

Importance of Range – AU Grocery

TOP 10

- 1 Fresh Herbs
- 2 Vegetables
- 3 Herbs, Spices & Seasonings
- 4 Fresh Meat
- 5 Organic Snacks
- 6 Allergy Products
- 7 Frozen Vegetables
- 8 Pasta Sauce
- 9 Fruit
- 10 Deli Meats

...and selected others

- 19 Health Fruit, Nuts, Grains & Seeds
- 26 Prepacked Sliced Meats
- 45 Batteries
- 49 Mexican Food
- 74 Frozen Fish & Seafood
- 90 Cough and Cold products
- 114 Long-life Non-dairy Milk
- 142 Liquid Stock

Source: Shopper Intelligence AU Grocery Program, Coles/WW, MAT to Dec 2024
Qu - How important is each statement to you when shopping for CATEGORY in RETAILER?
RETAILER has a good range of CATEGORY products

Importance of Range – NZ Grocery

TOP 10

- 1 Vegetables
- 2 Baby Food
- 3 Fruit
- 4 Instore Bakery
- 5 Baking Ingredients
- 6 Biscuits
- 7 Craft Beer
- 8 White Wine
- 9 Sparkling Wine & Champagne
- 10 Vitamins & Supplements

...and selected others

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|----|------------------------------|
| 13 | Frozen Chicken Bags or Boxes |
| 19 | Mince |
| 24 | Simmer/Stir Fry Sauces |
| 30 | Dried Fruit/Nuts |
| 35 | Chocolate Biscuits |
| 41 | Specialty Cheese |
| 50 | Ice Cream Tubs |
| 57 | Fish |

Source: Shopper Intelligence NZ Grocery Program, Coles/WW, MAT to Dec 2024
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Importance of Range – AU Liquor

TOP 10

- 1 Riesling
- 2 Rose
- 3 Liqueurs
- 4 Pre-mix Rum
- 5 Tequila
- 6 Shiraz
- 7 Sparkling White
- 8 Traditional Cider
- 9 Pre-mix Seltzer
- 10 Gin

...and selected others

- 15 Scotch Whisky
- 21 Pre-mix Scotch Whisky
- 26 Sparkling Rose
- 32 Craft/Boutique Beer
- 38 Moscato

Source: Shopper Intelligence AU Liquor Program, Main Formats (All Retailers_, MAT to Dec 2024
Qu - How important is each statement to you when shopping for CATEGORY in RETAILER?
RETAILER has a good range of CATEGORY products



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5h • Edited •

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Niche...

Wonder what the UBW is on these two products..!

It's interesting cos the [Woolworths Supermarkets](#) store in Mosman in badged a Metro, and has a convenience-style footprint but a supermarket-esque range.

Someone will correct me in the comments if I'm wrong, but in my experience it's a struggle to operate cost efficiently when you're carrying "speciality" or non-core lines across the store.

I had a chat with a store manager back in the 00's when I was a meat buyer.

"Mrs Miggins always comes in for a fillet steak on a Thursday so we have to keep it in the range."

"How many do you sell a week?" I asked.

"Two."

Shoppers want a range tailored for them, but as retailers we have to consider how we best serve the postcode as a whole, as well as the individual, and the business.

What's your take?

[#shoppers](#) [#grocery](#) [#range](#) [#optimise](#)



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