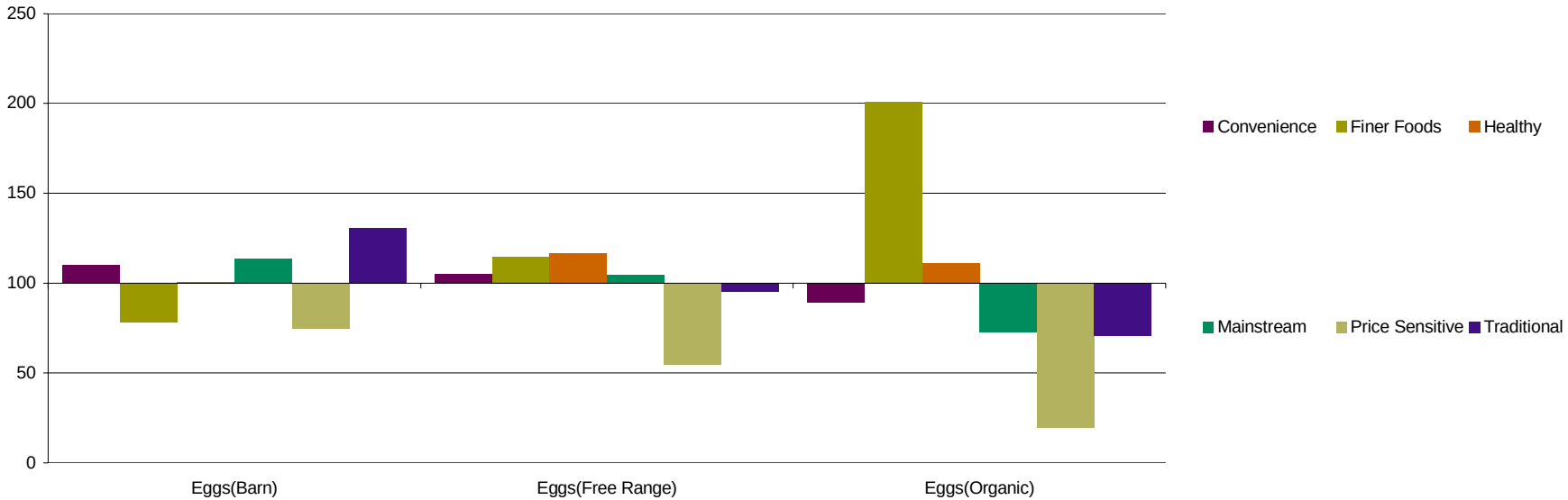
	Convenience	Finer Foods	Healthy	Mainstream	Price Sensitive	Traditional
Eggs(Barn)	110	78	101	113	74	131
Eggs(Free Range)	105	114	117	105	54	95
Eggs(Organic)	89	201	111	73	20	70

Export chart



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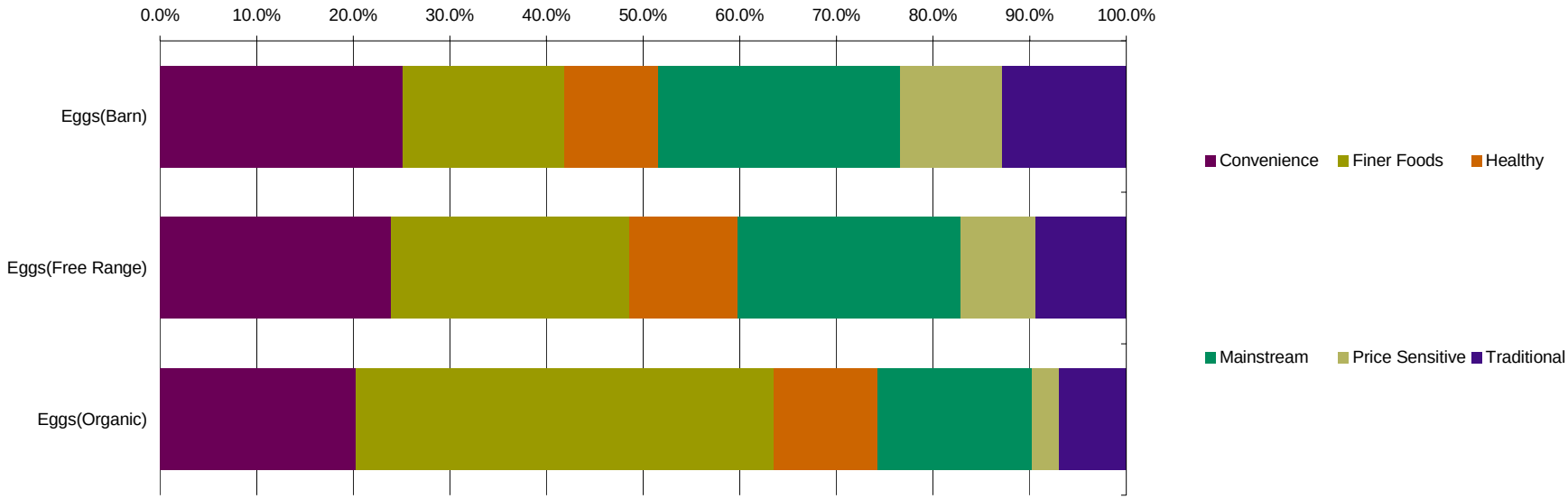
	Convenience	Finer Foods	Healthy	Mainstream	Price Sensitive	Traditional
Eggs(Barn)	25.1%	16.8%	9.7%	25.0%	10.5%	12.9%
Eggs(Free Range)	23.9%	24.6%	11.2%	23.1%	7.7%	9.4%
Eggs(Organic)	20.3%	43.2%	10.7%	16.0%	2.8%	7.0%
All Tesco	**22.8%**	**21.5%**	**9.6%**	**22.0%**	**14.1%**	**9.9%**

Standard Bar Chart | Stacked Bar Chart | Export chart



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(Barn, Free Range, Organic)

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Selected region(s): All UK

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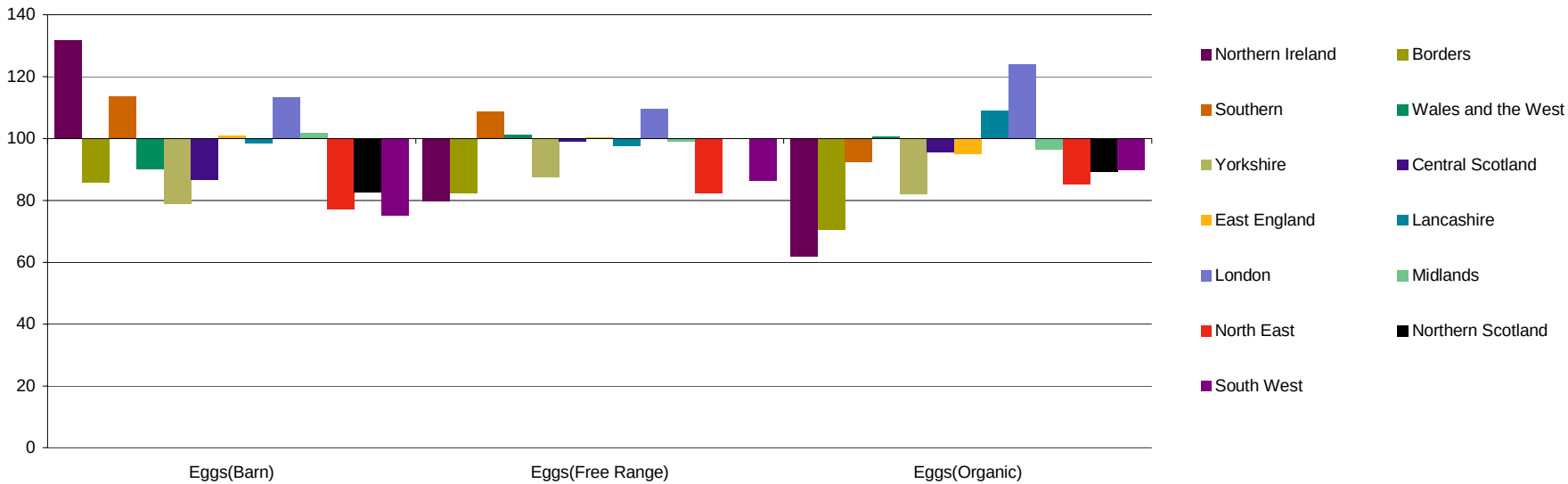
	Northern Ireland	Borders	Southern	Wales and the West	Yorkshire	Central Scotland	East England	Lancashire	London	Midlands	North East	Northern Scotland	South West
Eggs(Barn)	132	86	114	90	79	87	101	98	113	102	77	83	75
Eggs(Free Range)	80	82	109	101	88	99	100	98	109	99	82	100	86
Eggs(Organic)	62	71	92	101	82	95	95	109	124	96	85	89	90

Export chart



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Who buys my brand?
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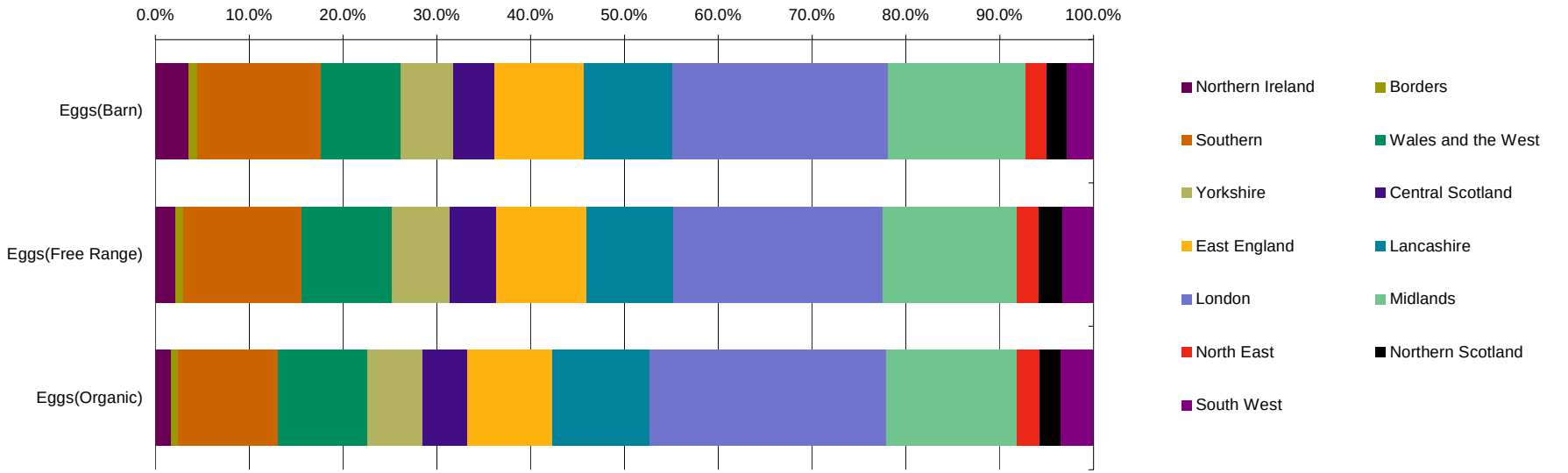
	Northern Ireland	Borders	Southern	Wales and the West	Yorkshire	Central Scotland	East England	Lancashire	London	Midlands	North East	Northern Scotland	South West
Eggs(Barn)	3.5%	0.9%	13.2%	8.5%	5.6%	4.4%	9.6%	9.4%	23.0%	14.7%	2.2%	2.1%	2.9%
Eggs(Free Range)	2.1%	0.9%	12.6%	9.6%	6.2%	5.0%	9.5%	9.3%	22.3%	14.3%	2.4%	2.5%	3.3%
Eggs(Organic)	1.7%	0.7%	10.7%	9.6%	5.8%	4.8%	9.0%	10.4%	25.2%	13.9%	2.4%	2.3%	3.4%
All Tesco	**2.7%**	**1.1%**	**11.6%**	**9.5%**	**7.1%**	**5.0%**	**9.5%**	**9.6%**	**20.3%**	**14.4%**	**2.9%**	**2.6%**	**3.8%**

Standard Bar Chart | Stacked Bar Chart | Export chart



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(Barn, Free Range, Organic)

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Report showing the Cameo profile - an index against customers shopping in all tesco

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	Young and Affluent Singles	Wealthy Retired Neighbourhoods	Affluent Home Owners	Smaller Private Family Homes	Comfortable Mixed Neighbourhoods	Less Affluent Families	Less Affluent Singles and Students	Poorer White and Blue Collar Workers	Poorer Family and Single Parent Households	Poorer Council Tenants - Many Single Parents
Eggs(Barn)	104	103	99	109	99	104	99	97	92	87
Eggs(Free Range)	110	122	111	115	101	99	103	88	81	69
Eggs(Organic)	171	176	127	122	100	86	99	73	64	50

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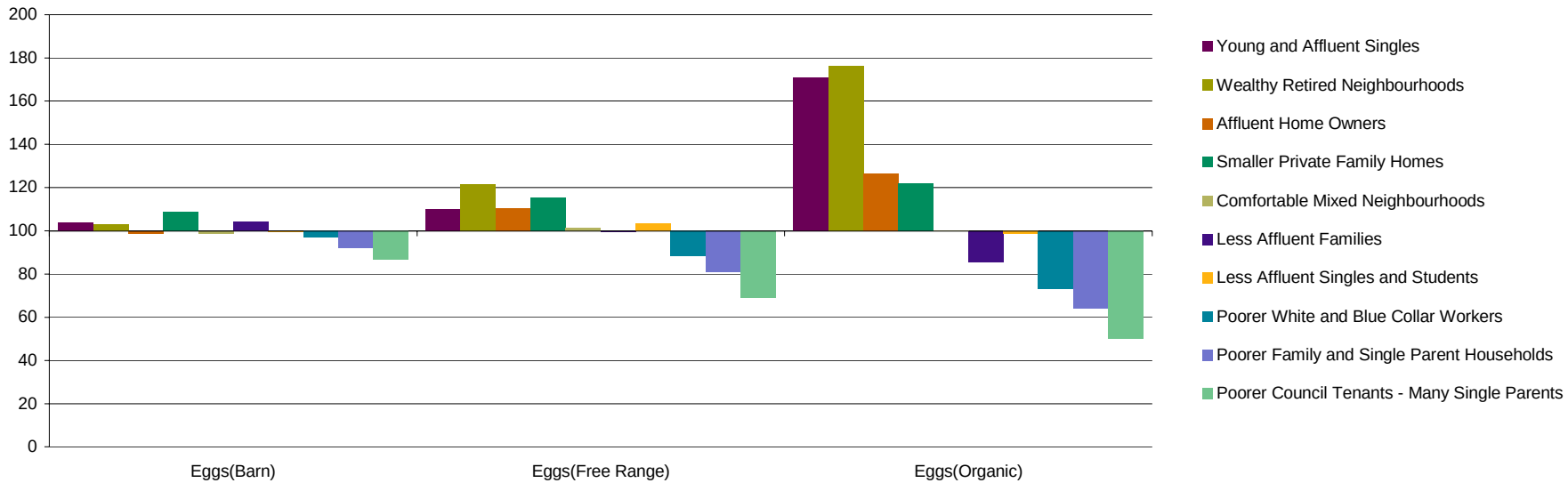

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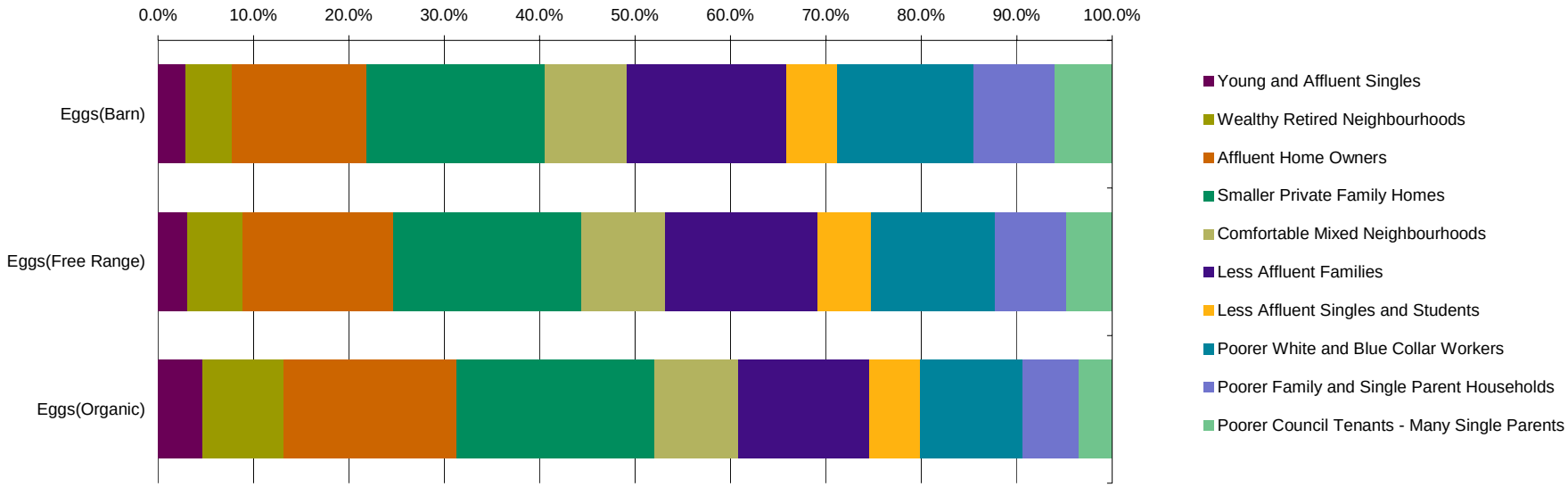
Eggs(Barn)	2.9%	4.9%	14.1%	18.6%	8.6%	16.7%	5.4%	14.3%	8.4%	6.1%
Eggs(Free Range)	3.0%	5.8%	15.8%	19.7%	8.9%	15.9%	5.6%	13.0%	7.4%	4.9%
Eggs(Organic)	4.7%	8.5%	18.1%	20.8%	8.7%	13.7%	5.3%	10.8%	5.9%	3.5%
All Tesco	**2.7%**	**4.8%**	**14.3%**	**17.1%**	**8.8%**	**16.0%**	**5.4%**	**14.7%**	**9.2%**	**7.0%**

Standard Bar Chart | Stacked Bar Chart | Export chart



Who Buys Free Range Eggs? (Finest, Breed, Region,Tesco)

Who buys my brand?
Time Period: 8 weeks from 17-Jan-2005 to 13-Mar-2005
Selected region(s): All UK

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Report showing the Lifestage profile - an index against customers shopping in all tesco

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	Older Adults	Older Families	Young Adults	Young Families	Pensioners	Mixed
Eggs(Finest Free Range)	142	85	106	67	73	113
Eggs(Free Range Breed)	109	95	101	107	91	97
Eggs(Free Range Region)	123	97	93	89	121	91
Eggs(Tesco Free Range)	91	99	106	123	78	97

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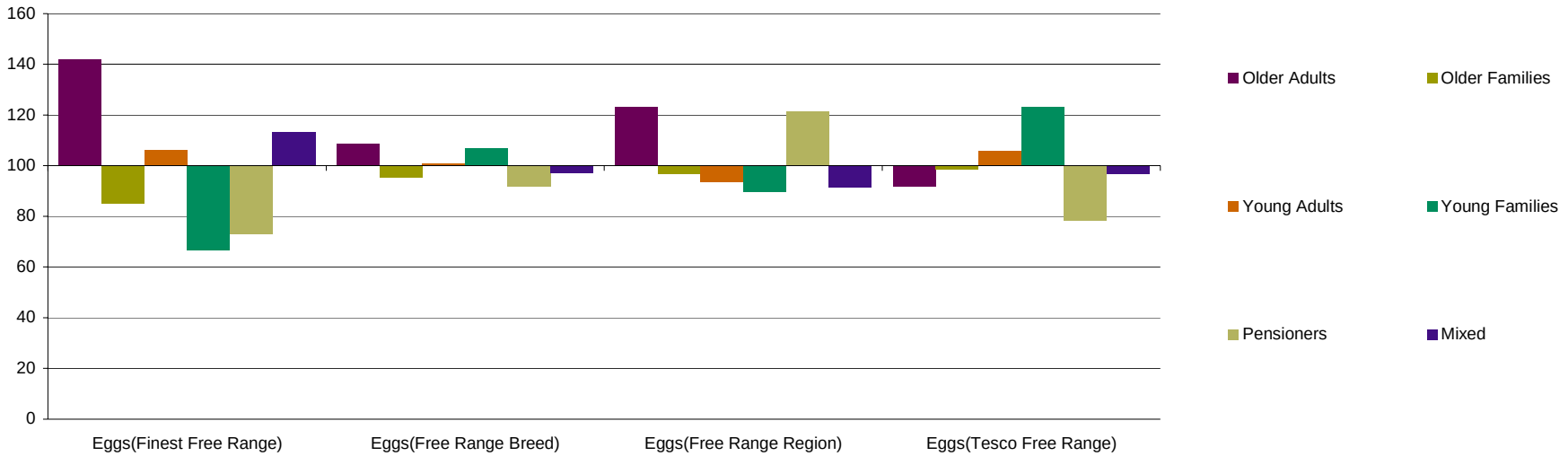

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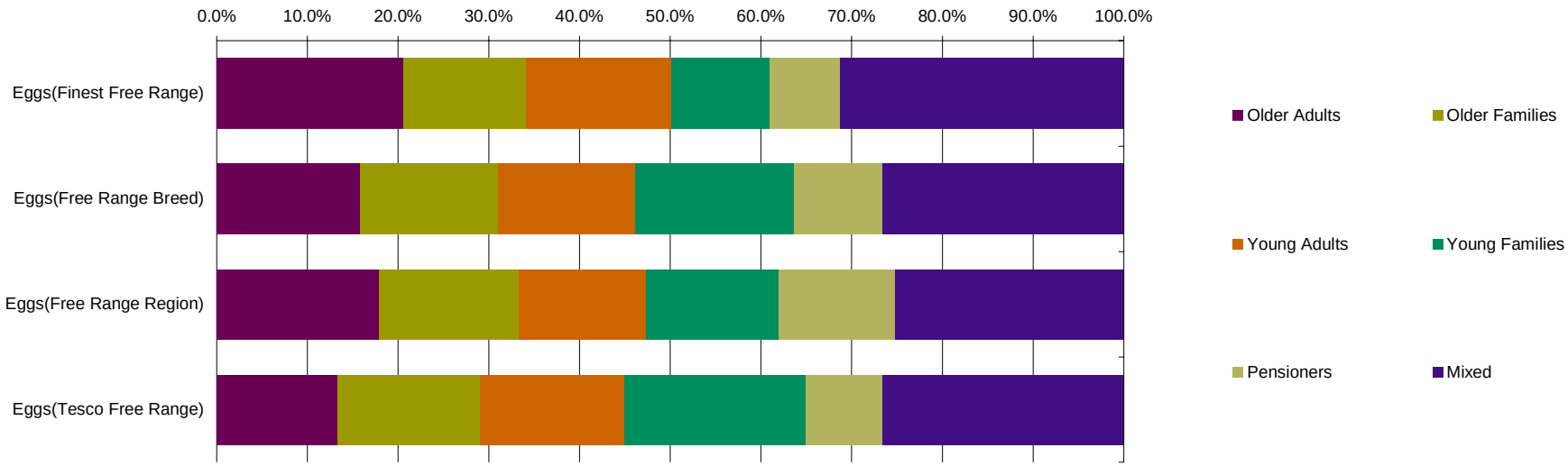
	Older Adults	Older Families	Young Adults	Young Families	Pensioners	Mixed
Eggs(Finest Free Range)	20.6%	13.6%	16.0%	10.9%	7.7%	31.3%
Eggs(Free Range Breed)	15.8%	15.2%	15.2%	17.4%	9.7%	26.7%
Eggs(Free Range Region)	17.9%	15.4%	14.0%	14.6%	12.9%	25.2%
Eggs(Tesco Free Range)	13.3%	15.7%	15.9%	20.1%	8.3%	26.7%
All Tesco	**14.5%**	**16.0%**	**15.0%**	**16.3%**	**10.6%**	**27.6%**

Standard Bar Chart | Stacked Bar Chart | Export chart



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Who buys my brand?
Time Period: 8 weeks from 17-Jan-2005 to 13-Mar-2005
Selected region(s): All UK

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Report showing the Detailed Lifestyle profile - an index against customers shopping in all tesco

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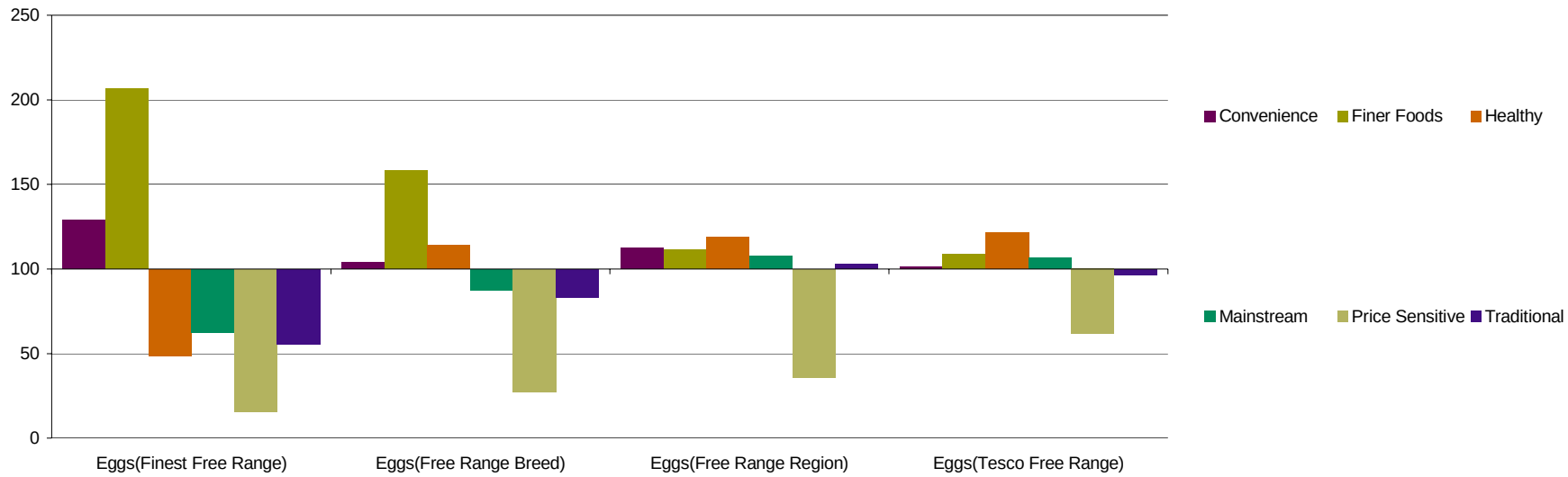
	Convenience	Finer Foods	Healthy	Mainstream	Price Sensitive	Traditional
Eggs(Finest Free Range)	129	207	49	63	16	55
Eggs(Free Range Breed)	104	158	114	87	27	83
Eggs(Free Range Region)	112	111	119	108	36	103
Eggs(Tesco Free Range)	101	109	122	107	62	96

Export chart



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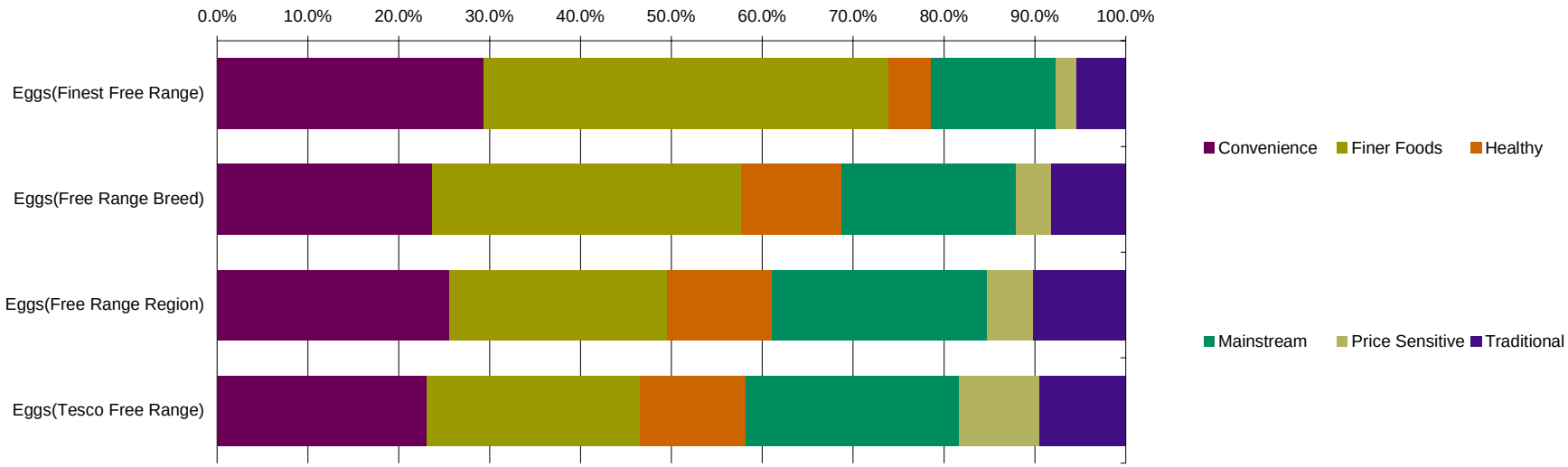
	Convenience	Finer Foods	Healthy	Mainstream	Price Sensitive	Traditional
Eggs(Finest Free Range)	29.4%	44.5%	4.7%	13.8%	2.2%	5.5%
Eggs(Free Range Breed)	23.7%	34.0%	11.0%	19.3%	3.8%	8.2%
Eggs(Free Range Region)	25.6%	24.0%	11.5%	23.7%	5.1%	10.2%
Eggs(Tesco Free Range)	23.1%	23.4%	11.7%	23.5%	8.7%	9.5%
All Tesco	**22.8%**	**21.5%**	**9.6%**	**22.0%**	**14.1%**	**9.9%**

Standard Bar Chart | Stacked Bar Chart | Export chart



Who Buys Free Range Eggs? (Finest, Breed, Region,Tesco)

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Report showing the Cameo profile - an index against customers shopping in all tesco

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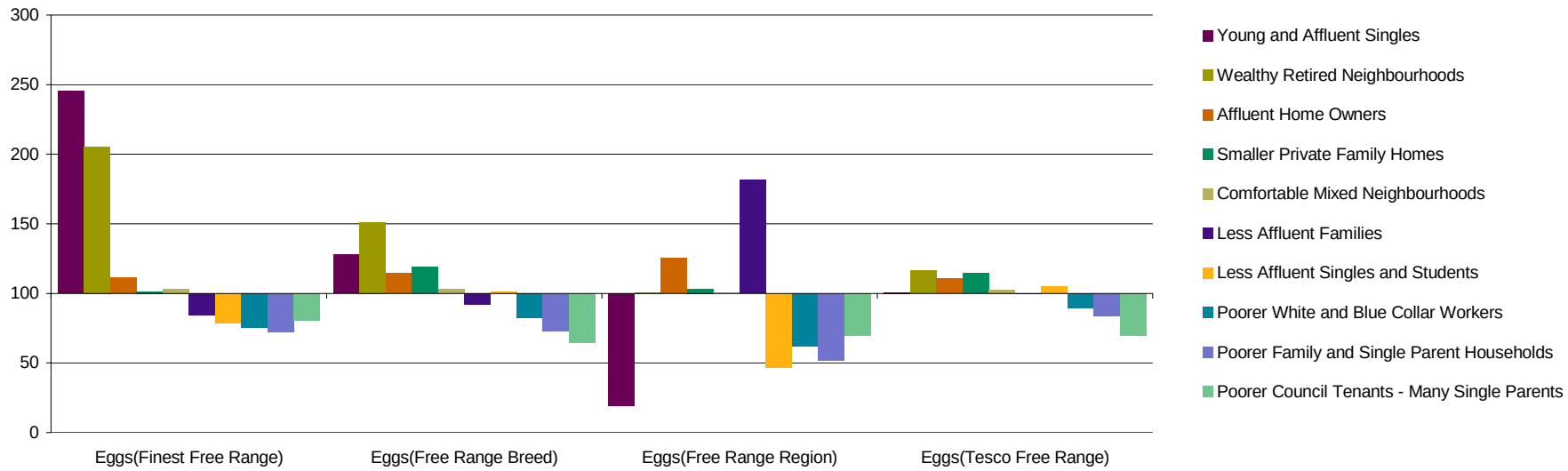
	Young and Affluent Singles	Wealthy Retired Neighbourhoods	Affluent Home Owners	Smaller Private Family Homes	Comfortable Mixed Neighbourhoods	Less Affluent Families	Less Affluent Singles and Students	Poorer White and Blue Collar Workers	Poorer Family and Single Parent Households	Poorer Council Tenants - Many Single Parents
Eggs(Finest Free Range)	245	205	111	101	104	84	79	75	72	80
Eggs(Free Range Breed)	128	151	114	119	103	92	101	82	73	64
Eggs(Free Range Region)	19	101	125	103	101	181	46	62	51	70
Eggs(Tesco Free Range)	101	116	111	114	103	100	105	89	84	70

Export chart



Who Buys Free Range Eggs? (Finest, Breed, Region,Tesco)

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Selected region(s): All UK

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Report showing the Cameo profile by % of customers

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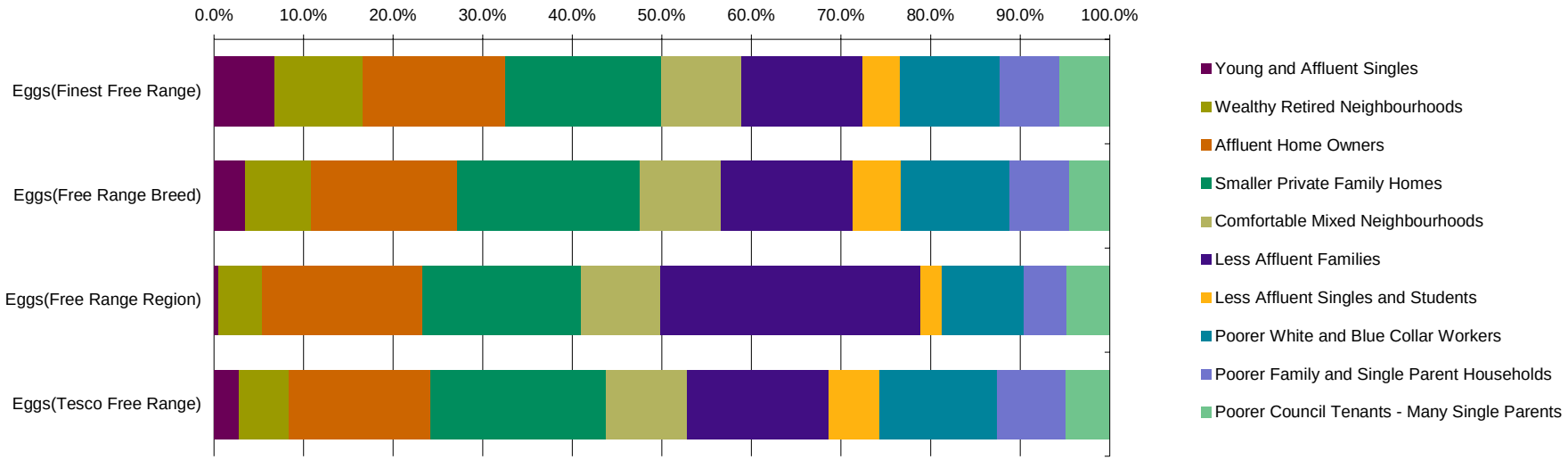
	Young and Affluent Singles	Wealthy Retired Neighbourhoods	Affluent Home Owners	Smaller Private Family Homes	Comfortable Mixed Neighbourhoods	Less Affluent Families	Less Affluent Singles and Students	Poorer White and Blue Collar Workers	Poorer Family and Single Parent Households	Poorer Council Tenants - Many Single Parents
Eggs(Finest Free Range)	6.7%	9.9%	15.9%	17.3%	9.1%	13.5%	4.2%	11.1%	6.6%	5.6%
Eggs(Free Range Breed)	3.5%	7.3%	16.4%	20.3%	9.0%	14.7%	5.5%	12.1%	6.7%	4.5%
Eggs(Free Range Region)	0.5%	4.8%	17.9%	17.7%	8.8%	29.0%	2.5%	9.1%	4.7%	4.9%
Eggs(Tesco Free Range)	2.8%	5.6%	15.8%	19.5%	9.0%	15.9%	5.6%	13.1%	7.7%	4.9%
All Tesco	**2.7%**	**4.8%**	**14.3%**	**17.1%**	**8.8%**	**16.0%**	**5.4%**	**14.7%**	**9.2%**	**7.0%**

Standard Bar Chart | Stacked Bar Chart | Export chart



Who Buys Yorkshire Free Range Eggs?

Who buys my brand?
Time Period: 8 weeks from 17-Jan-2005 to 13-Mar-2005
Selected region(s): Yorkshire

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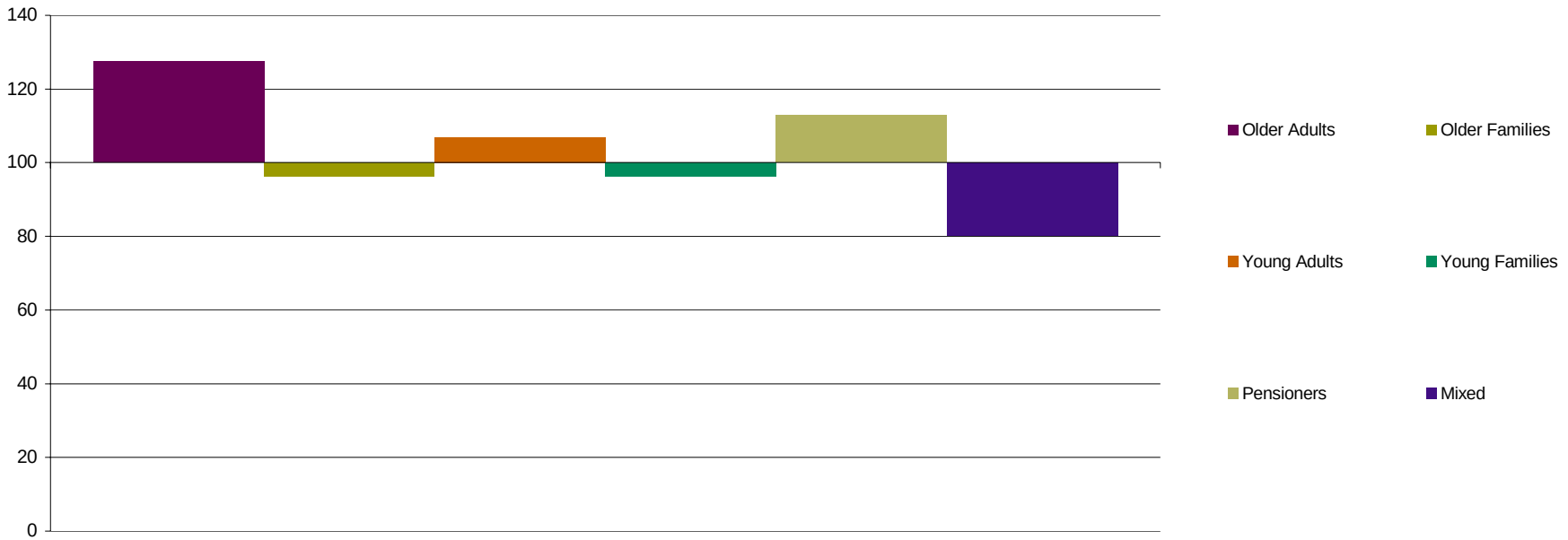
	Older Adults	Older Families	Young Adults	Young Families	Pensioners	Mixed
Yorkshire Large Free Range	127	96	107	96	113	80

Export chart



Who Buys Yorkshire Free Range Eggs?

Who buys my brand?
Time Period: 8 weeks from 17-Jan-2005 to 13-Mar-2005
Selected region(s): Yorkshire

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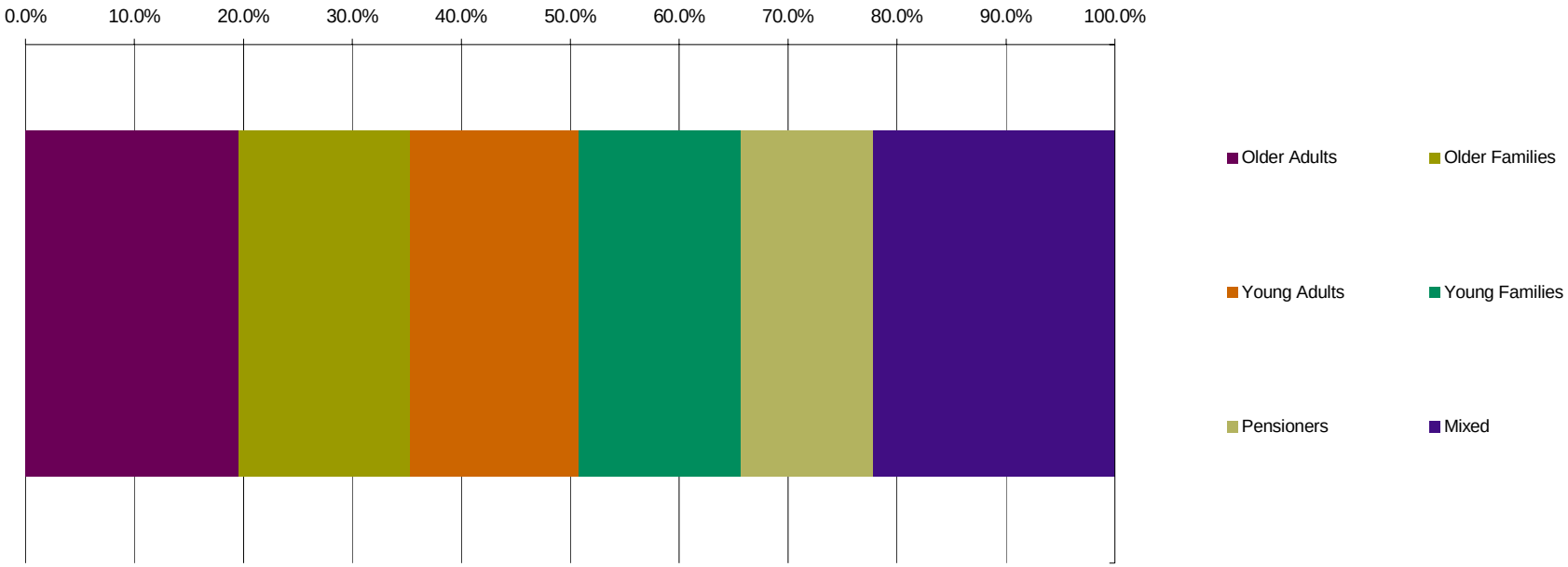
	Older Adults	Older Families	Young Adults	Young Families	Pensioners	Mixed
Yorkshire Large Free Range	19.6%	15.7%	15.4%	14.9%	12.2%	22.2%
All Tesco	**15.4%**	**16.3%**	**14.4%**	**15.5%**	**10.8%**	**27.6%**

Standard Bar Chart | Stacked Bar Chart | Export chart



Who Buys Yorkshire Free Range Eggs?

Who buys my brand?
Time Period: 8 weeks from 17-Jan-2005 to 13-Mar-2005
Selected region(s): Yorkshire

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Report showing the Detailed Lifestyle profile - an index against customers shopping in all tesco

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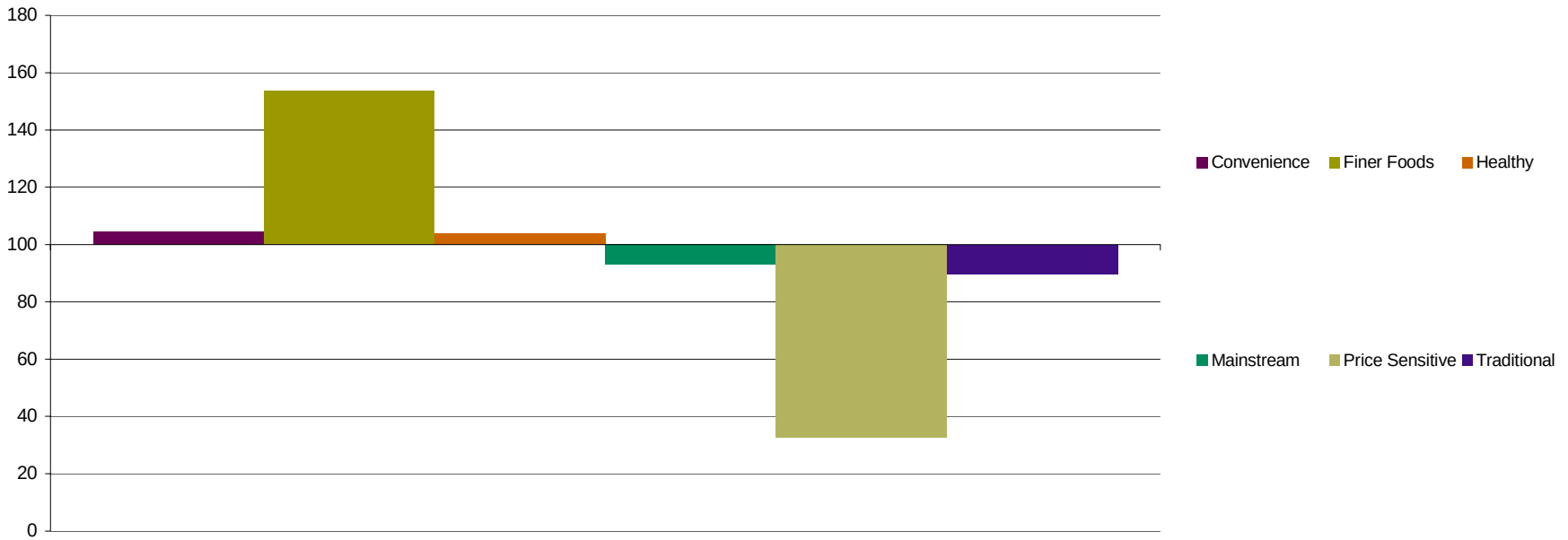
	Convenience	Finer Foods	Healthy	Mainstream	Price Sensitive	Traditional
Yorkshire Large Free Range	105	153	104	93	33	90

Export chart



Who Buys Yorkshire Free Range Eggs?

Who buys my brand?
Time Period: 8 weeks from 17-Jan-2005 to 13-Mar-2005
Selected region(s): Yorkshire

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Report showing the Detailed Lifestyle profile by % of customers

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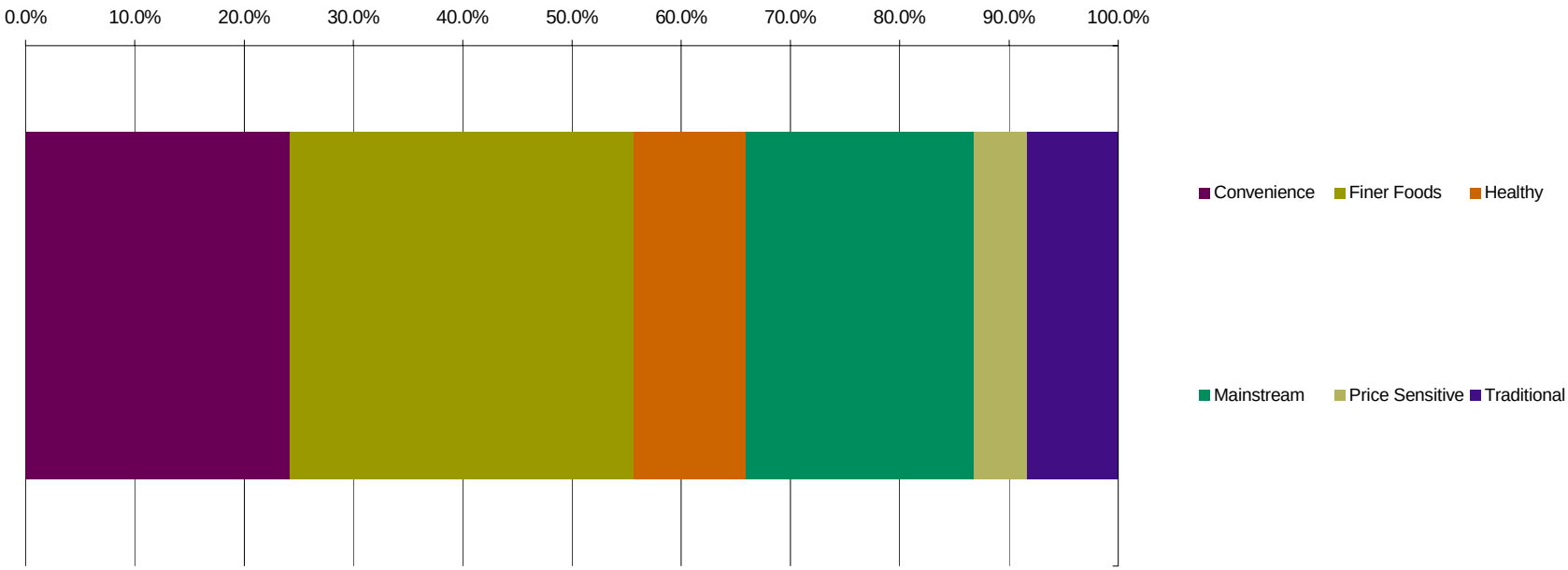
	Convenience	Finer Foods	Healthy	Mainstream	Price Sensitive	Traditional
Yorkshire Large Free Range	24.2%	31.4%	10.4%	20.9%	4.8%	8.4%
All Tesco	**23.1%**	**20.5%**	**10.0%**	**22.4%**	**14.7%**	**9.4%**

Standard Bar Chart | Stacked Bar Chart | Export chart



Who Buys Yorkshire Free Range Eggs?

Who buys my brand?
Time Period: 8 weeks from 17-Jan-2005 to 13-Mar-2005
Selected region(s): Yorkshire

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Report showing the Cameo profile - an index against customers shopping in all tesco

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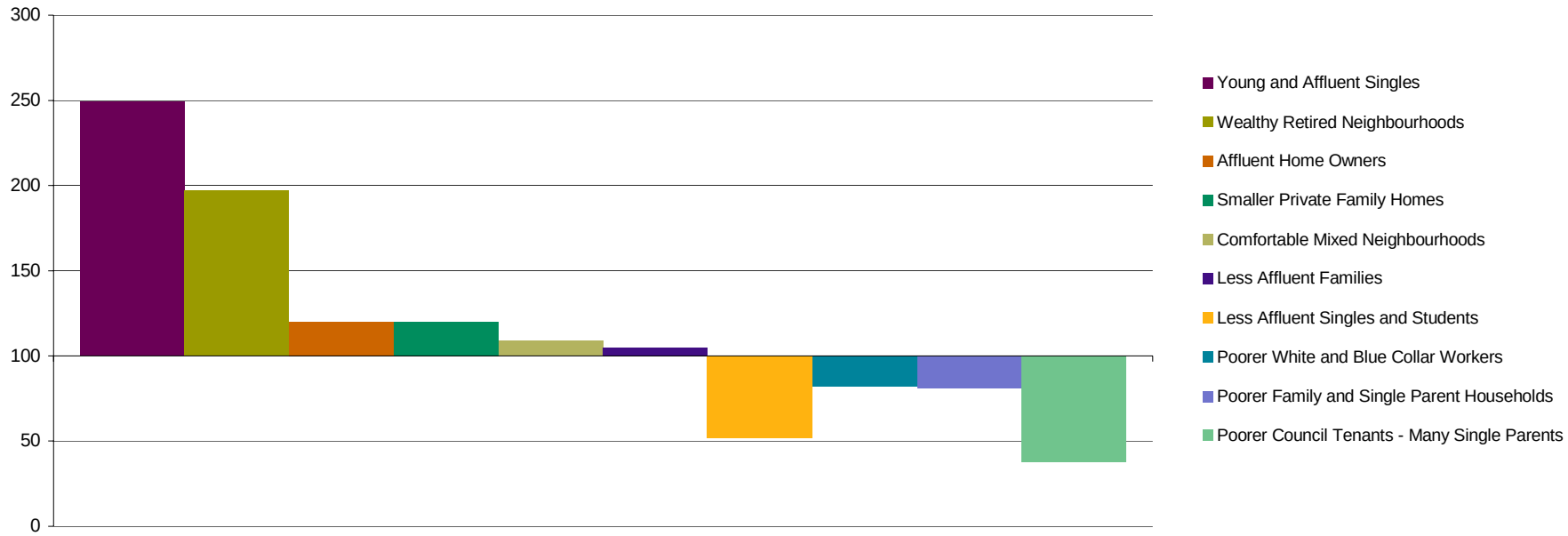
	Young and Affluent Singles	Wealthy Retired Neighbourhoods	Affluent Home Owners	Smaller Private Family Homes	Comfortable Mixed Neighbourhoods	Less Affluent Families	Less Affluent Singles and Students	Poorer White and Blue Collar Workers	Poorer Family and Single Parent Households	Poorer Council Tenants - Many Single Parents
Yorkshire Large Free Range	249	197	120	120	109	105	52	82	81	38

Export chart



Who Buys Yorkshire Free Range Eggs?

Who buys my brand?
Time Period: 8 weeks from 17-Jan-2005 to 13-Mar-2005
Selected region(s): Yorkshire

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Report showing the Cameo profile by % of customers

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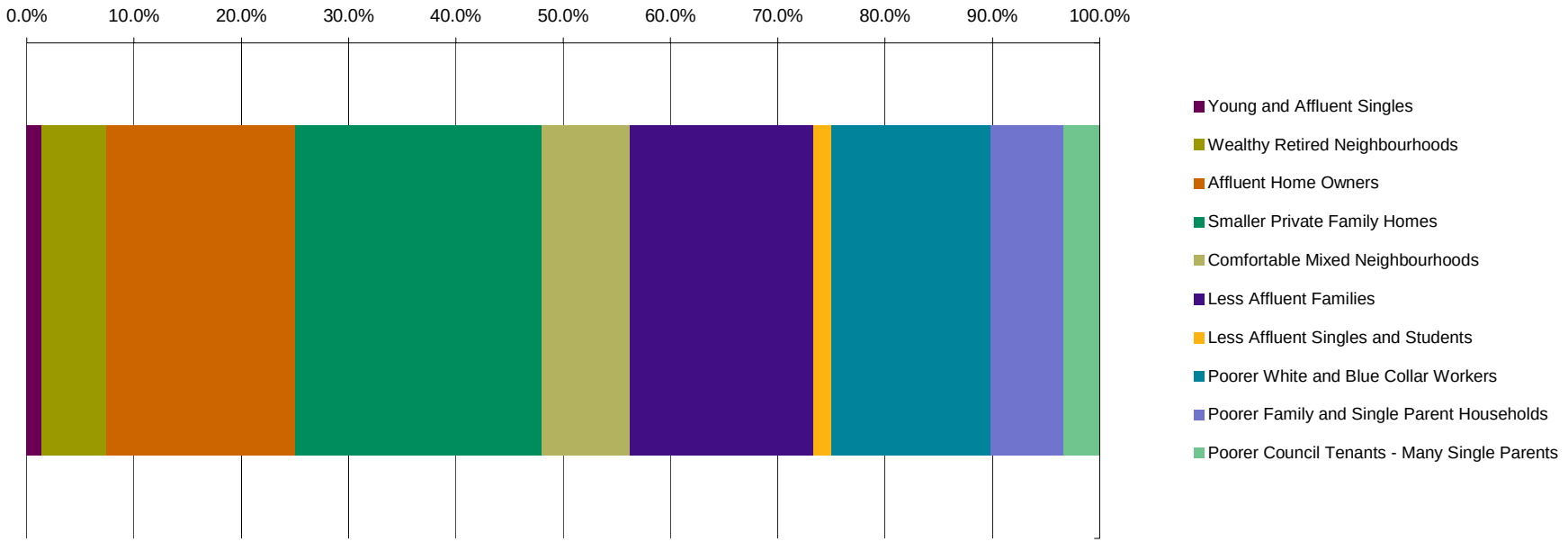
	Young and Affluent Singles	Wealthy Retired Neighbourhoods	Affluent Home Owners	Smaller Private Family Homes	Comfortable Mixed Neighbourhoods	Less Affluent Families	Less Affluent Singles and Students	Poorer White and Blue Collar Workers	Poorer Family and Single Parent Households	Poorer Council Tenants - Many Single Parents
Yorkshire Large Free Range	1.4%	6.1%	17.6%	23.0%	8.3%	17.1%	1.7%	14.9%	6.8%	3.4%
All Tesco	**0.5%**	**3.1%**	**14.7%**	**19.1%**	**7.6%**	**16.3%**	**3.3%**	**18.1%**	**8.4%**	**9.0%**

Standard Bar Chart | Stacked Bar Chart | Export chart



What Else Do Free Range Egg Shoppers Buy?

What other products are found in my consumers baskets?

Time period: 8 weeks from 17 January 2005 to 13 March 2005
Core Subgroup(s): Eggs(Free Range)
Secondary Universe: Eggs(All)

Selected region(s): All UK

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Number of baskets containing products from selected subgroup(s).	Number of customers buying products from selected subgroup(s).
5,179,710	2,536,080

Number of baskets containing products from Selected subgroup(s) and Selected Universe.	Number of customers buying products from Selected subgroup(s) and Selected Universe.
77,890	65,080

Export table | Sort order

Any Tesco product bought with the Core Subgroup(s).

The default sorting by Significance (descending) shows the top 100 Tesco products that are most frequently bought with your Core Subgroup(s), relative to their own sales.

Product Name	Number of baskets	Customer Count	Product Penetration	Significance
Fayregame Quail Eggs Box Of 12	2,120	1,830	0.0%	25.4%
Morningstar Meatless Streakystrips 150G	13,820	9,880	0.3%	24.4%
Tesco Glace Cherries Naturalcoloured 200G	1,470	1,380	0.0%	23.9%
Menier Chocolat Patissier 100G	3,950	3,710	0.1%	23.8%
$5.99 Service Charge	105,660	65,020	2.0%	23.7%
Tesco Vegetarianbacon Style Rashers 160G	6,810	5,410	0.1%	23.6%
$4.99 Service Charge	89,140	61,380	1.7%	23.4%
Free Range Whole Chicken 1.10-2.0Kg	28,410	22,960	0.5%	23.2%
Direct Foods Organic Sosmix 250G	750	650	0.0%	22.5%
Just Bouillon Concentrated Beef Stock 100Ml	550	510	0.0%	22.4%
Free Range Chicken Thighs	7,700	6,340	0.1%	22.4%
Whitworths Fairtrade Sugar Granulated 1Kg	3,940	3,160	0.1%	22.4%
Tesco Golden Caster 1Kg Bag	15,210	14,340	0.3%	22.2%
T. Finest* Maple Cure R/L Back Bac 250G	18,400	14,370	0.4%	22.1%
Cafedirect Espresso Coffee 227G	1,450	1,330	0.0%	22.0%
T. Finest* Unsmoked Drycurer/L Back 250G	21,240	16,570	0.4%	22.0%
Odlums Quick Bread Mix Five Grain 450G	440	410	0.0%	21.9%
Tesco Vegetarianhot Dog Sausages300G	18,020	13,470	0.3%	21.8%
Supercook Belgian Plain Chocolate 200G	5,710	5,320	0.1%	21.5%
T. 8 Unsmoked Wiltshire Cure Back Bacon 250G	53,360	40,560	1.0%	21.5%

Sort order | Export table

Products in the Secondary Universe that are bought with the Core Subgroup(s).

The default sorting by Product Penetration (descending) shows the products from the Secondary Subgroup(s) that are most frequently bought with your Core Subgroup(s).

Product Name	Number of baskets	Customer Count	Product Penetration	Significance
Tesco Value Eggsminimum Weight Box Of 6	11,510	9,780	0.2%	0.5%
Tesco Value Eggsminimum Weight Box Of 15	10,830	8,770	0.2%	0.6%
Tesco Organic Eggs Large Box Of 6	10,540	9,040	0.2%	1.6%
Big & Fresh Eggs Box Of 10	10,000	8,760	0.2%	0.5%
Tesco Barn Eggs Large Box Of 6	7,470	7,010	0.1%	0.7%
Tesco Organic Eggs Medium Box Of 6	5,550	4,830	0.1%	1.5%
Big & Fresh Eggs Box Of 6	5,490	5,090	0.1%	0.5%
Church & Manor Premium Duck Eggs Box Of 6	4,900	4,270	0.1%	16.5%
Tesco Barn Eggs Medium Box Of 6	4,570	4,220	0.1%	0.7%
Big & Fresh Barn Eggs Box Of 6	2,170	2,030	0.0%	0.9%
Fayregame Quail Eggs Box Of 12	2,120	1,830	0.0%	25.4%
Tesco Barn Eggs Large Box Of 10	1,430	1,360	0.0%	1.0%
Down To Earth Organic Eggs Box Of 10	750	650	0.0%	2.2%
Glenrath Fresh Eggs V Lge Box Of 6	520	460	0.0%	0.5%

How do price changes influence egg purchasing behaviour?

What are the weekly key measures for my products?

Time Period: 52 Weeks from 15-Mar-2004 To 13-Mar-2005
Selected Subgroups: eggs(all)
Selected Regions: All UK

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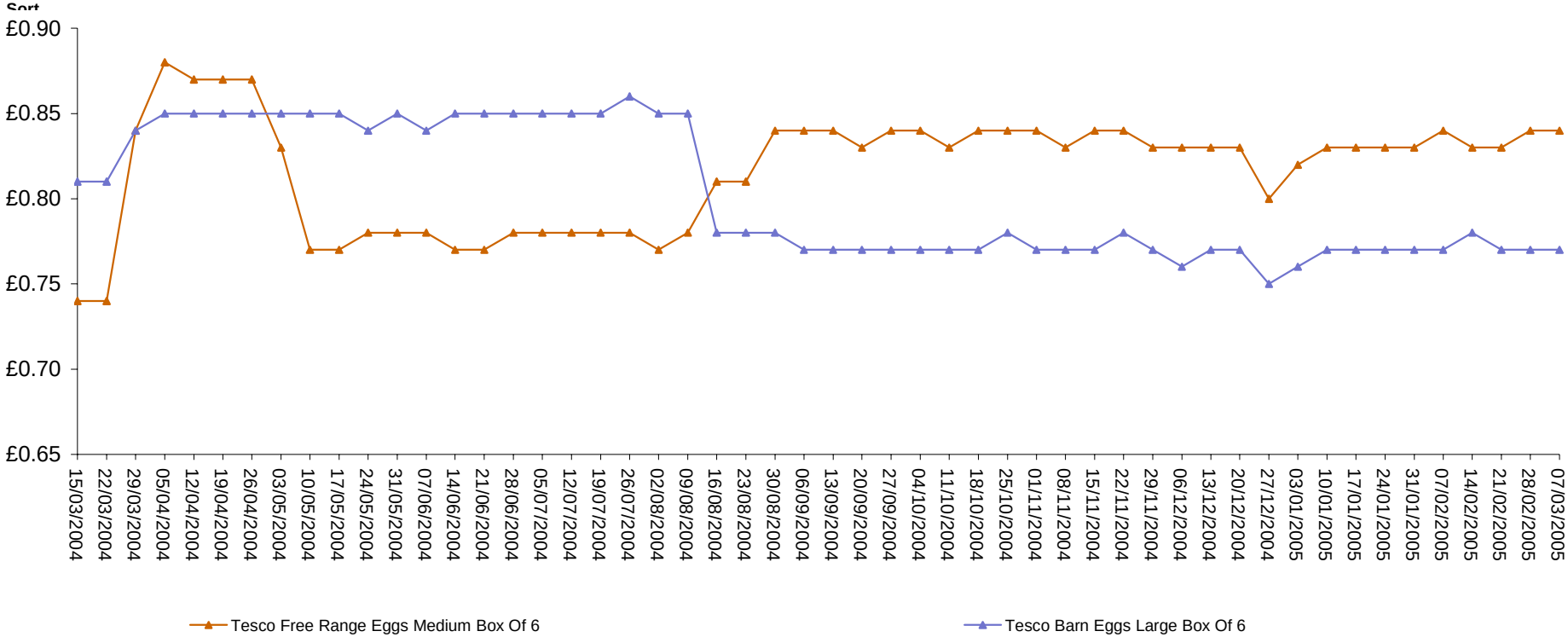
Please select the data you wish to view:

Average Price per Unit

Toolbars | Print | Glossary | Contact us
Select products | Export chart | View as table

You are currently viewing 'Average Price per Unit'



How do price changes influence egg purchasing behaviour?

What do my key measures look like over time?

Subgroup: large barn
Most recent period: 30-Aug-2004 to 21-Nov-2004 (12 weeks), Previous period: 24-May-2004 to 15-Aug-2004 (12 weeks)
Selected Region: All UK

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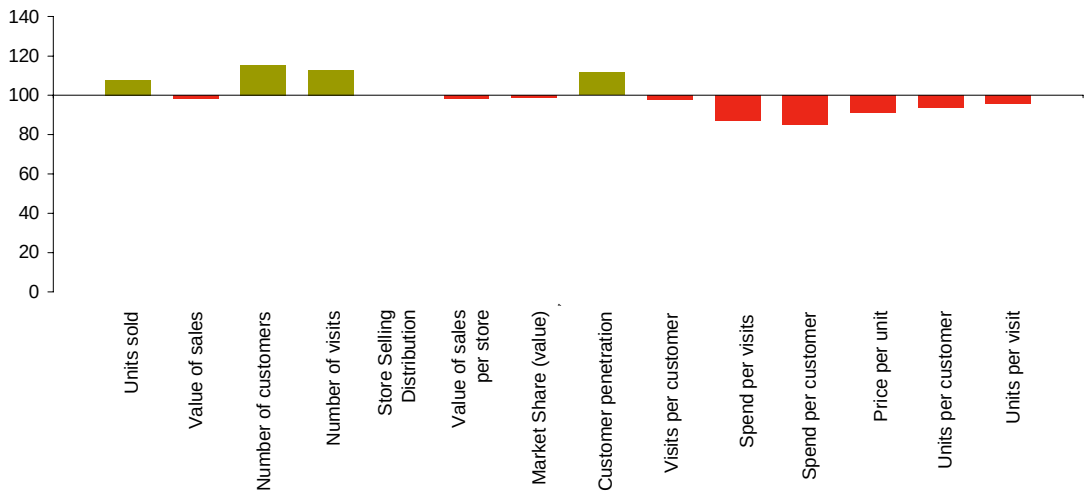
Select product of interest: All products together

Toolbars | Glossary | Print | Export chart | Export table | Contact us

Measure	Most recent period	Previous period	Index
Units sold	1,694,940	1,571,090	108
Value of sales	£1,310,792	£1,333,561	98
Number of customers	890,400	772,680	115
Number of visits	1,506,930	1,334,680	113
Store Selling Distribution	712	712	100
Value of sales per store	£1,841	£1,873	98
Market Share (value)	47.30%	47.86%	99
Customer penetration	7.20%	6.46%	112
Visits per customer	1.69	1.73	98
Spend per visits	£0.87	£1.00	87
Spend per customer	£1.47	£1.73	85
Price per unit	£0.77	£0.85	91
Units per customer	1.90	2.03	94
Units per visit	1.12	1.18	96

Indices for: All products together



Changes in key measures

The value of sales has decreased from £1,333,561 to £1,310,792 which equals a decrease of 2%. The number of units sold has increased by 8% and the market share has gone from 47.86% to 47.30%.

890,400 customers bought All products together in the most recent period compared to 772,680 in the previous period.

What has driven these changes?

"Store distribution" has not significantly contributed to the change in the value of sales.

"Visits per customer", "Unit price", and "Spend per visit" are the measures that have created the decrease in the value of sales.

Note that at the same time as the value of sales decreasing, "No of customers" has increased.

How do price changes influence egg purchasing behaviour?

What do my key measures look like over time?

Subgroup: med free range
Most recent period: 30-Aug-2004 to 21-Nov-2004 (12 weeks), Previous period: 24-May-2004 to 15-Aug-2004 (12 weeks)
Selected Region: All UK

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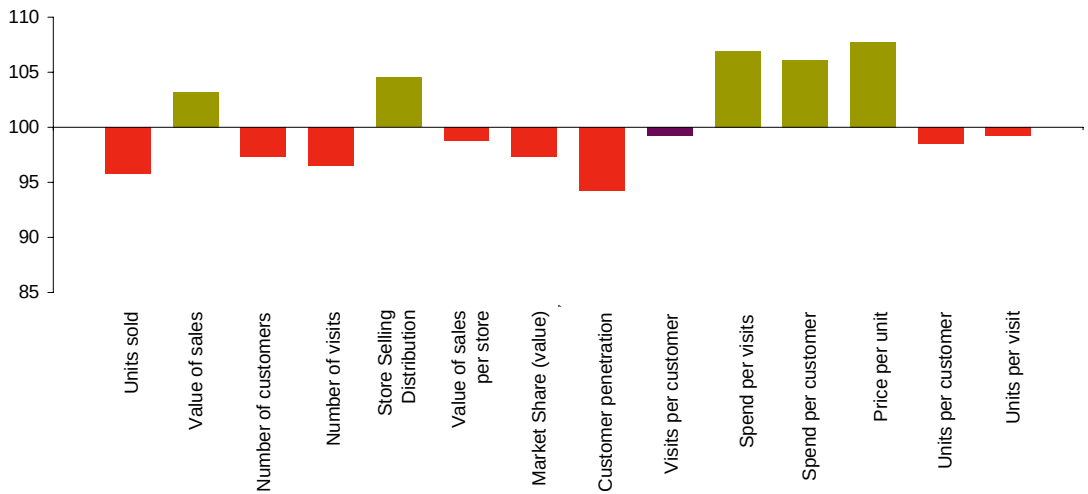
Select product of interest: All products together

Toolbars | Glossary | Print | Export chart | Export table | Contact us

Measure	Most recent period	Previous period	Index
Units sold	2,069,720	2,160,360	96
Value of sales	£1,730,610	£1,676,465	103
Number of customers	959,040	985,790	97
Number of visits	1,823,030	1,888,080	97
Store Selling Distribution	740	708	105
Value of sales per store	£2,339	£2,368	99
Market Share (value)	20.22%	20.77%	97
Customer penetration	7.76%	8.24%	94
Visits per customer	1.90	1.92	99
Spend per visits	£0.95	£0.89	107
Spend per customer	£1.80	£1.70	106
Price per unit	£0.84	£0.78	108
Units per customer	2.16	2.19	98
Units per visit	1.14	1.14	99

Indices for: All products together



Changes in key measures

The value of sales has increased from £1,676,465 to £1,730,610 which equals a increase of 3%. The number of units sold has decreased by 4% and the market share has gone from 20.77% to 20.22%.

959,040 customers bought All products together in the most recent period compared to 985,790 in the previous period.

What has driven these changes?

"Visits per customer" has not significantly contributed to the change in the value of sales.

"Store distribution", "Unit price", and "Spend per visit" have together had a greater impact on the value of sales than the other measures.

Note that at the same time as the value of sales increasing, "No of customers" has decreased.

Compared to the change in store distribution, the value of sales has not increased at the same rate.

Further, the number of customers has not followed the increase in store distribution.

How do price changes influence egg purchasing behaviour?

What do my key measures look like over time?

Subgroup: large barn & med free range
Most recent period: 30-Aug-2004 to 21-Nov-2004 (12 weeks), Previous period: 24-May-2004 to 15-Aug-2004 (12 weeks)
Selected Region: All UK

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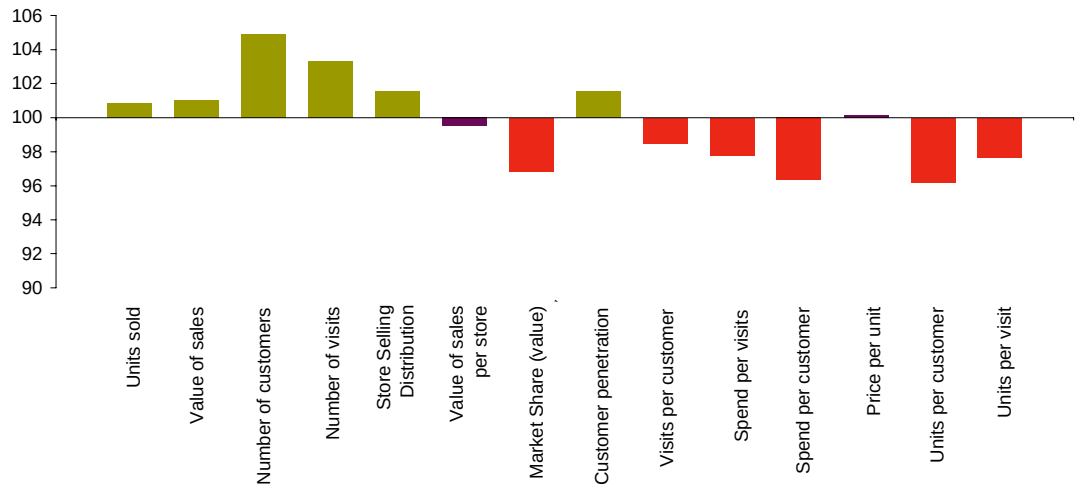
Select product of interest: All products together

Toolbars | Glossary | Print | Export chart | Export table | Contact us

Measure	Most recent period	Previous period	Index
Units sold	3,764,660	3,731,450	101
Value of sales	£3,041,402	£3,010,026	101
Number of customers	1,736,070	1,655,170	105
Number of visits	3,326,950	3,220,280	103
Store Selling Distribution	795	783	102
Value of sales per store	£3,826	£3,844	100
Market Share (value)	26.84%	27.72%	97
Customer penetration	14.05%	13.83%	102
Visits per customer	1.92	1.95	98
Spend per visits	£0.91	£0.93	98
Spend per customer	£1.75	£1.82	96
Price per unit	£0.81	£0.81	100
Units per customer	2.17	2.25	96
Units per visit	1.13	1.16	98

Indices for: All products together



Changes in key measures

The value of sales has increased from £3,010,026 to £3,041,402 which equals a increase of 1%. The number of units sold has increased by 1% and the market share has gone from 27.72% to 26.84%.

1,736,070 customers bought All products together in the most recent period compared to 1,655,170 in the previous period.

What has driven these changes?

"Unit price" has not significantly contributed to the change in the value of sales.

"No of customers" and "Store distribution" have together had a greater impact on the value of sales than the other measures.

Note that at the same time as the value of sales increasing, "Visits per customer" and "Spend per visit" have decreased.

The increase in value of sales has grown at approximately the same rate as the change in store distribution.

At the same time, the change in the number of customers is greater than the change in store distribution.

Conclusions

- The UK egg market is an excellent example of effective segmentation – “eggs are not eggs!”
- Segmentation strategy fits well with the UK’s No.1 supermarket
  - 53 egg SKUs
  - 36% of Tesco egg sales are free range
  - 11 % of Tesco egg sales are organic

But

- The commodity trap beckons for all who assume the job is done – it is only just beginning!

Conclusions

- Restoration of the image of eggs as convenient, versatile and healthy is in tune with modern lifestyles but the competition for share of food expenditure will increase, so you need to be increasingly focussed with targetted offers to distinct market segments
- Suppliers need to work harder to avoid the use of price (a blunt instrument?) as the primary differentiator in the egg category
- Opportunities for further segmentation abound, but you need to look for them
- Clubcard data provides unique insights into product areas and consumer segments that offer the greatest potential for further growth and market development