



Grocery Footprint defines the catchments and estimated market share for all supermarkets in the UK with a sales area of over three thousand sq. ft.

What is Grocery Footprint?

Grocery footprint includes all grocery stores (supermarkets, superstores and hypermarkets) over 3000 sq. ft. As consumers have different choices, the model predicts what they are likely to spend and where, considering store fascia (brand), size, drive time and shopper demographics.

Catchments are defined and estimated market share is predicted for each store, depending on the amount of money available in the catchment.

Grocery Footprint covers all major supermarket brands, including discounters.

Applications

- Understand how attractive stores will be to customers in an area.
- Estimate available expenditure in each area for the residential population.
- Understand the demographics of each centre's catchment.
- Model 'what-if' scenarios for potential changes in the market.

Why Grocery Footprint?

- Helps to understand the size of catchments and spend for a location.
- Built using CACI's Grocery List and Spend Estimates for grocery.
- Weighted to match the overall size of the grocery market, including non-food sales.
- Internet sales and online spend are included in the model.
- Leakage to convenience stores is also provided in terms of total market share by geographical area.

Knowledge



**Spend
estimates**



**Catchment
sizes**



**Drive
times**



**Online
spend**



**Sales
Forecasts**