



PART OF THE **shopi** GLOBAL NETWORK

# IN-STORE INSIGHTS MAGAZINE

## MEDIA PACK



# Why In-store Insights?

Quarterly publication dedicated to enhancing the total shopper experience.

It is exclusive to POPAI members and reaches a targeted audience of leading retailers and brands from across the UK and Ireland.

# Contents

Focused on:

- Relevant insight and analysis
- Wider research
- Practical insights
- Informs projects and presentations
- Improve effectiveness at the point of purchase and in-store

# Reports

Include:

- Sector reports
- Shopper investigations
- Insight reports
- Campaign reports
- Shopper typology
- Global trends



## TACKLING WHAT'S TRENDING:

**acknowledging and exploiting the trends and platforms that dominate our lives**

Over the last months, a new army of Pokémon hunters has appeared across the globe, easily recognised by their fervent, screen-guided wandering. Clever retailers tapped into this trend by marketing themselves as places where shoppers could pursue the digital creature and shop simultaneously. Rather than just jumping on the bandwagon, these are examples of retailers perceptively utilising consumer insight.

Instead of grappling with how to change behaviour, could retailers and brands focus more on what customers are already doing? By partnering with social media companies or popular platforms, rather than creating a dedicated app, retailers can harness habitual behaviour to drive engagement with their products. What's more, partnering with other brands to create experimental brand ecosystems could enable them to join the dots in the shopper journey and add value to their proposition.

### TOK&STOK - BRAZIL

Brazilian furniture retailer, Tok&Stok, has added physical 'Pin It' buttons to all items on its shop floor to help shoppers collate their in-store research. Pushing a physical button automatically adds the corresponding item to a shopper's Pinterest board, making it easier for them to review their favourites once they've left the store and to share their research with friends.

To use the system, shoppers must first download Tok&Stok's PinIt app.



Then, they and pin on to a Pinterest pressing the communic energy Blu

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### MARKET REPORT

## IRELAND

Just how are retailers faring in the Irish economy? With improving economic conditions and more consumer disposable income, things are looking up across most sectors. But, as our research concludes, there are still areas for improvement.

With Ireland's economic recovery continuing to improve, consumers are beginning to notice the positive effects. Retail continues to play a vital role in the economy, accounting for around 14% of Irish jobs. It's a nationwide presence in every community, with over 42,000 active enterprises, and in 2012 it accounted for approximately 9% of Ireland's Gross Value Added – a total of almost €18 billion. Nearly three quarters of businesses employ fewer than 10 people, 83% are Irish-owned and 75% are family-owned.

The good news for the Irish population is that unemployment is continuing to fall, so consumers have more disposable income. There has been growth in young, well-educated, employed consumers, as well as falling demand for traditional shopping formats such as department stores – with online shopping and out-of-town retail parks proving more popular channels.



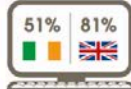
### Shopper experience

Giving shoppers a great experience is imperative for retailers seeking repeat business and word-of-mouth recommendations. It's a basic concept and a recurring theme throughout POPAI's work but there is still so much work to be done to get it consistently right. Essentially, from the minute a customer steps into a store to the minute they walk out, smart retailers make every second count. A pleasant shopping environment keeps customers longer, leading to likely increased spend and better brand loyalty, while friendly,

efficient customer service makes them keen to return and spread the word to their friends.

We discovered that most stores could benefit from improved navigation, which would help shoppers to find things more quickly in-store. Smaller retailers used less navigation, with 90% of small stores having either ineffective or no navigational signage on entry, compared with 30% of large retailers. Where signage was installed, in some places it was not high or big enough to stand out, and on occasion overhead promotions obstructed the signs.

### Shopping Online



Source: EU Eurostat 2016

The Irish shopper is a loyal one, with 81% saying they would like to see an increase in local retailers. In addition, half of Ireland's best-loved brands are home-grown favourites, with daily specialist Avonmore leading the pack, followed by Brennan's, Denny and Jacob's.

Despite a general rise in online shopping amongst Irish shoppers it is interesting to note that only half had made an online purchase by the second quarter of 2016, compared with a much higher 81% in the UK – clearly demonstrating the importance of the in-store experience for Irish shoppers.



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### STOREDITS REPORT

## FASHION

Clothes shopping has always been one of the nation's favourite pastimes. But as fashion trends continue to evolve, so does shopper behaviour. Are retailers keeping up flocking to the high street, or have we moved our focus onto online shopping? Our research took us to a range of high street fashion retailers to see whether they could entice us in and, once inside, tempt us into making purchases.



Innovative and challenging in equal measures, fashion retailing has changed significantly over the past 25 years. The UK remains at the forefront of this exciting industry – after food. It is by far the most important retail market. With a total value of £50 billion per annum, it accounts for 18% of all retail sales and 32% of all non-food sales.

National chains remain the market leaders, representing half of all sales in the coming market, with department stores taking a respectable fifth and supermarkets a tenth. As threats to traditional formats continue to rise, online and remote shopping now account for just over a tenth of sales in the sector. The remaining sales are made up from sports retailers, independents and 'others'.

2016 has proven to be a tough year for clothing retailers, with shoppers favouring leisure and holiday activities over spending on fashion. This has led to some creative thinking from brands on



how to tackle issues such as developing a seamless multichannel experience and how to navigate the uncertainties caused by the Brexit vote.

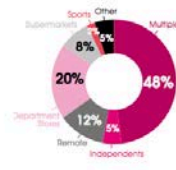
In spite of these difficulties and changes to shopping habits, it's clear that clothes shopping remains a firm favourite pastime.

with a quarter of UK shoppers buying clothes, shoes or accessories more than once a week, increasing to more than half in the 25-34 age group.

Shoppers are looking for choice in shopping methods, with many blending in-store and online shopping. More than half of UK shoppers like to browse in-store before buying online, and almost two thirds look online first before buying in-store.

However, it seems that shopping in-store still reigns supreme for many shoppers, with the social nature of shopping, along with being able to touch, feel and try on the items all putting in-store shopping ahead of the online world.

### Market make up

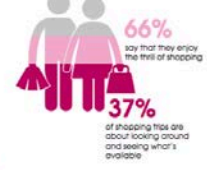


Source: The UK Fashion Market Opportunity, 2016

### Frequency



### Why shoppers choose in-store



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