

# Understanding Purchase Outcomes™ to drive CATEGORY GROWTH



## via increased penetration



Embedding Sharp's laws of growth into category strategy by targeting the "First Purchase" of your category in a retailer

### The Facts about First Purchases\*

### Implications



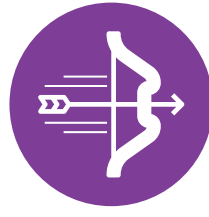
10% of Purchases are "first" purchases\*



Need to focus on the **small share of sales** that represents your future



First purchases are more likely to be on smaller shopping missions



**Target "top up" trips** to drive category penetration, and main shop for frequency



50% of first purchases are of a brand not bought before



**Brand innovation** and **occasion led shopper marketing** are crucial to growth. A win win opportunity.



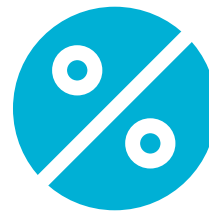
**40%** are unplanned, being triggered in store



Whilst only **1 in 10** are linked to a price promotion



**1 in 3** are driven by an instore display (twice the norm)



Price promotions alone will not drive category penetration, taking the category to meet the shopper **in store is key to capturing new buyers**



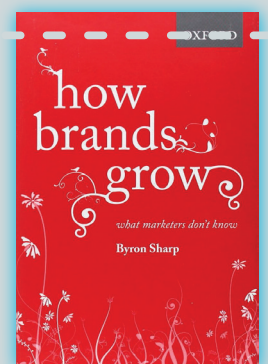
Often bought for a specific occasion



**Understand the category specific occasions** which present most opportunity to win First Purchases

\* First purchase defined as a shopper buying a category for the first time in that retailer in the last 12 months

## Exploiting Byron Sharp's Marketing Laws



Source: Shopper Intelligence UK post shop survey Feb-July 2018 • 25 Categories measured, 13,000 purchases, 4 channels covered.

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