

# COVID-19 RETAILER SUPPORT

WE KNOW TIMES ARE TOUGH AND CONTINUE TO BE CHALLENGING AS WE EASE OUR WAY OUT OF COVID-19 LOCKDOWN. SHOPPERS STILL NEED A GENTLE REMINDER TO FOLLOW THE RULES.

WE'RE STILL OFFERING RETAILERS A SUITE OF POS TO HELP INFORM, DIRECT AND REMIND THEIR SHOPPERS TO CONTINUE TO DO EVERYTHING POSSIBLE TO HELP KEEP EVERYONE SAFE!



## THE KEY TRENDS



### PRICE-MARK PACKS

43%\*

WILL OFFER MORE PRICE-MARKED PACKS VERSUS 9% LESS

50% OF RETAILERS HAVE LESS TIME TO EXPLAIN PRICE AND PROMOTIONS MEANING STOCKING PRODUCTS WITH CLEAR PRICING IS KEY



### POINT-OF-SALE

45%\*

OF RETAILERS SAY POS IS MORE IMPORTANT THAN EVER IN DIRECTING CUSTOMERS TO PRODUCTS & NPД

DON'T FORGET TO GET YOURS AT OUR NEW WEBSITE!



### SHOPPER LOYALTY

73%\*

OF RETAILERS BELIEVE SHOPPERS ARE MORE LOYAL THAN BEFORE LOCKDOWN.

STOCK AVAILABILITY, SAFETY AND STAFF FRIENDLINESS ARE KEY DRIVERS OF THIS