

How does SuperDrug perform according to their shoppers?

Satisfaction

This is from a more limited sample, but **Superdrug** shoppers give the retailer a bigger “thumbs up” than their direct competitors:

Overall Satisfaction



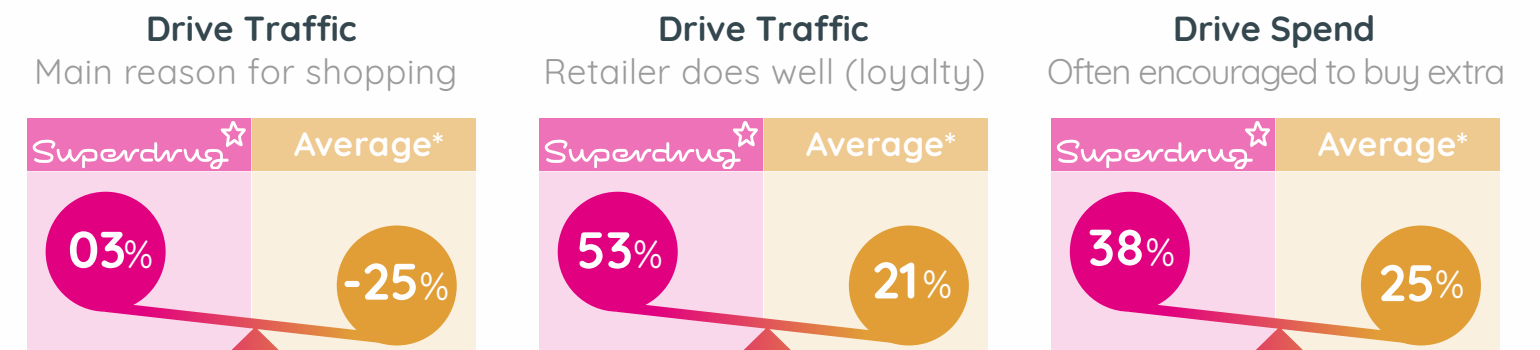
Across **SuperDrug**, the top 10 measured categories for Shopper Satisfaction are:



We measure 16 metrics that roll-up to **Overall Satisfaction**

Category DNA

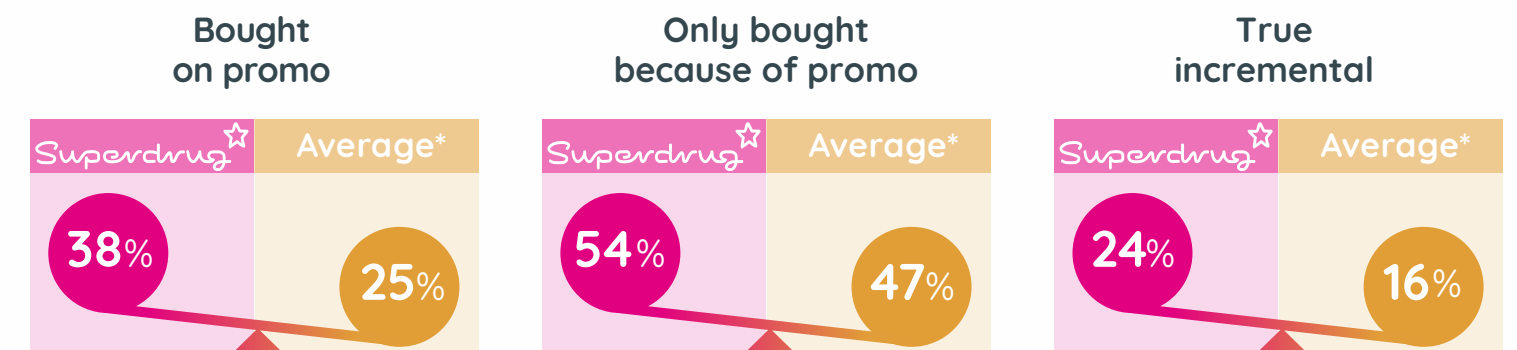
SuperDrug has the strongest response as the main reason for shoppers making a 1st. They also rank no.3 for loyalty response and 1st for extra spending.



We assess how well categories are driving Traffic and/or Spend

Path to Purchase

SuperDrug makes strong sales on promotion, but primarily on items customers planned to purchase. Few customers try new products or buy those they do not usually.



Average* = average in Top 4 Mults