

Presentation Consumer Survey

Comeos – Safeshops – Thomas More -
Shopperware

De Reu Sander & Van Edom Wim

comeos



for commerce
and services

Survey period

2 surveys

Online Survey



6 April – 13 April

Online Survey



2 May – 19 May

Demography

Regions



Vlaams Gewest

n=1032; 56%



Brussels Hoofdstedelijk Gewest:

n=216; 12%



Waals Gewest:

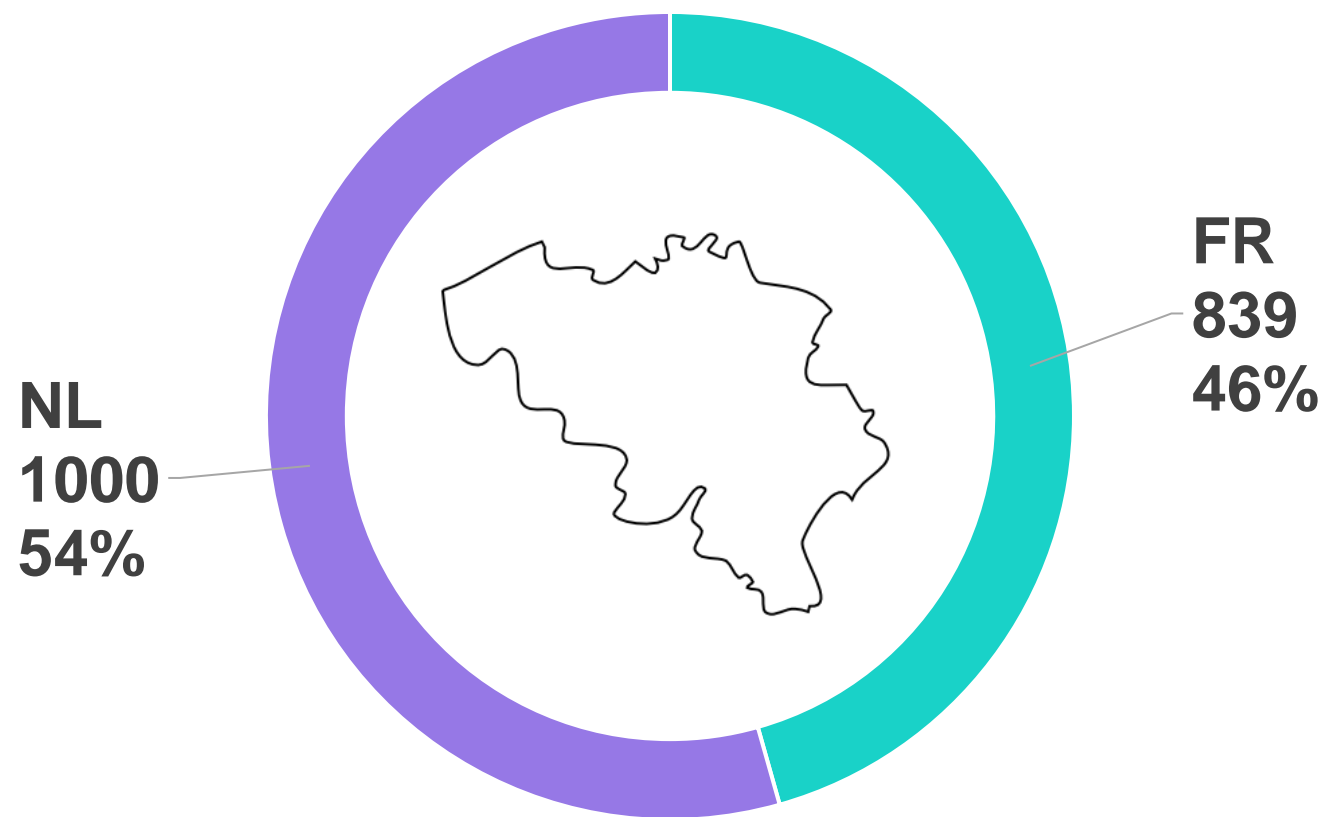
n=585; 32%



Demography

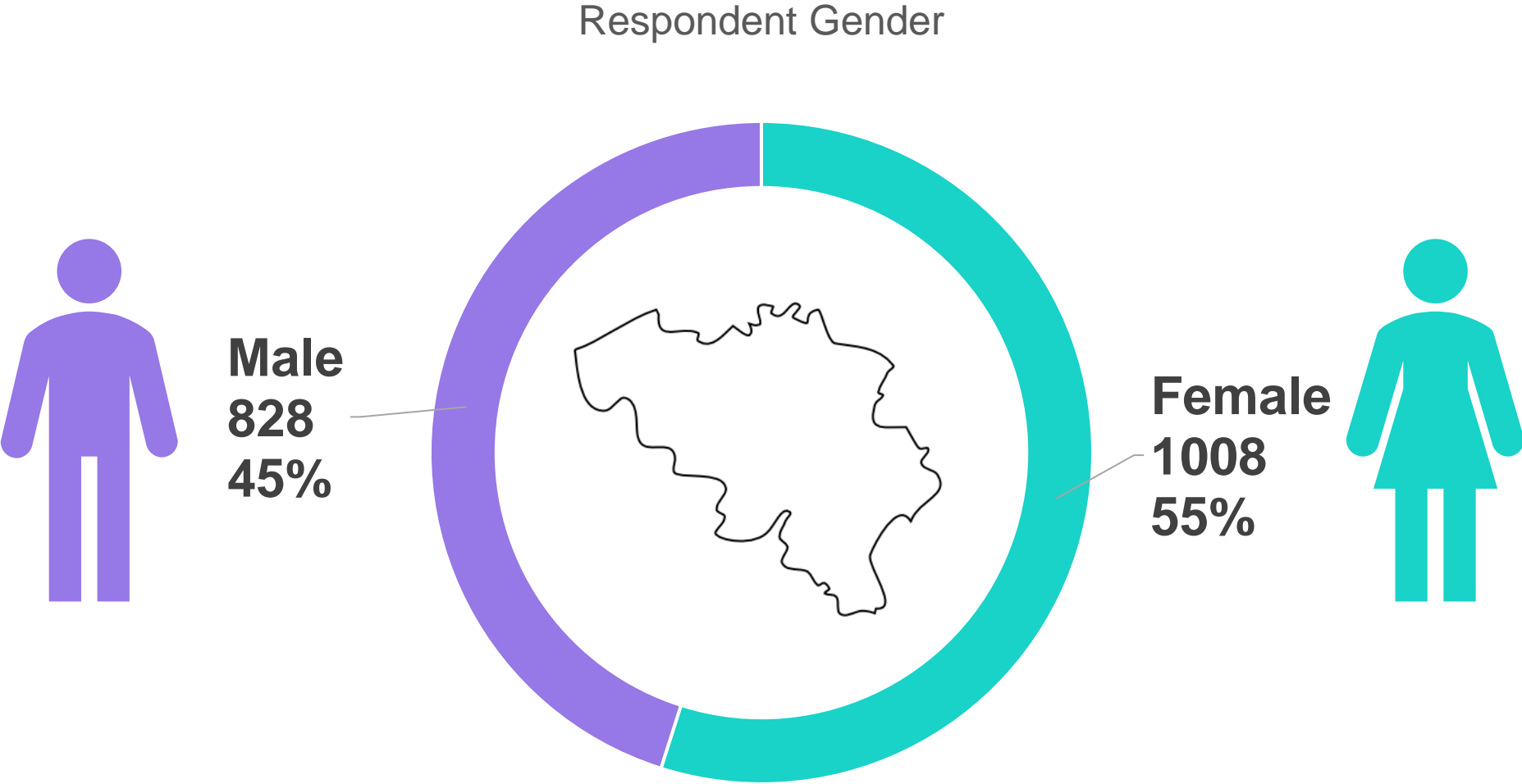
Language

Respondent Language



Demography

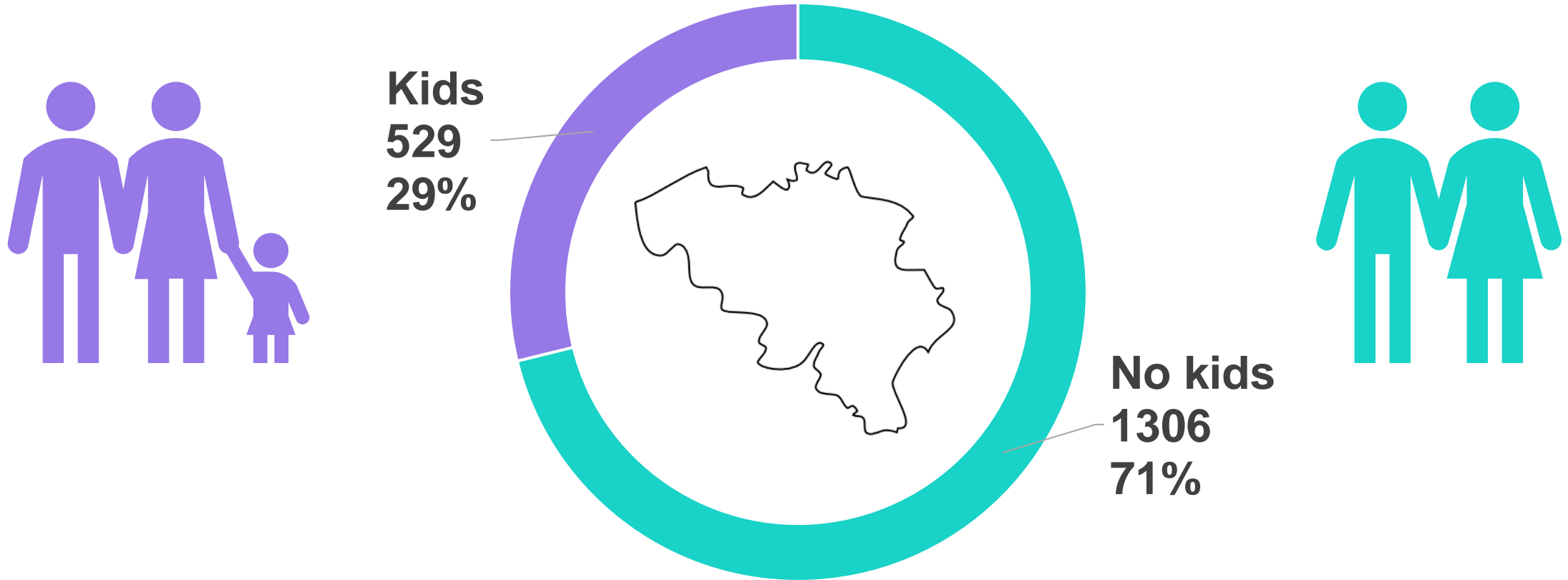
Gender



Demography

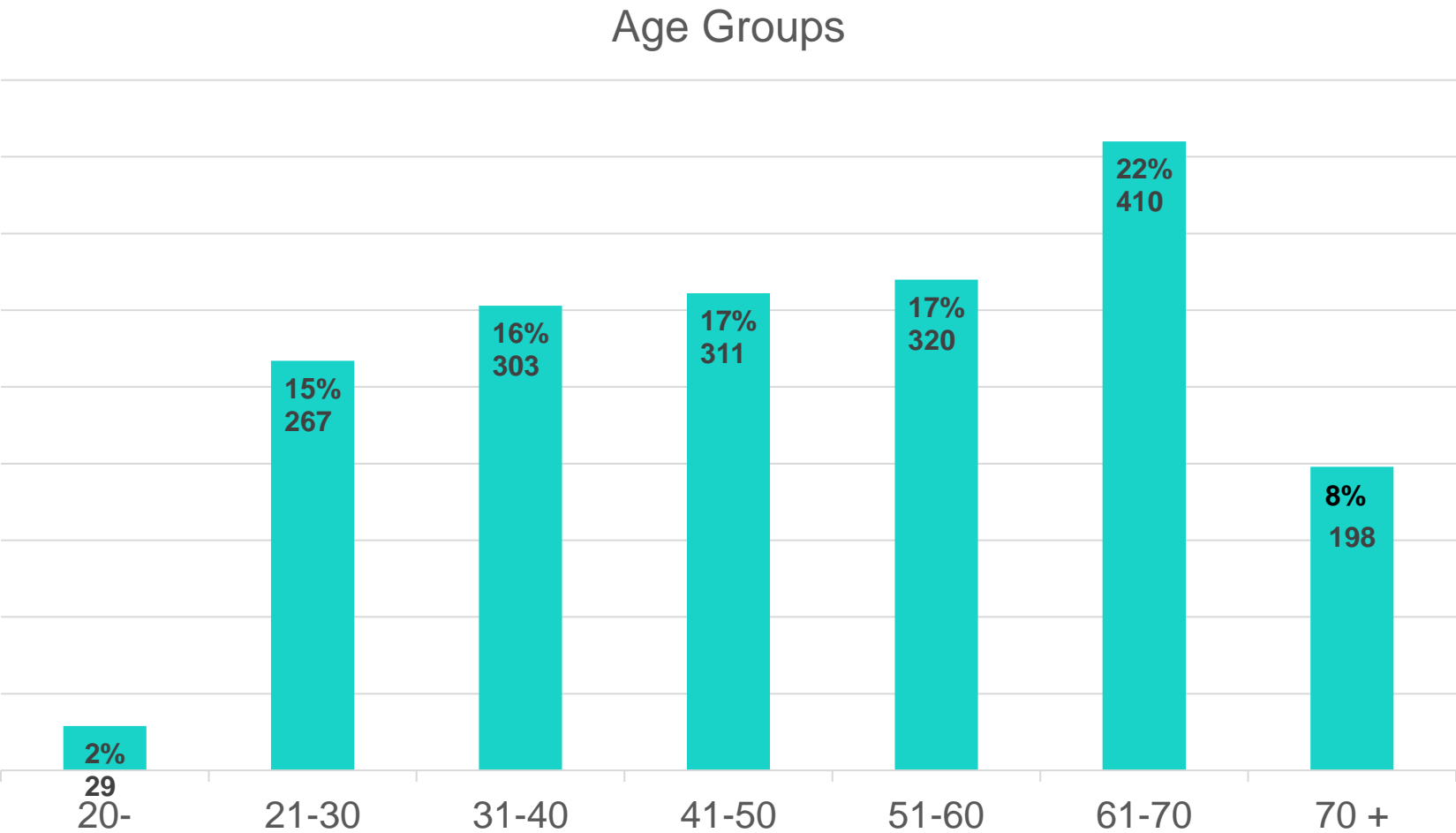
Family Composition

Respondent Family Composition



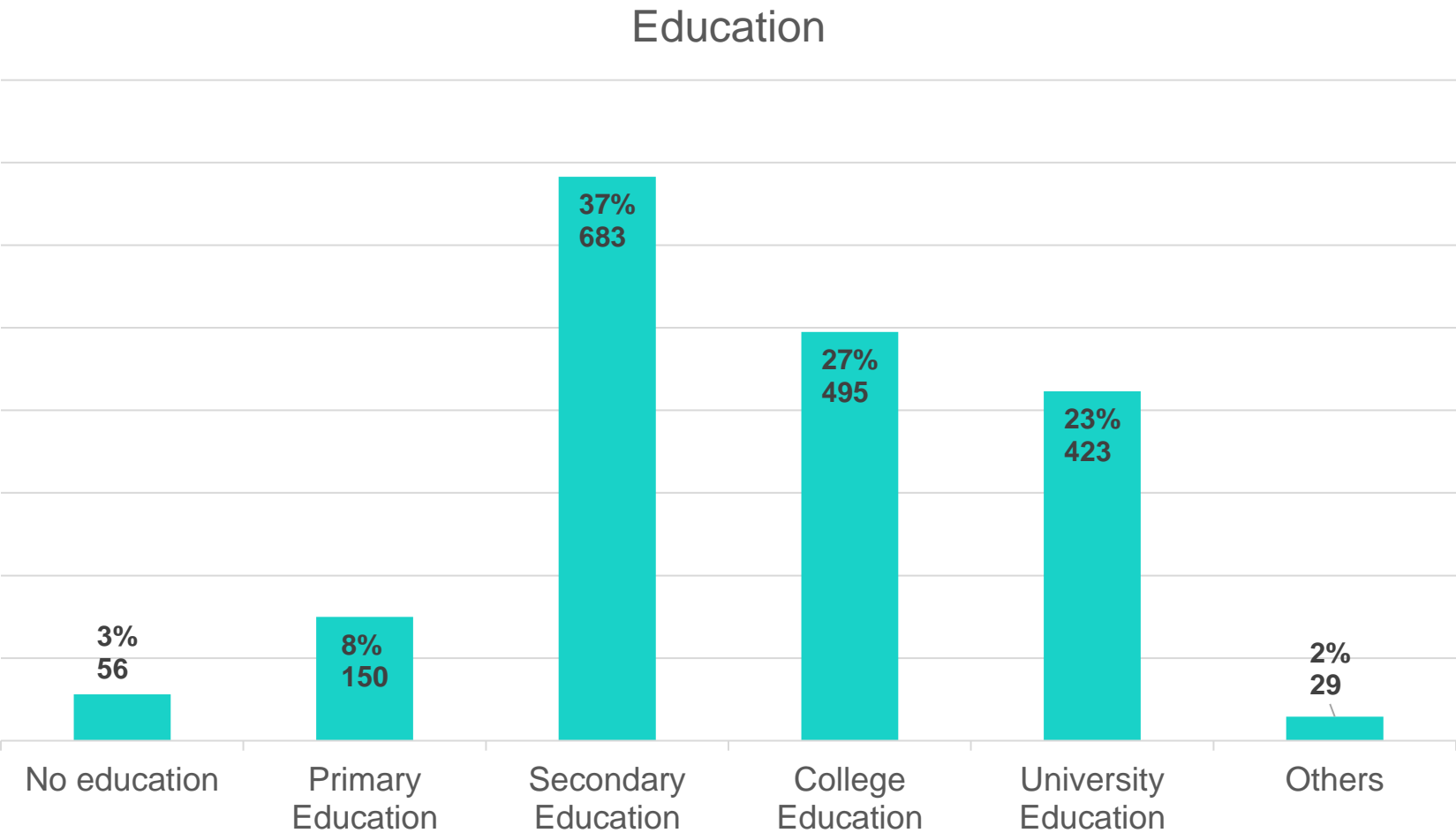
Demography

Age



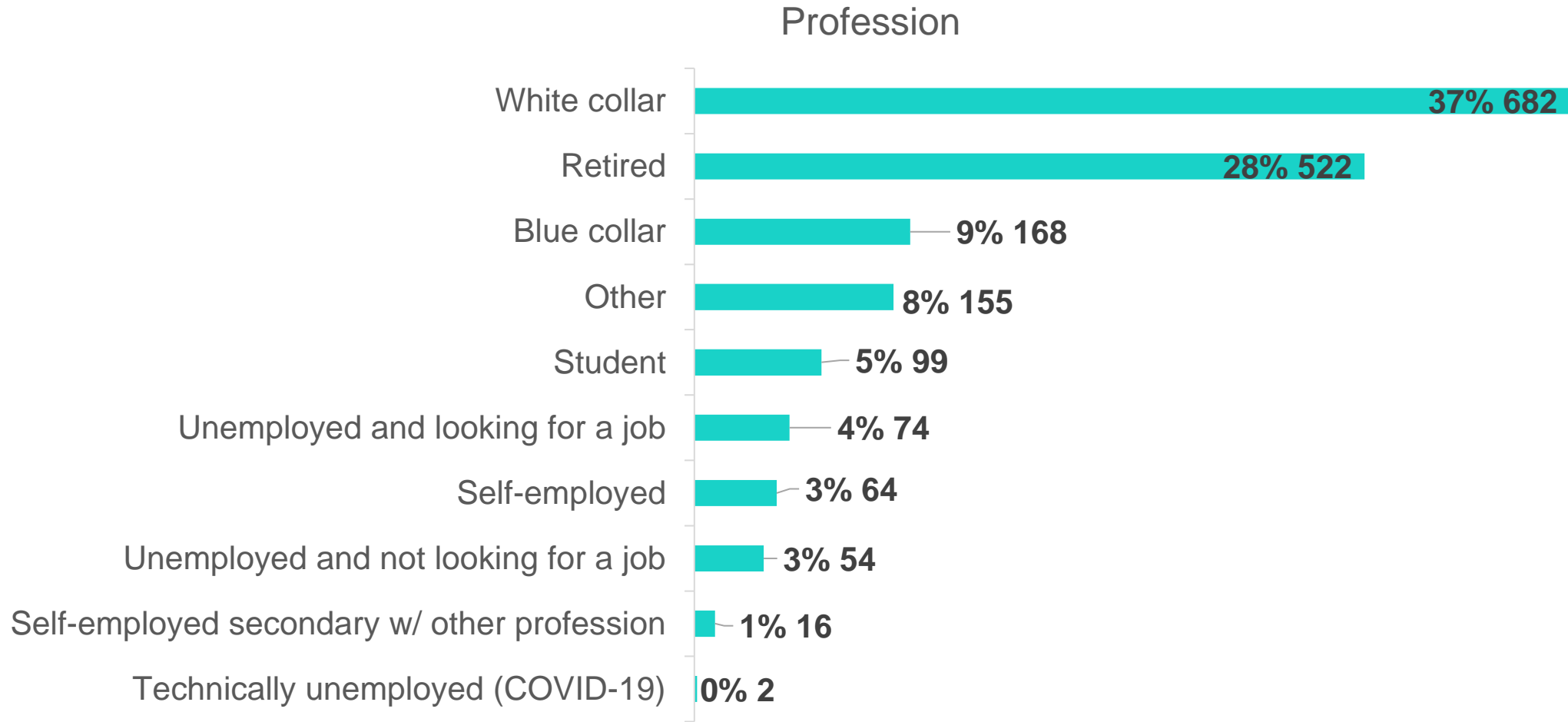
Demography

Education



Demography

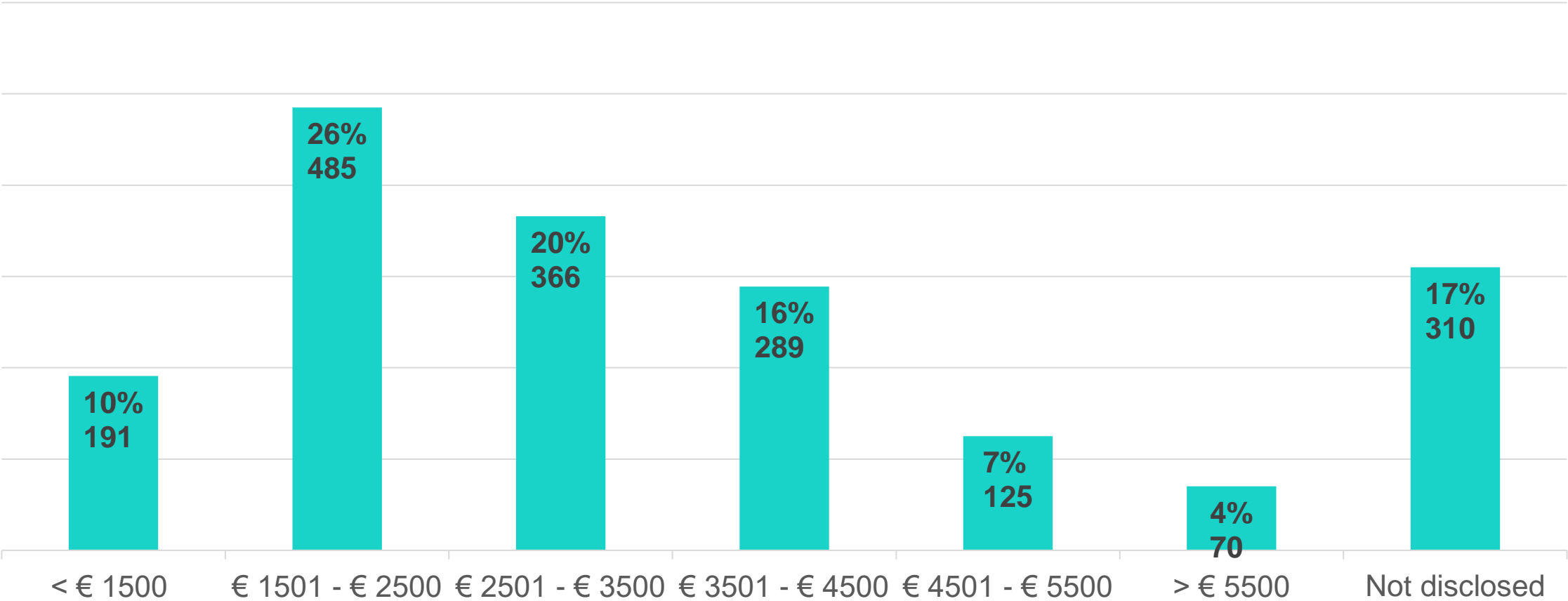
Profession



Demography

Income

Income



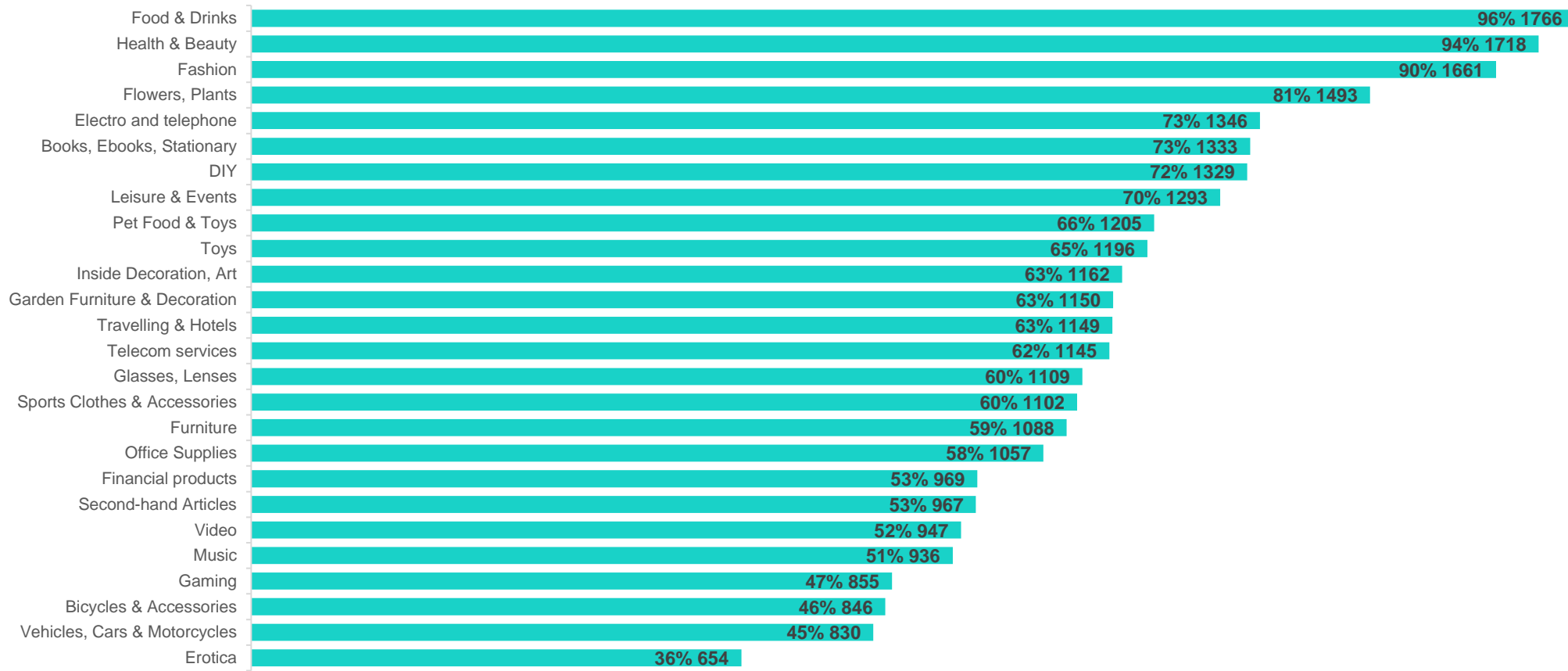
Online growth & brick&mortar resilience



Which products did you buy in 2022?

Percentage bought; n=1839

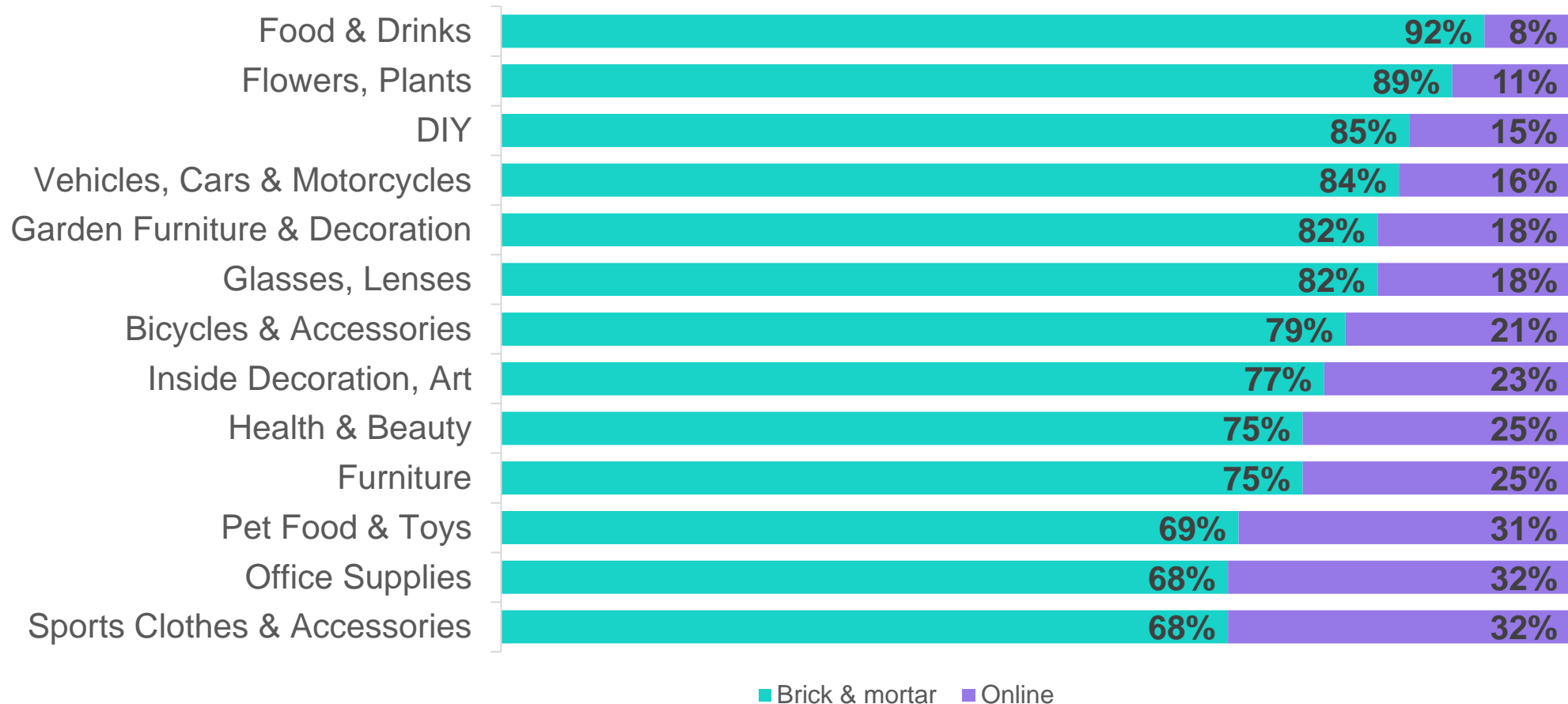
Products



Which products did you buy in 2022?

% of population who bought product category: physical/online

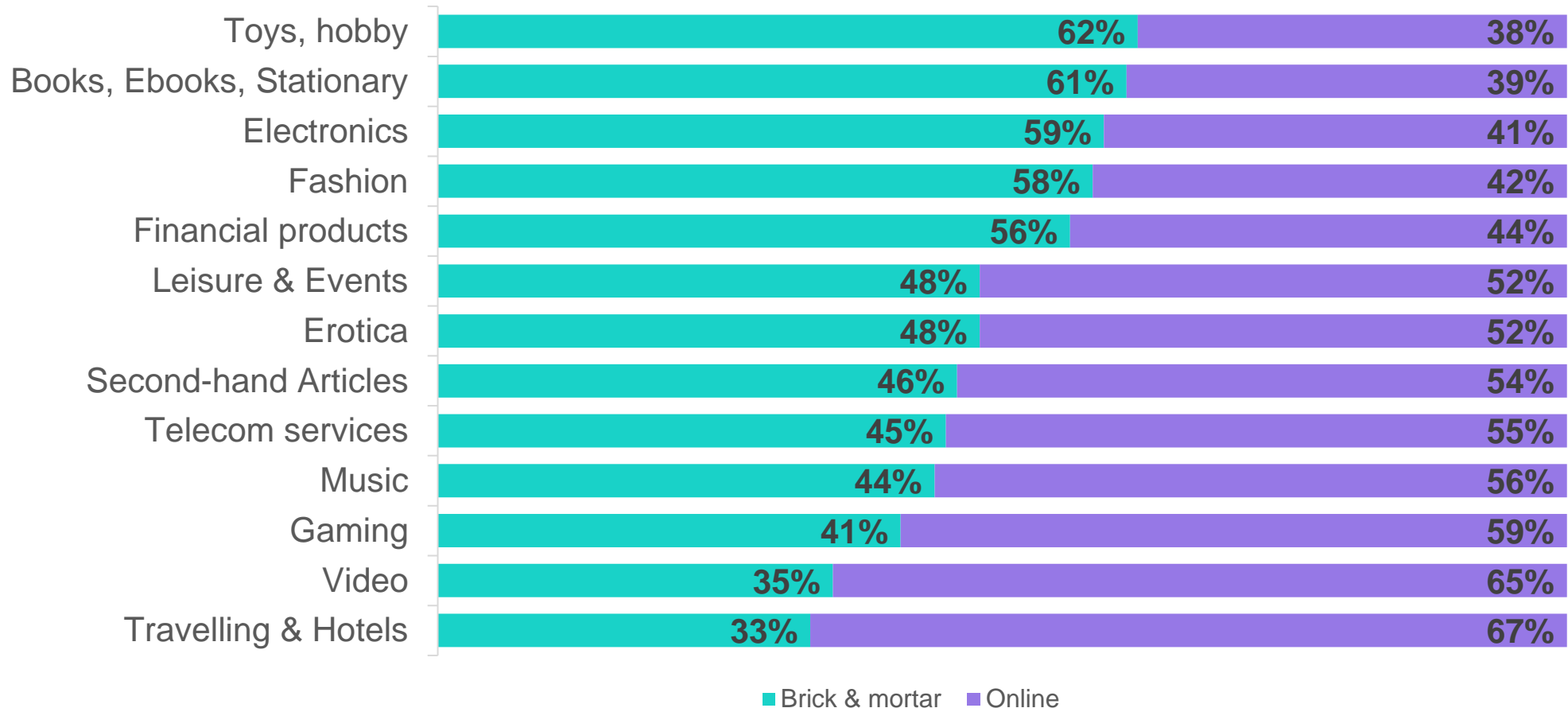
Products bought in physical store



Which products did you buy in 2022?

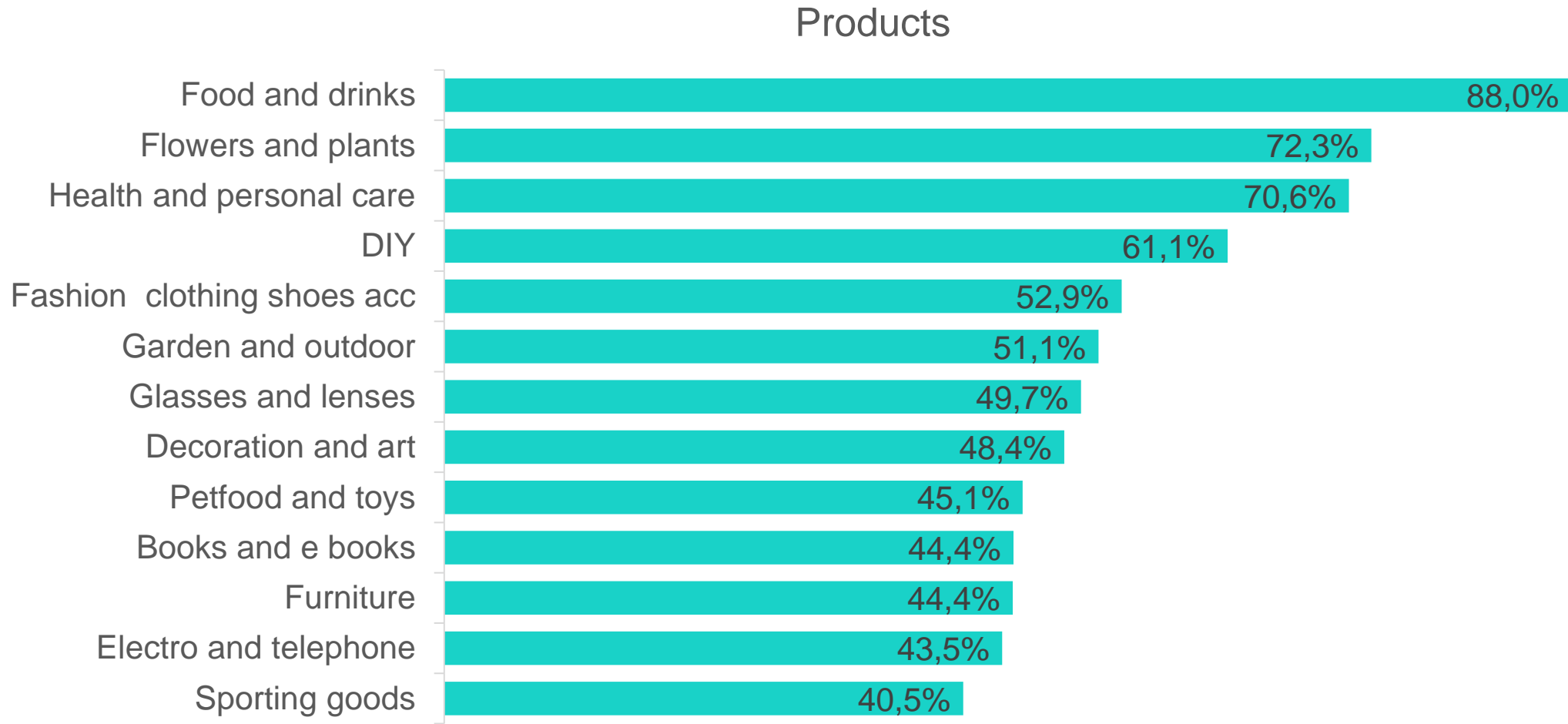
% of population who bought product category: physical/online

Products bought in physical store



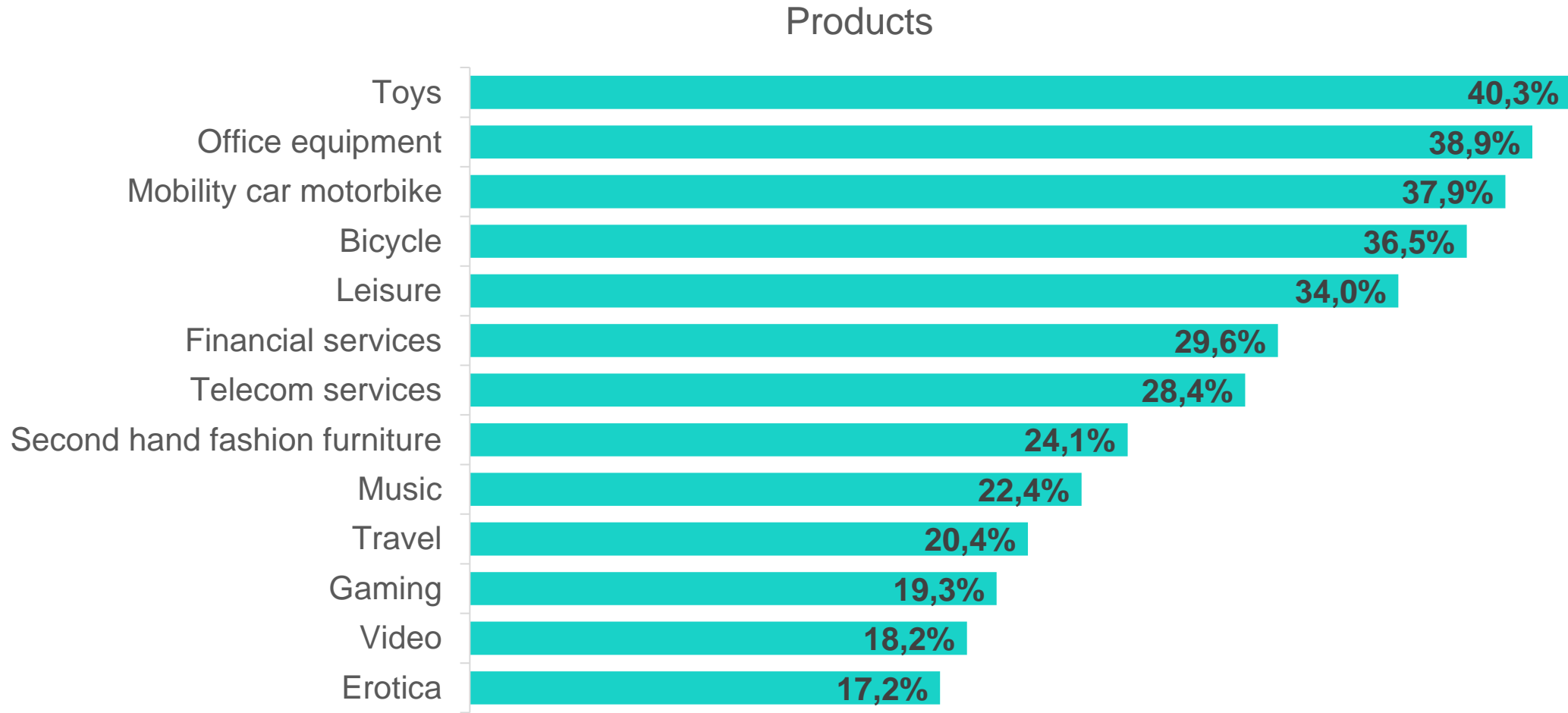
Which products did you buy in 2022?

% of total population bought in physical stores; n=1837



Which products did you buy in 2022?

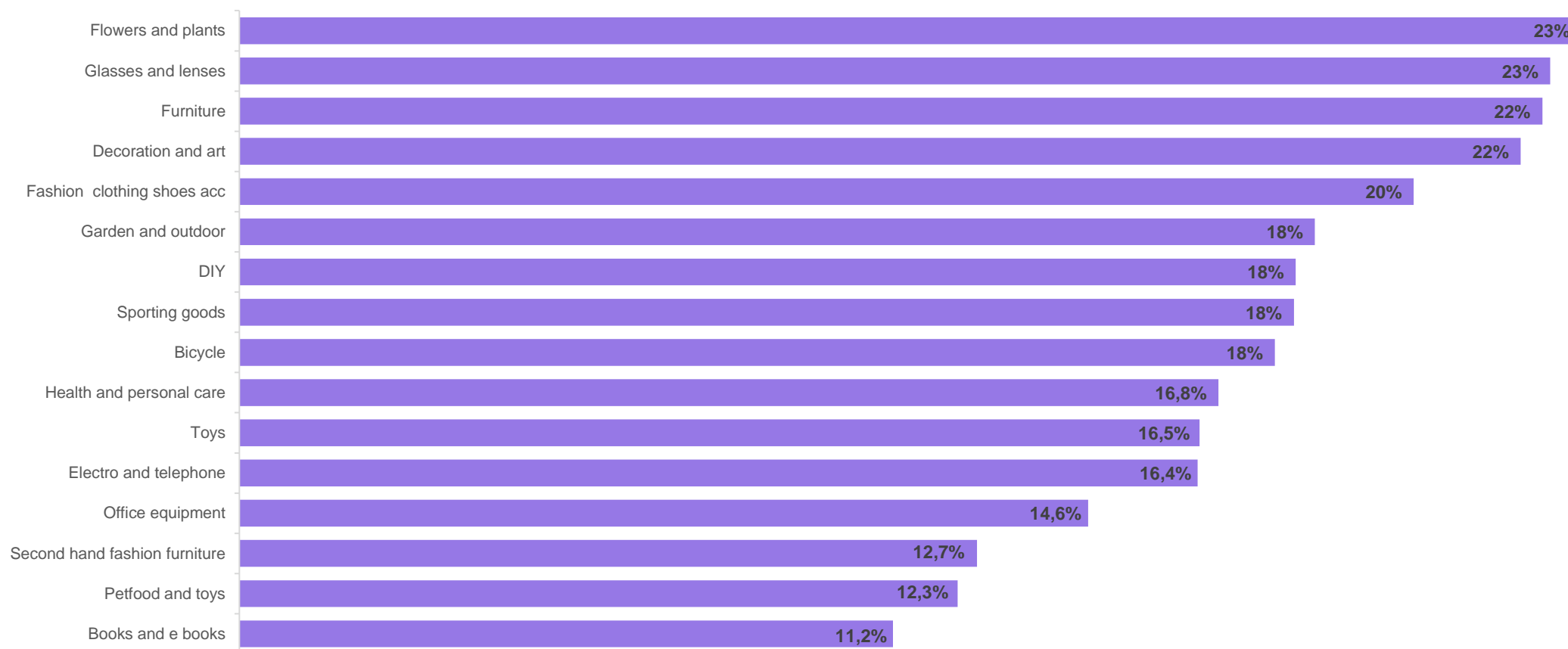
% of total population bought in physical stores; n=1837



Which products did you buy in 2022?

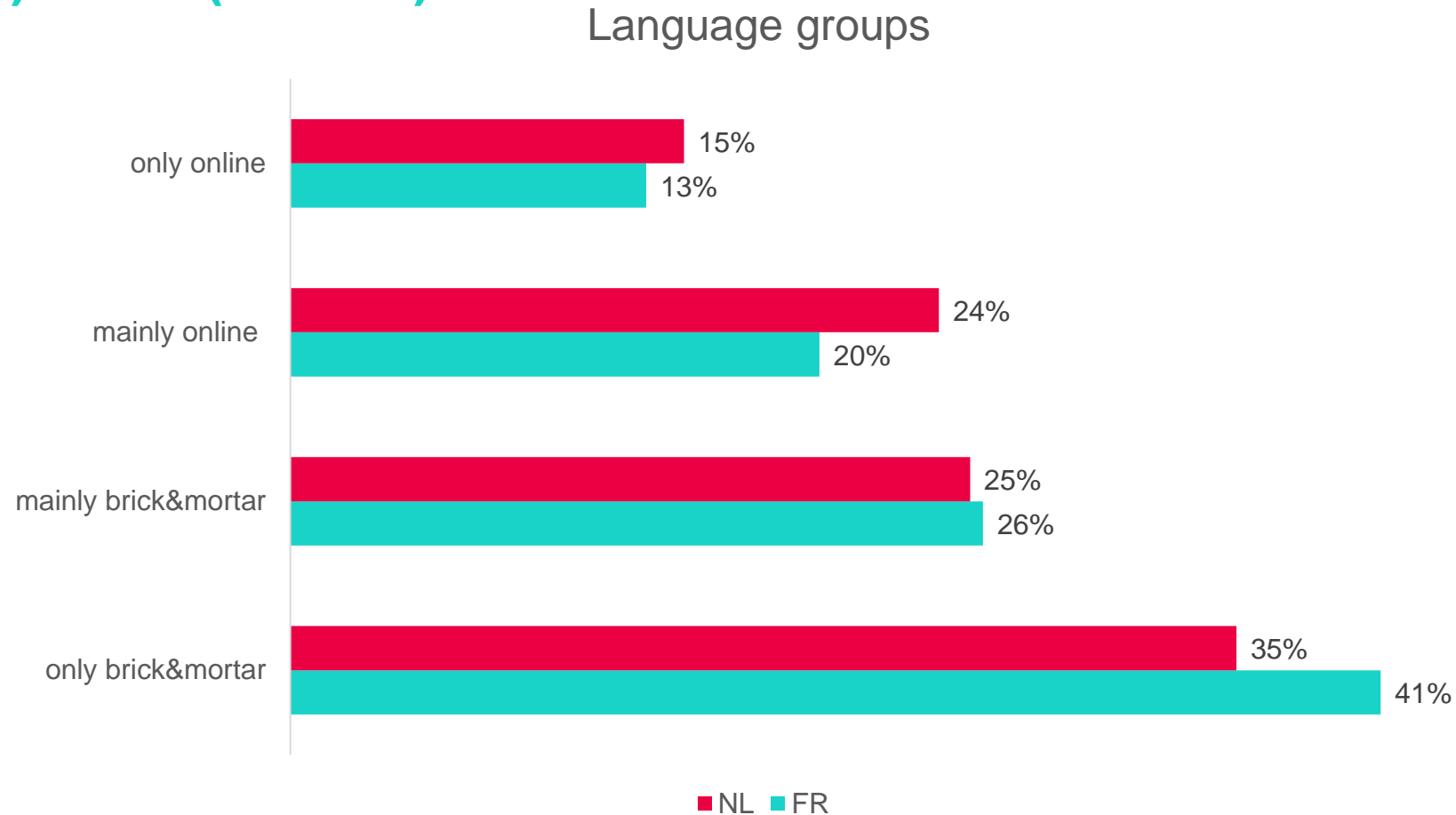
Growth in percentage point purchases brick & mortar compared to April 2021

Products



Differences per language group in total consumption?

FR (n=839) vs NL (n=1000)



Why did you buy these products in a physical store?

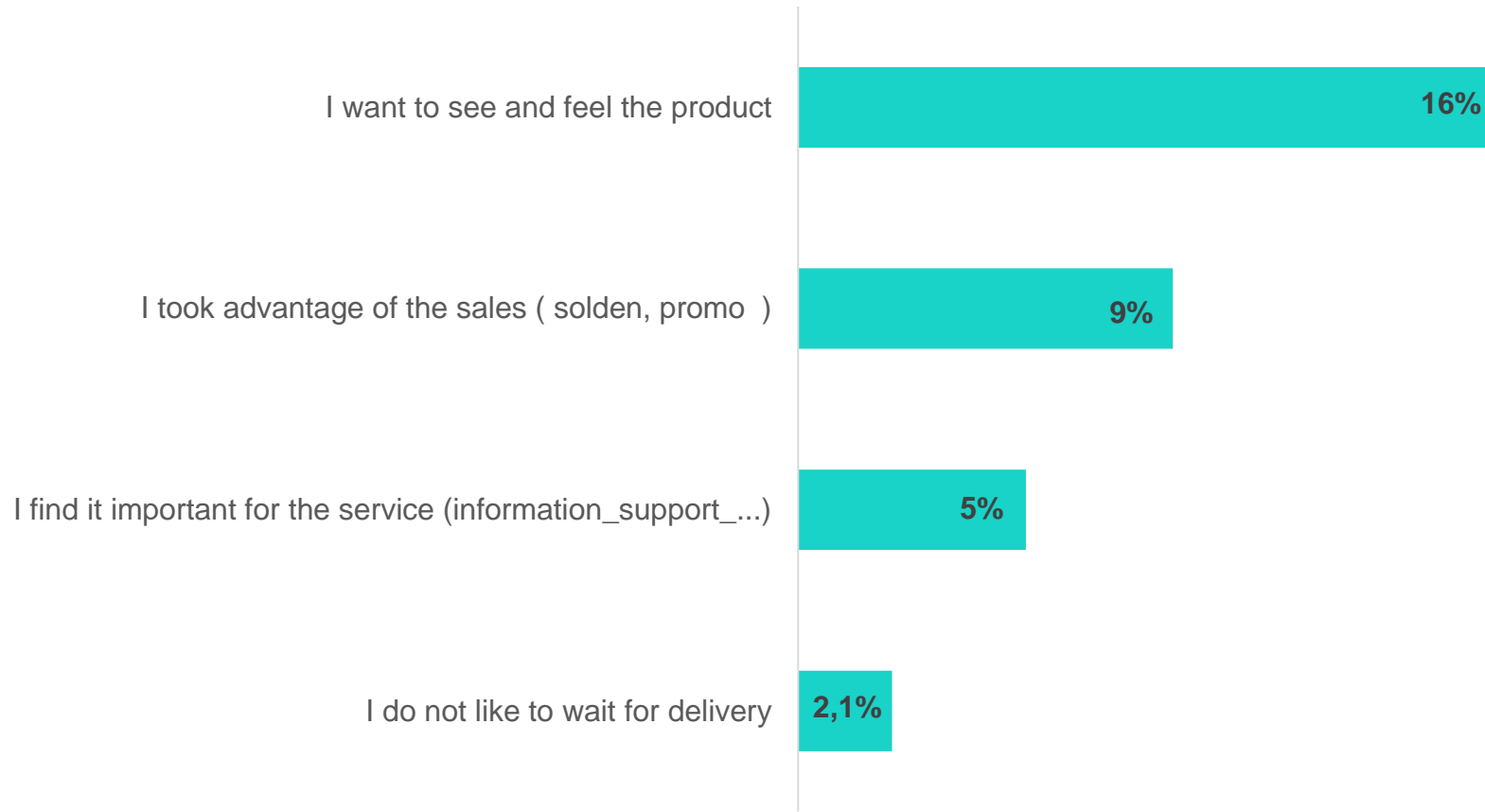
Reasons; n=1839



Why did you buy these products in a physical store?

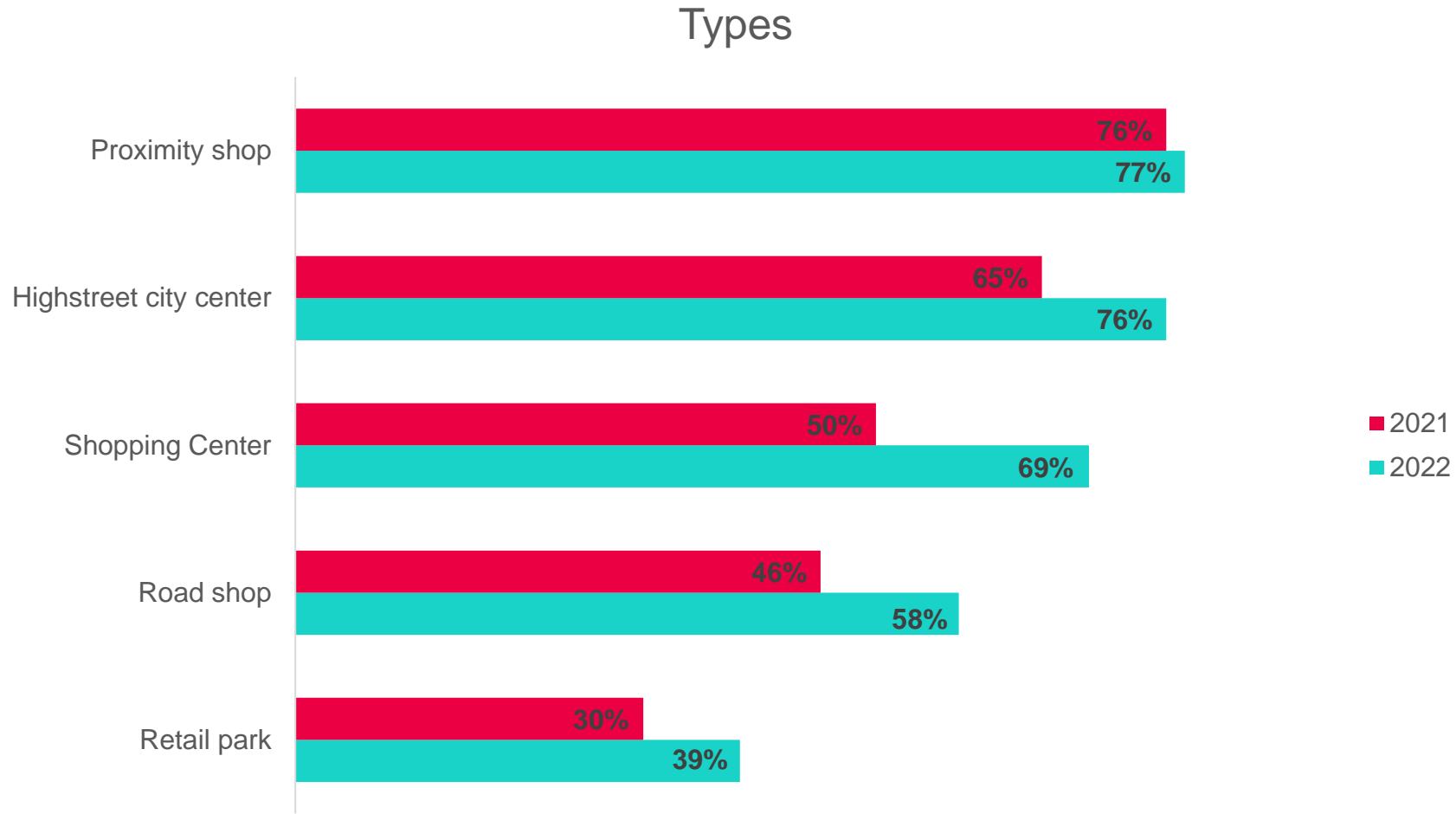
Diff. since April 2021 in percentage points

Reasons



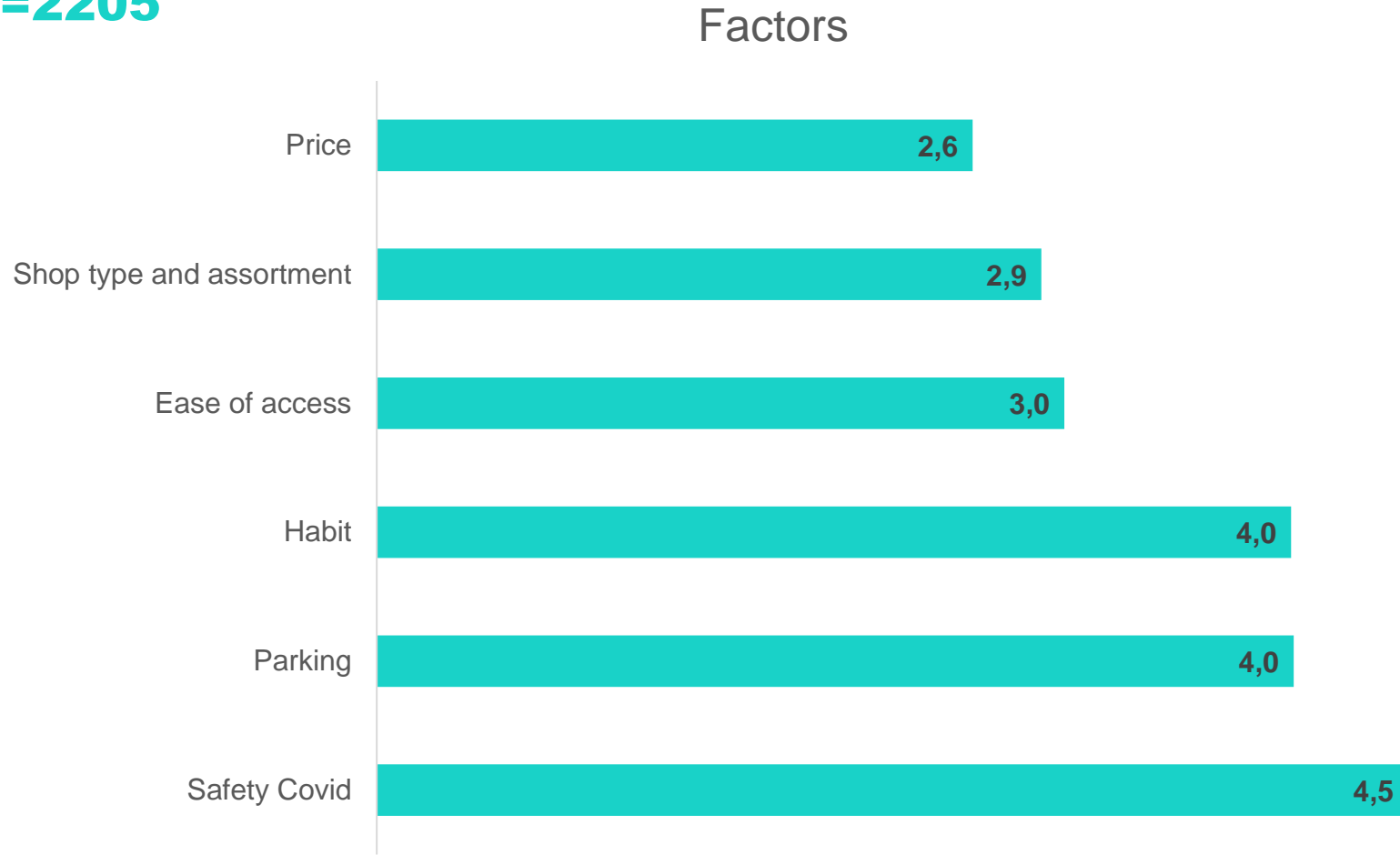
Which stores did/will you visit in 2022?

2022 versus 2021; n=1837



What elements are important when choosing your type of physical store?

Factors; n=2205



What elements are important when choosing your type of physical store?

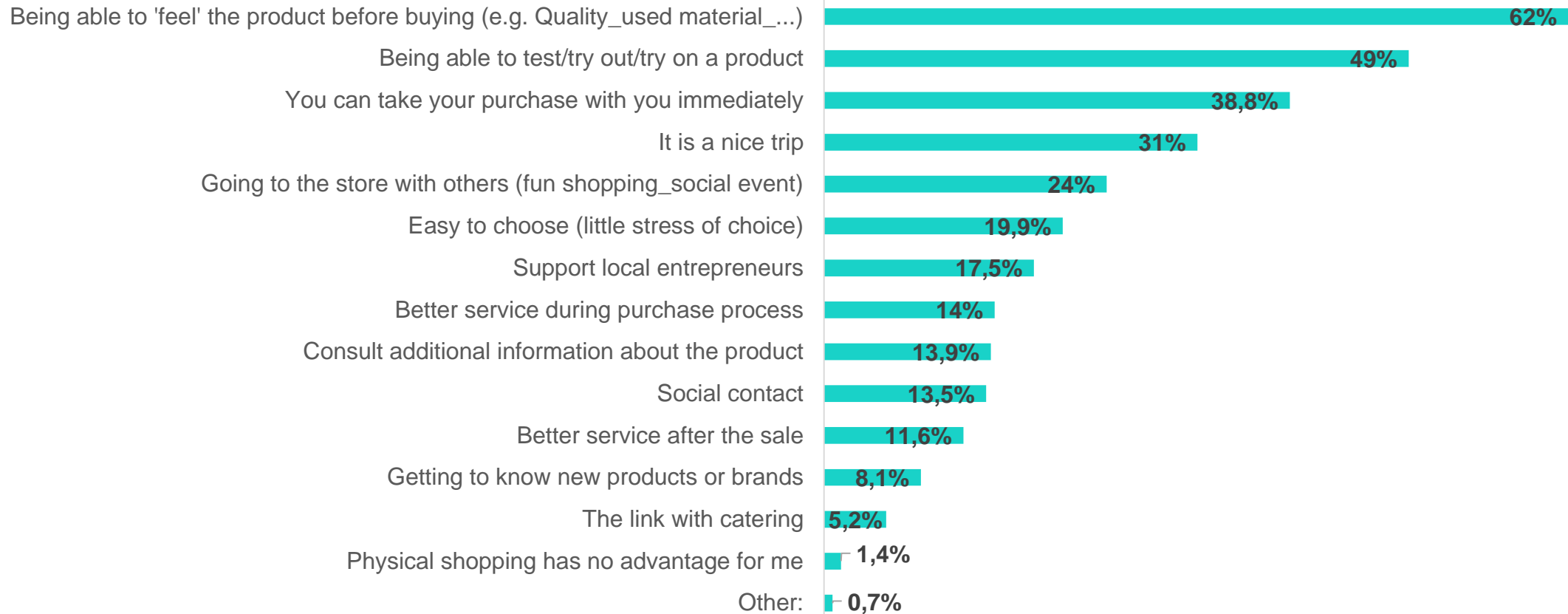
Factors; n=1837

2022	2021
Price	Price
Shop type and assortment	Shop type and assortment
Ease of access	Ease of access
Habit	Safety Covid
Parking	Parking
Safety Covid	Habit

What are the most important advantages of shopping physically?

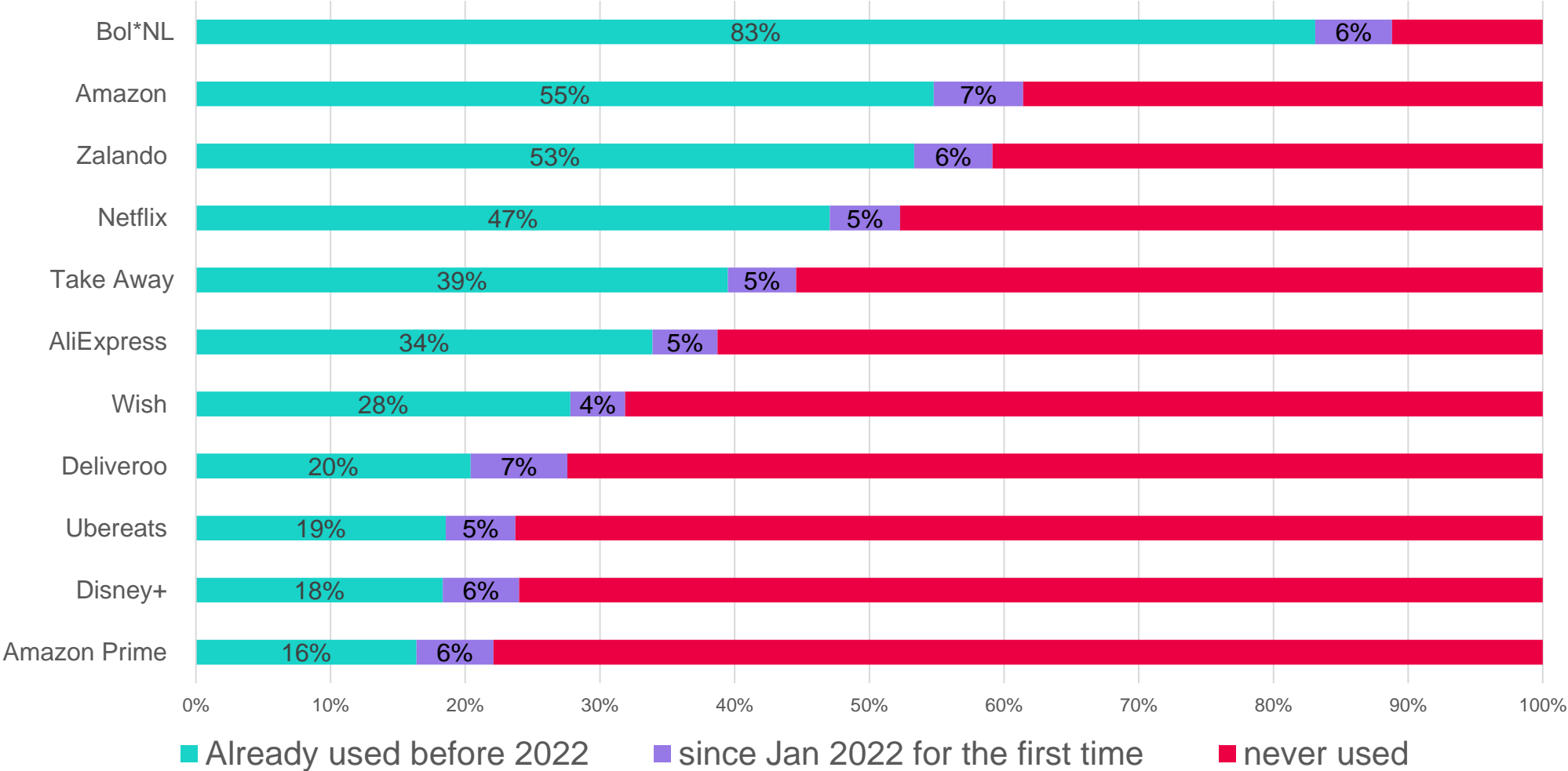
Advantages; n=1837

Advantages



Did you ever order from the following platforms?

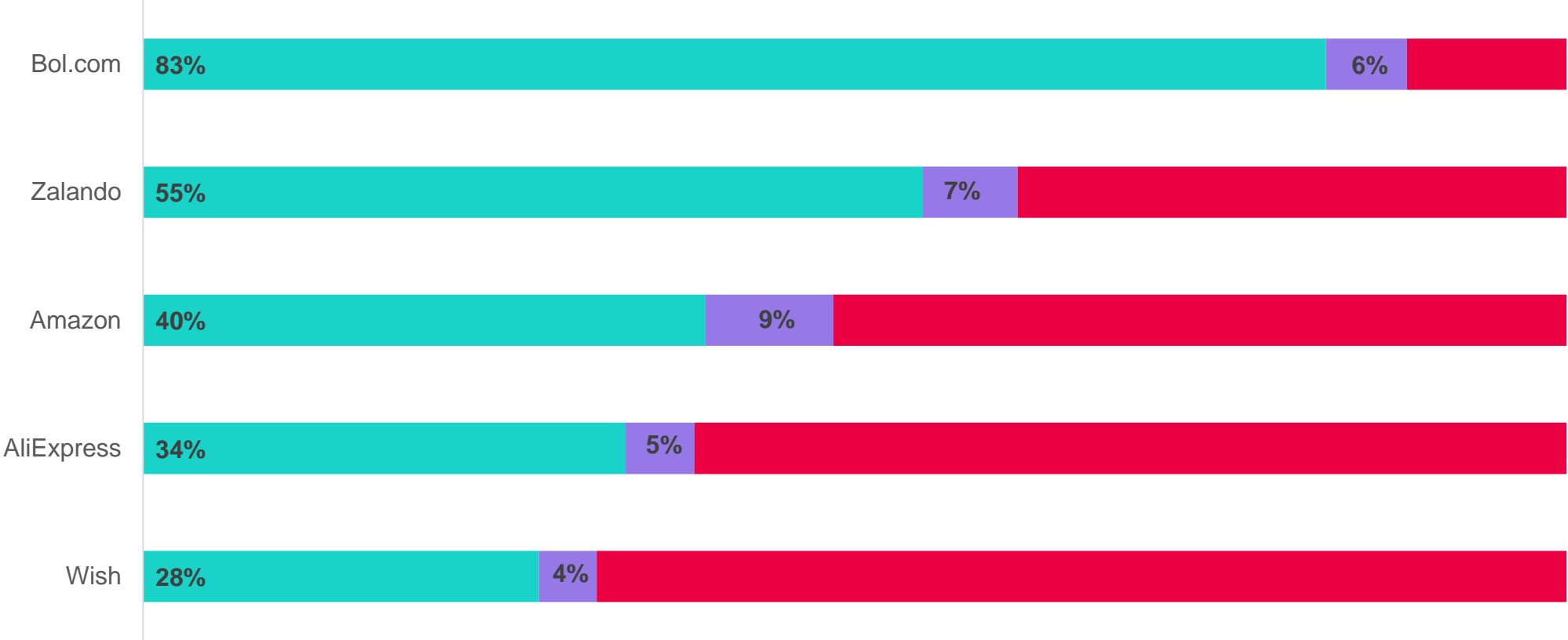
Never / Since jan 2022 / before 2022; n=1838



Did you ever order from the following platforms? Online stores

Never / Since COVID / Pré-COVID; n=1838

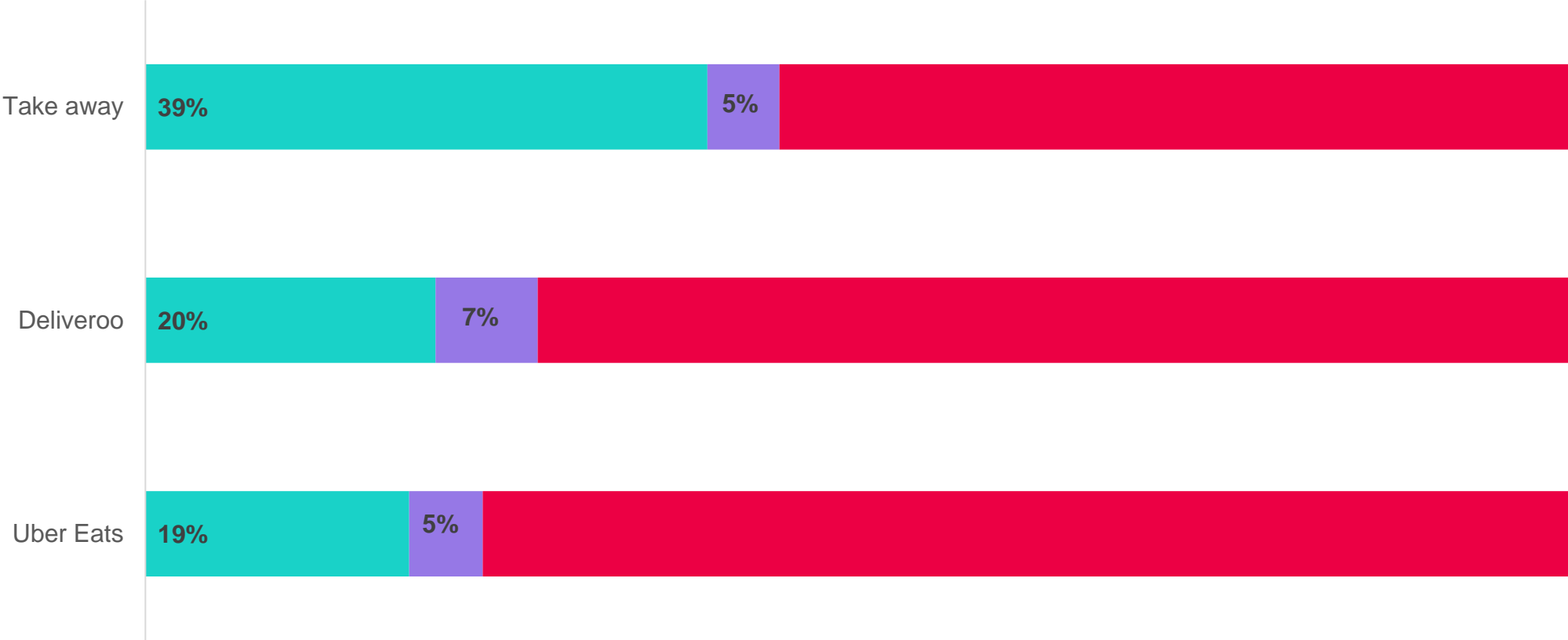
Platforms



Did you ever order from the following platforms? Food-delivery platforms

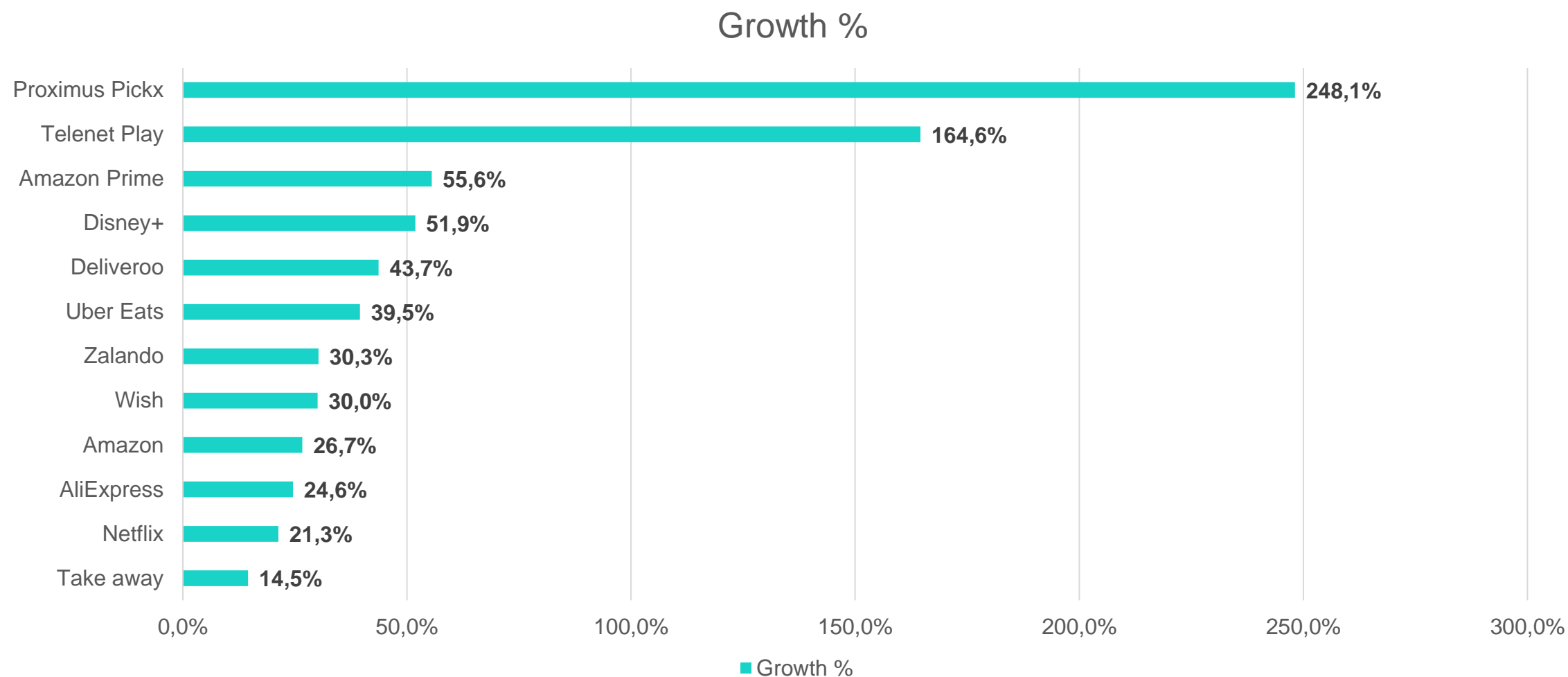
Never / Since jan 2022/ before 2022; n=1838

Platforms



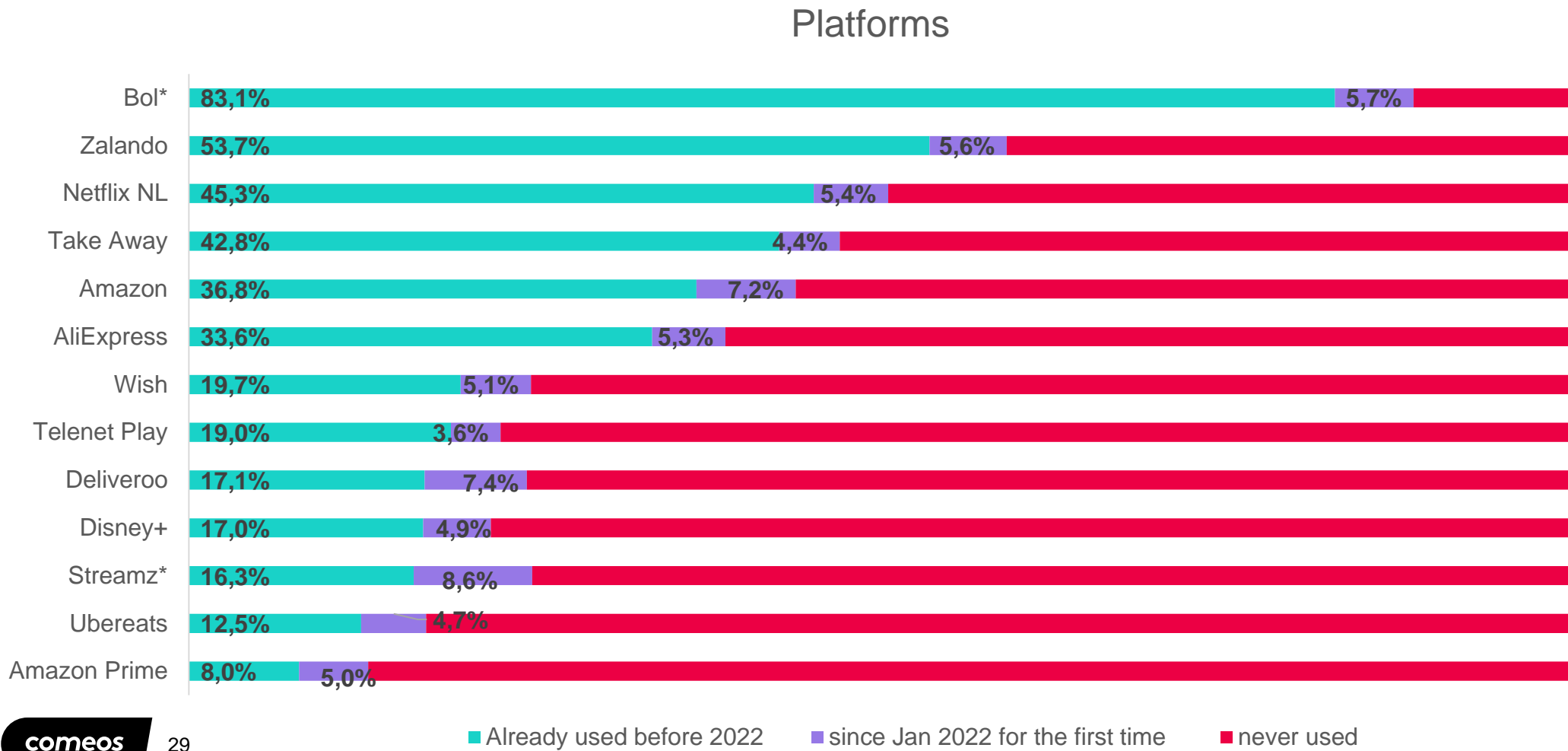
Growth of Platforms

Since COVID



Did you ever order from the following platforms? Dutch-Speaking

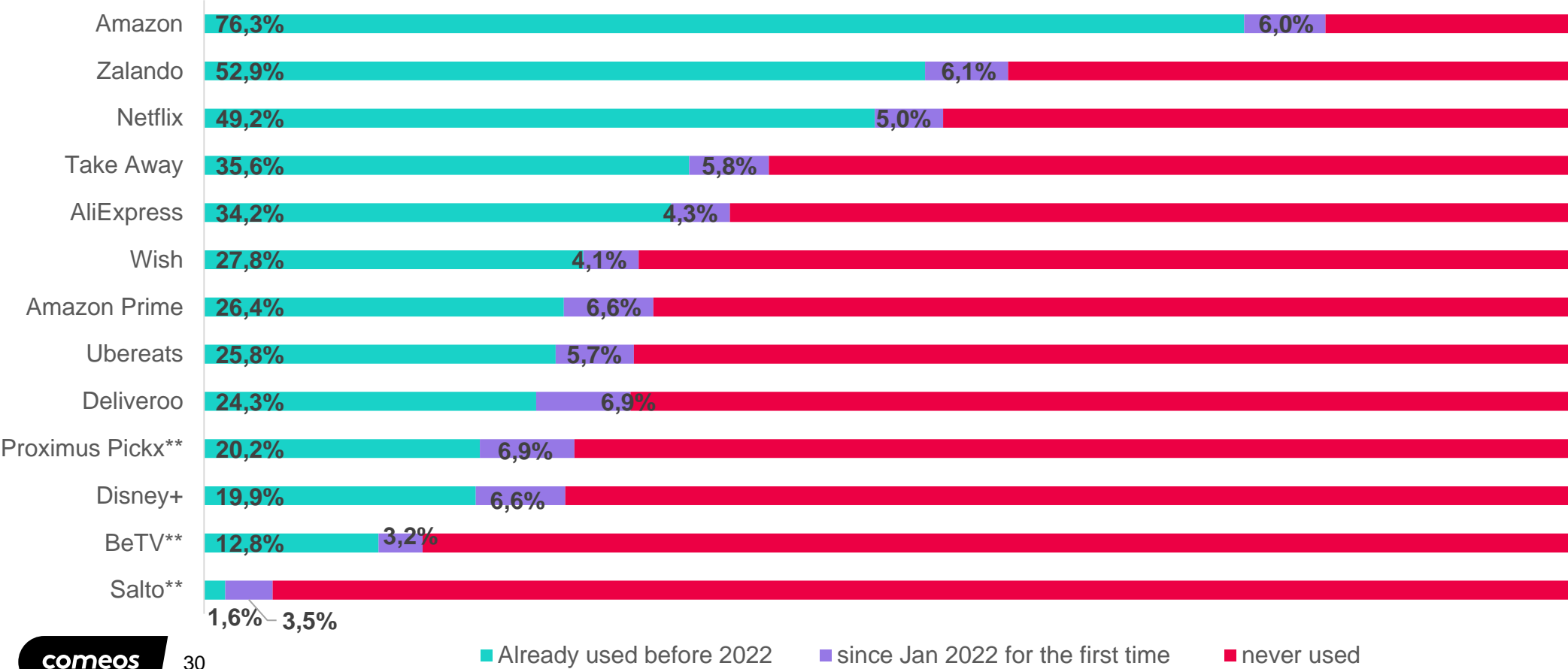
Never / 2022/ before 2022; n=1000



Did you ever order from the following platforms? French-Speaking

Never / Since COVID / Pré-COVID; n=1002

Platforms



Key Take-aways

- **People return to brick&mortar after Covid**
- **All shop types see an increase in visitors**
- **Platforms continue to grow at fast pace**

Shopper journey & Technology



What do you research online before your shopping trip?

n=1837



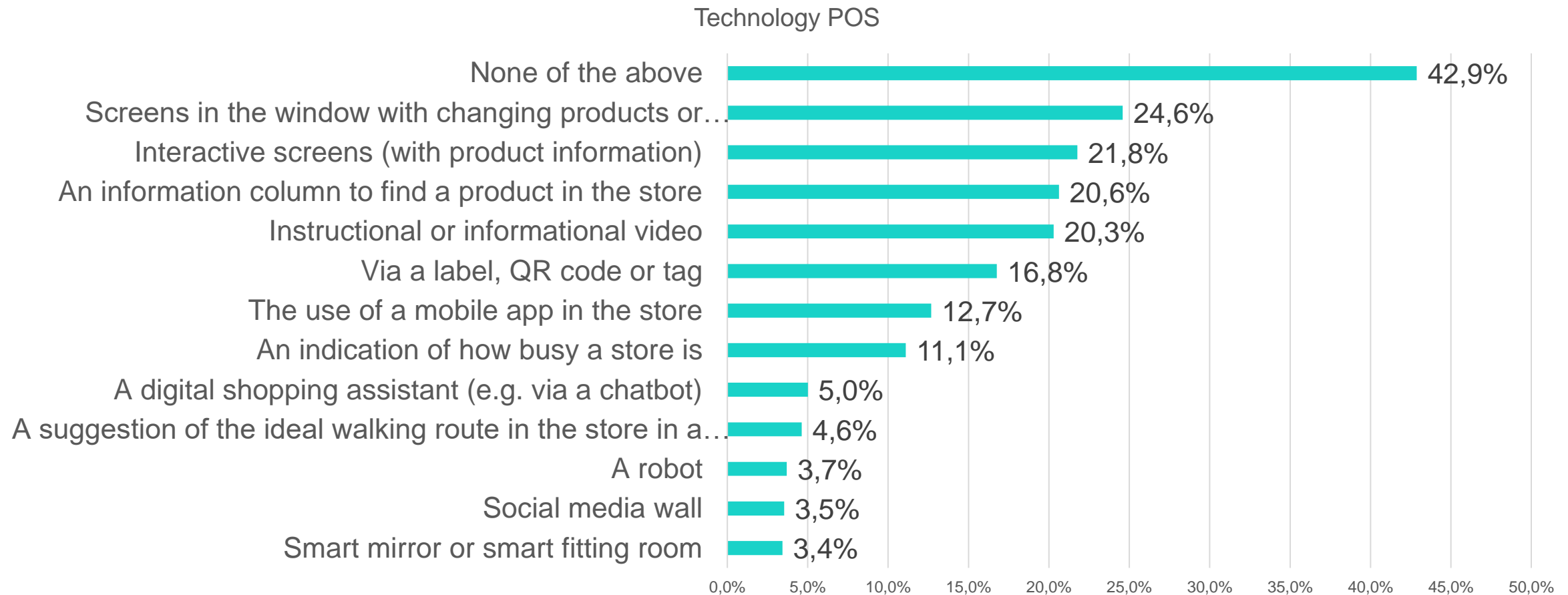
What do you research online during your shopping trip?

n=1837



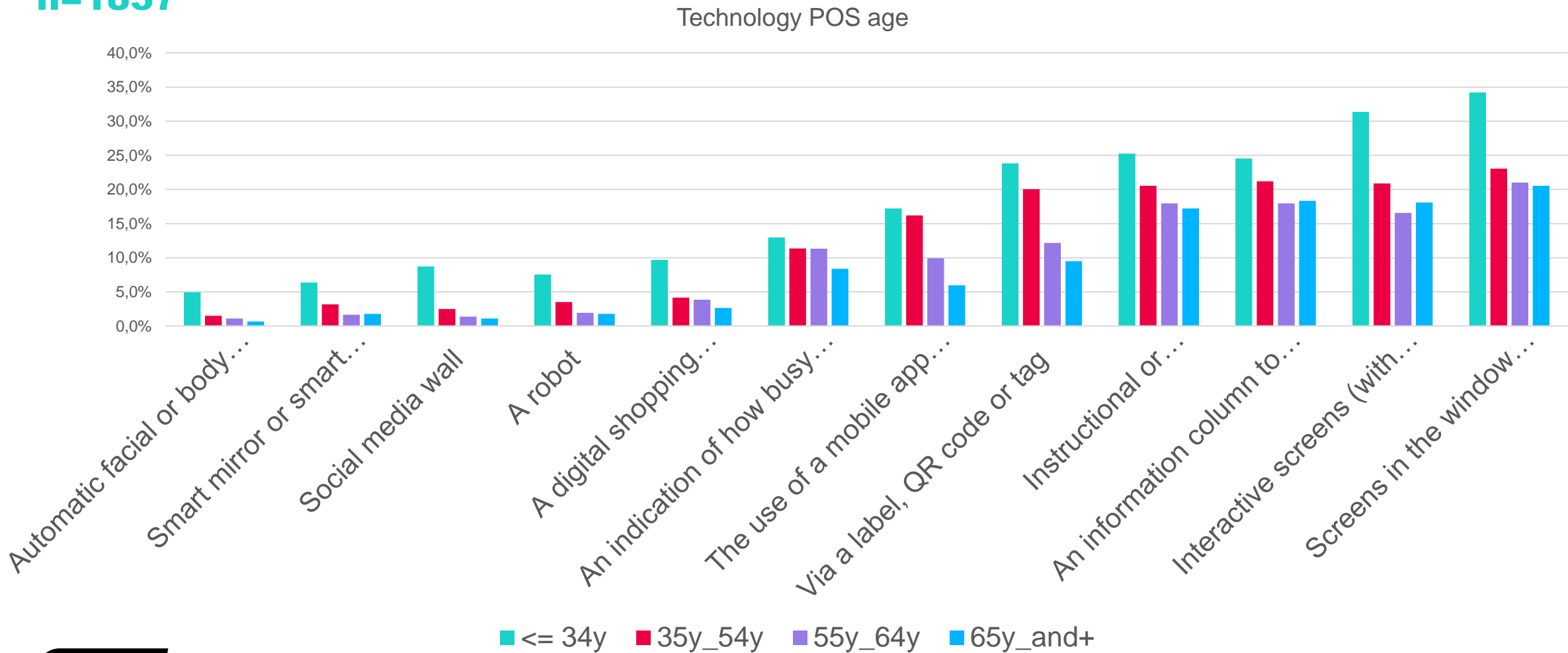
Did you ever get into contact with these technologies during shopping?

n=1837



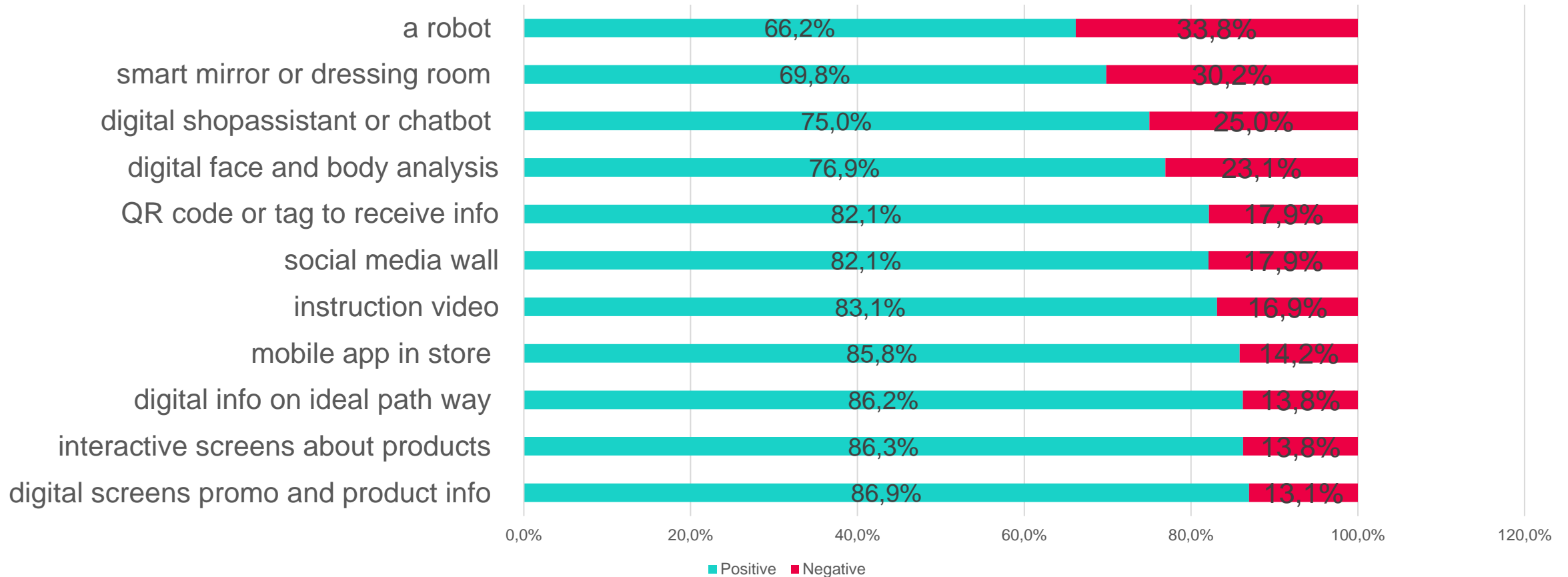
Did you ever got into contact with these technologies during shopping?

n=1837



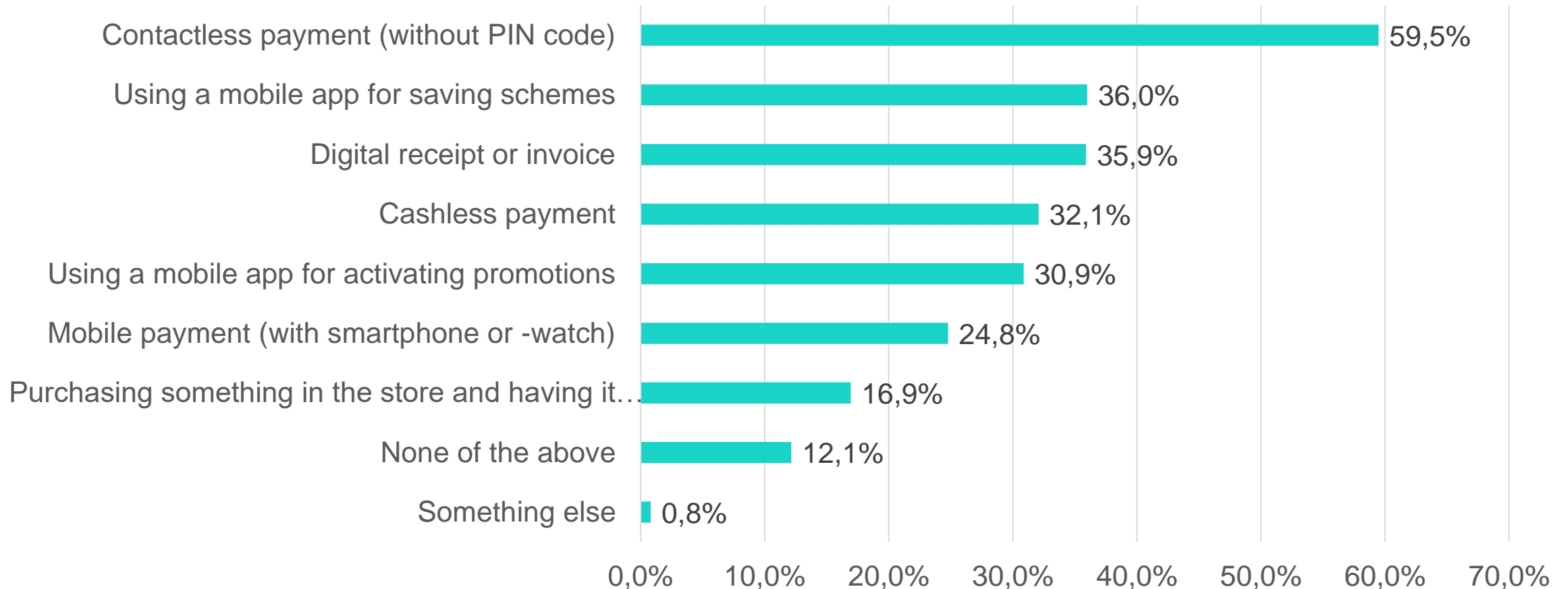
How do you evaluate your experience with these forms of digital communication?

n=1837



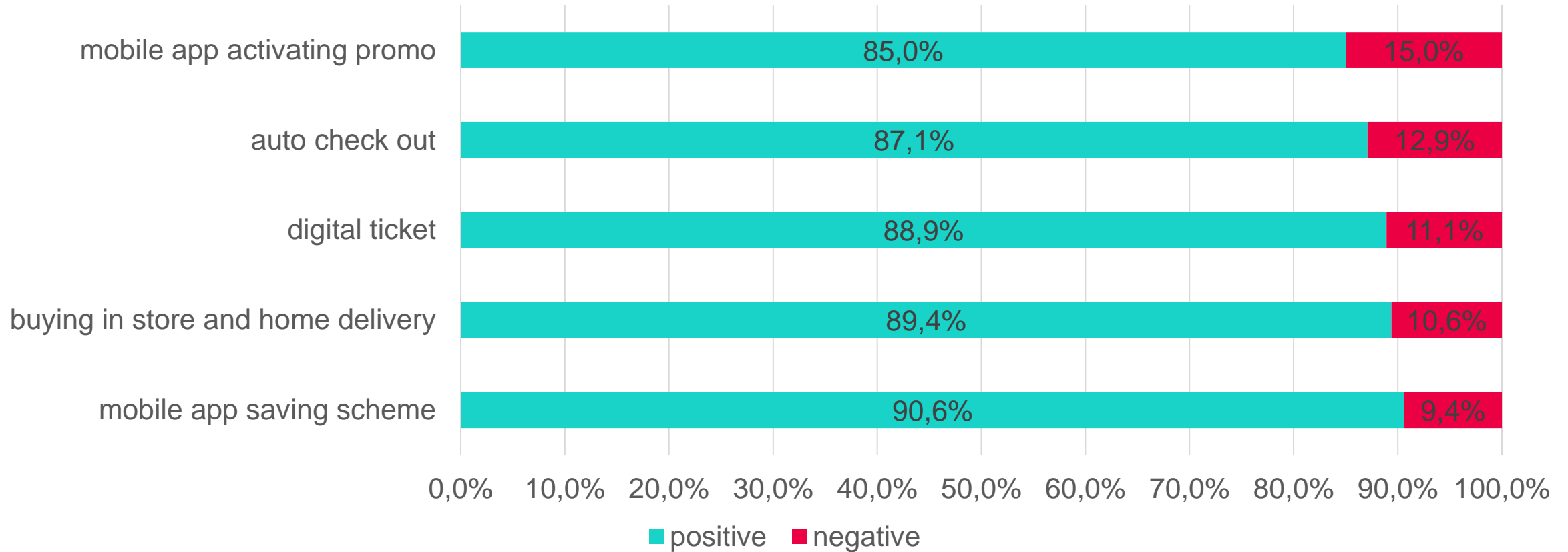
Did you get into contact with one of these during checkout?

n=1836



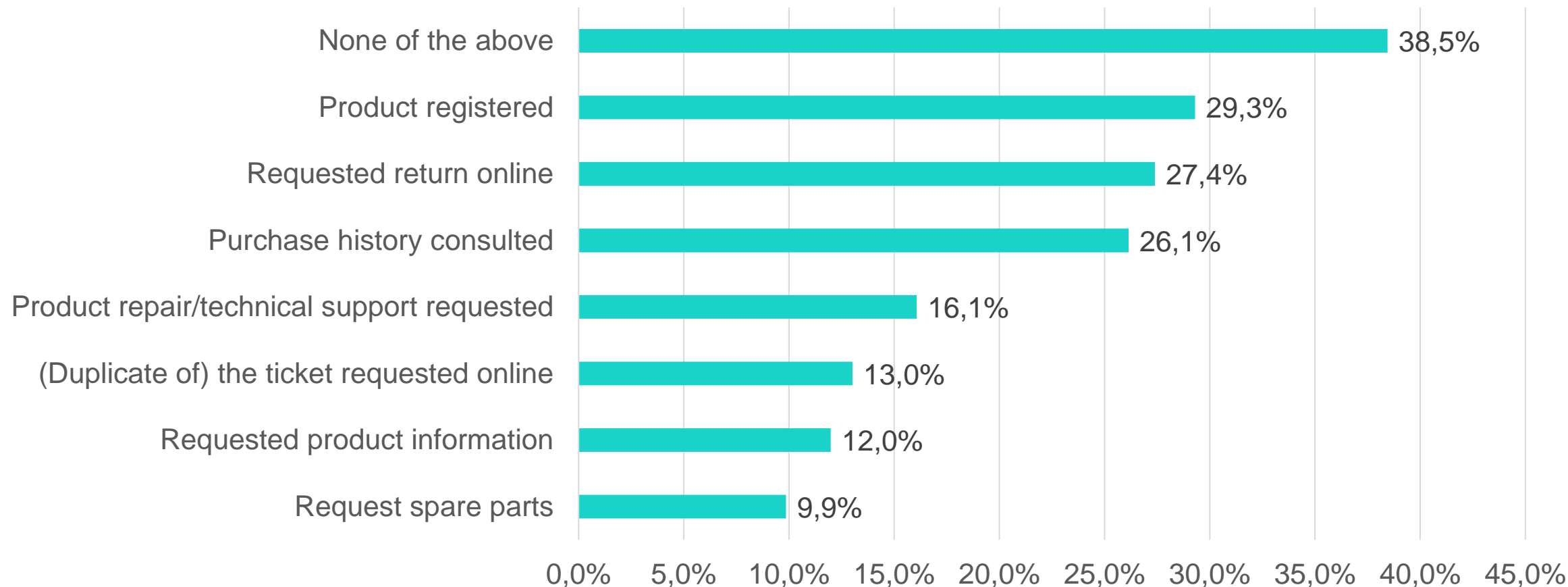
How do you rate the experience with these technologies?

n=1836



Did you ever use one of these after sales services?

n=1836



Key Take-aways

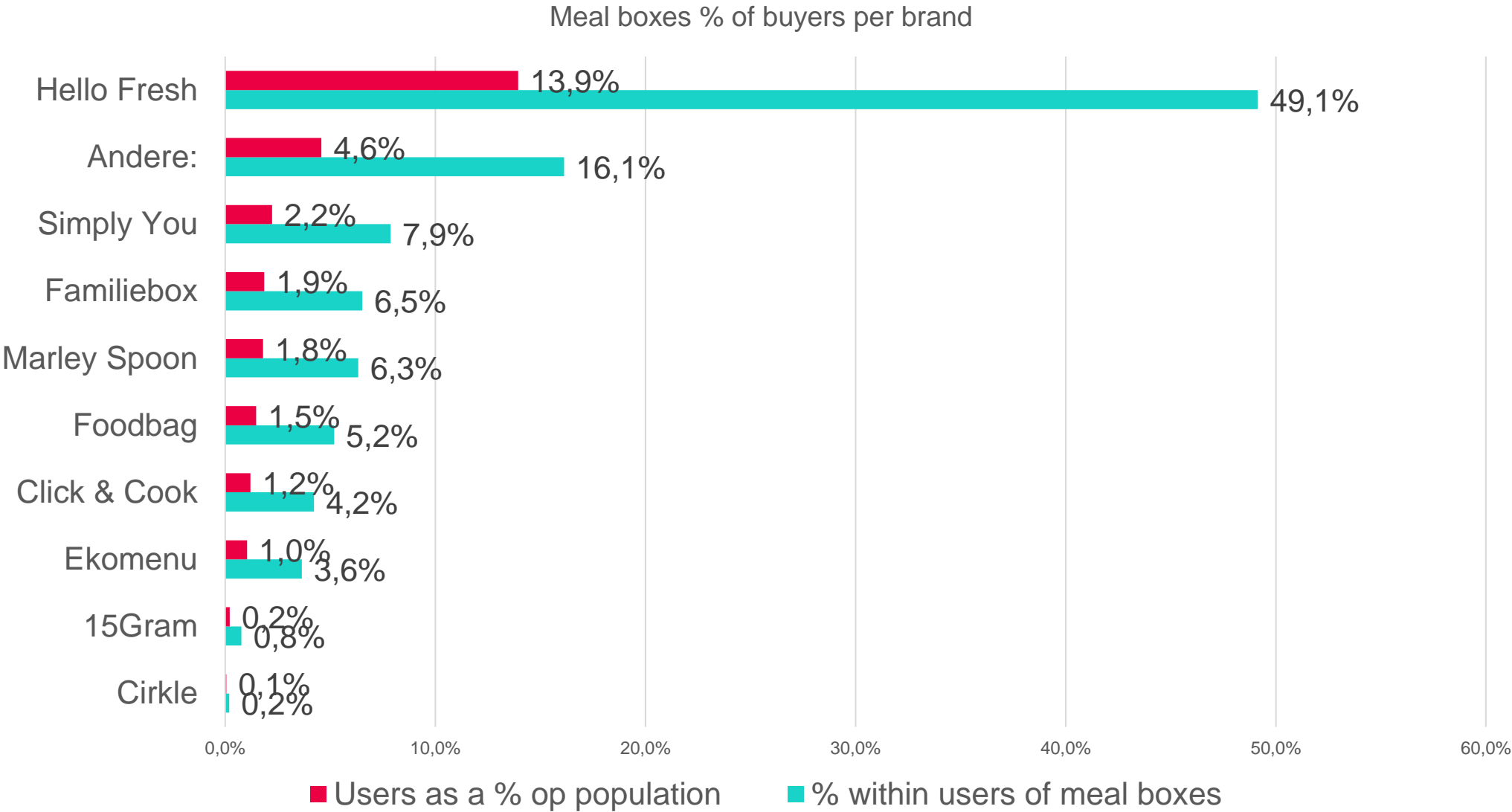
- **Consumers research online before and during their shopping trip**
- **POS innovations are appreciated but little know**
- **Contactless is custom**

Food home delivery



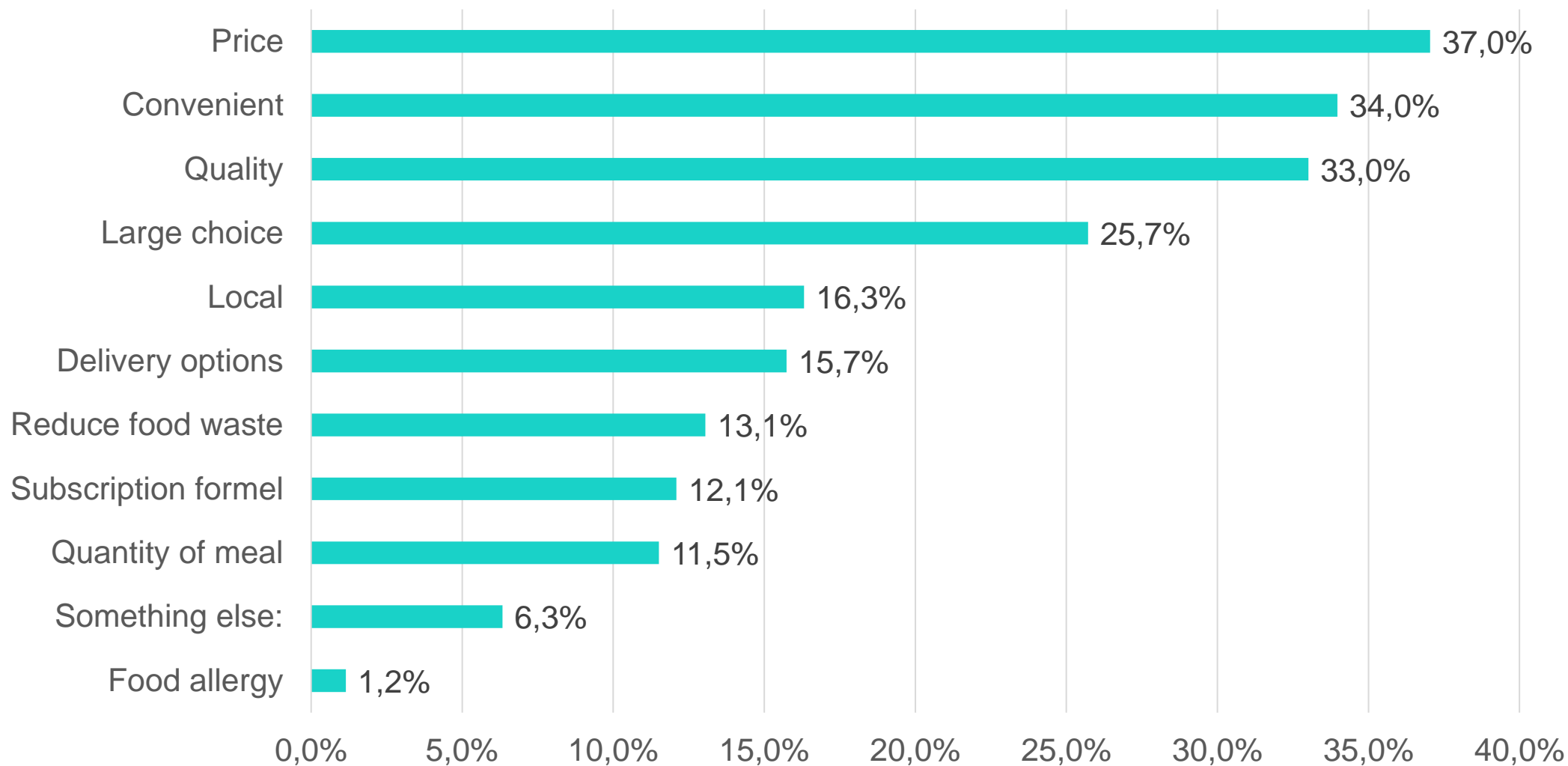
Which Meal box provider do you use?

n=1836



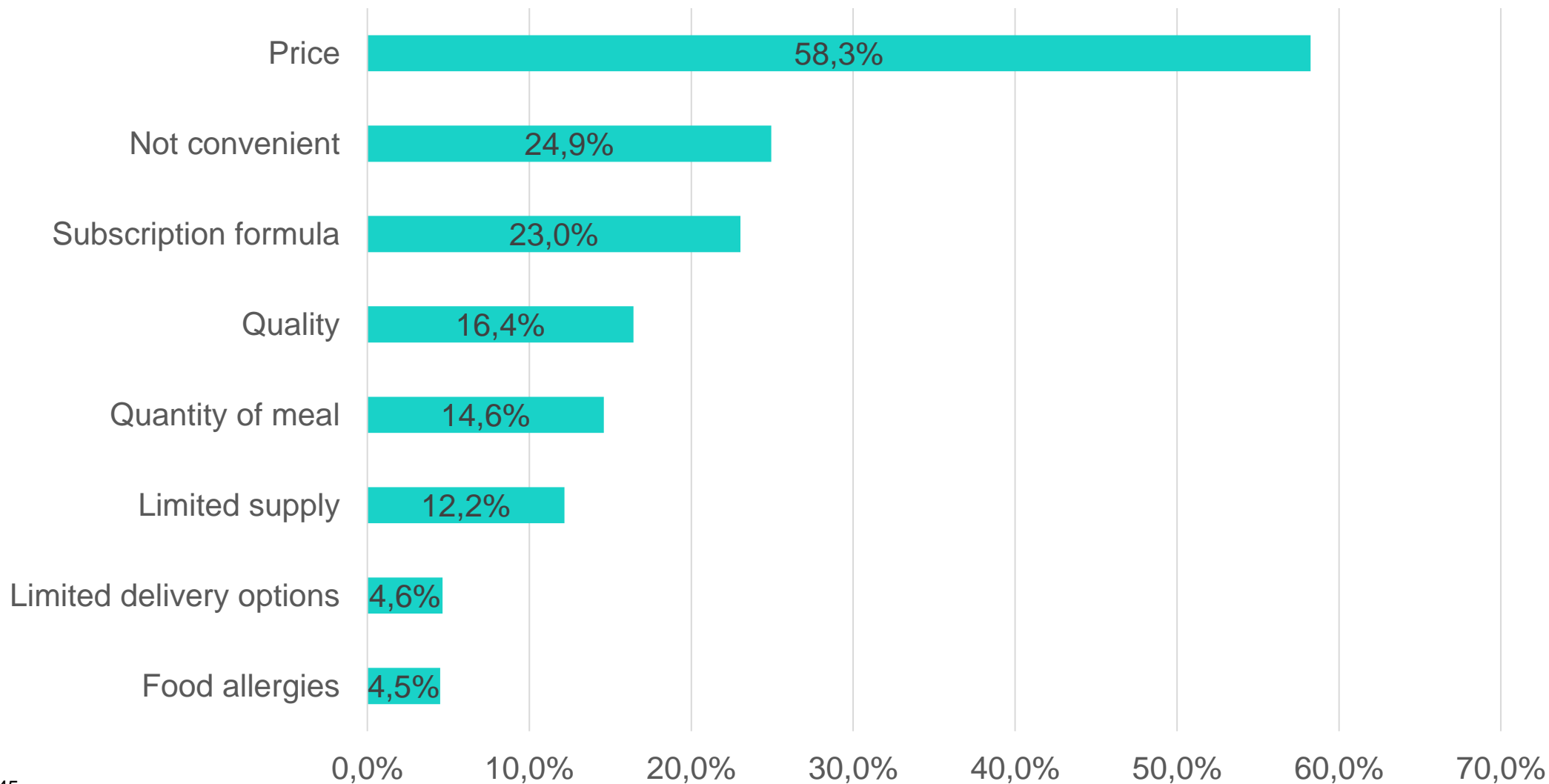
Why do you use meal boxes?

n=512



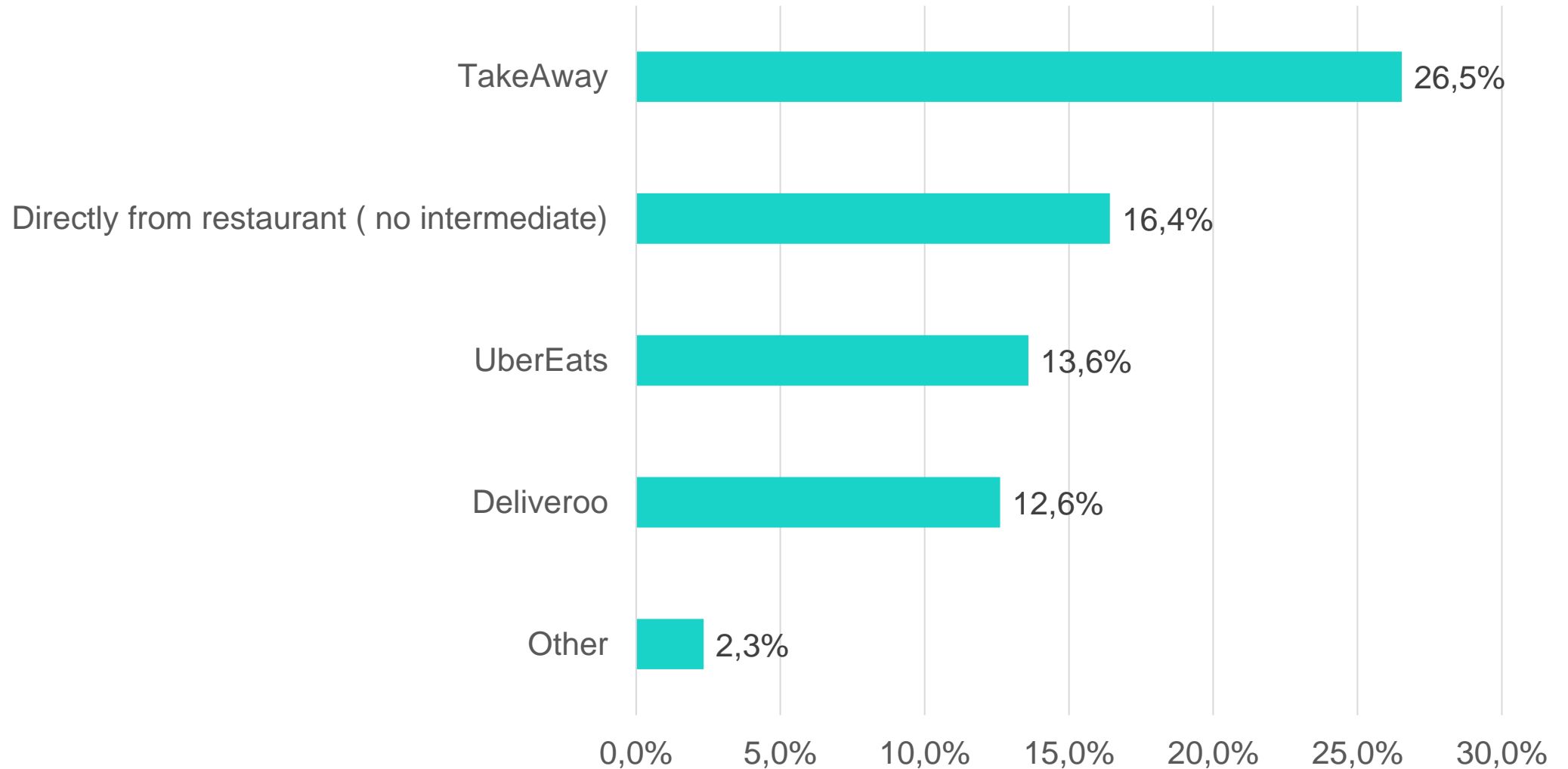
Why don't you use meal boxes?

n=1315



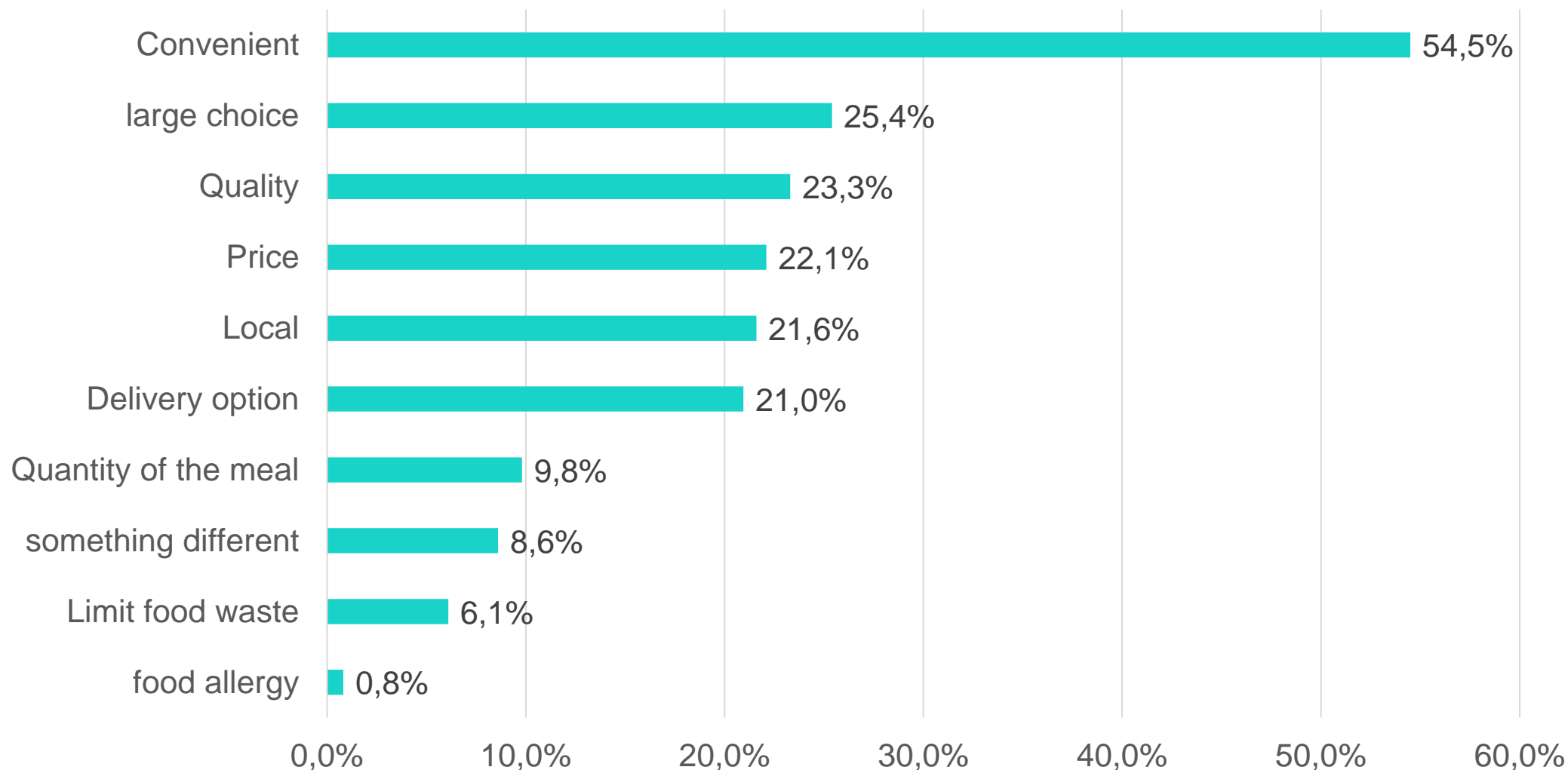
Which platforms do you use for home delivery of restaurant meals?

n=1839



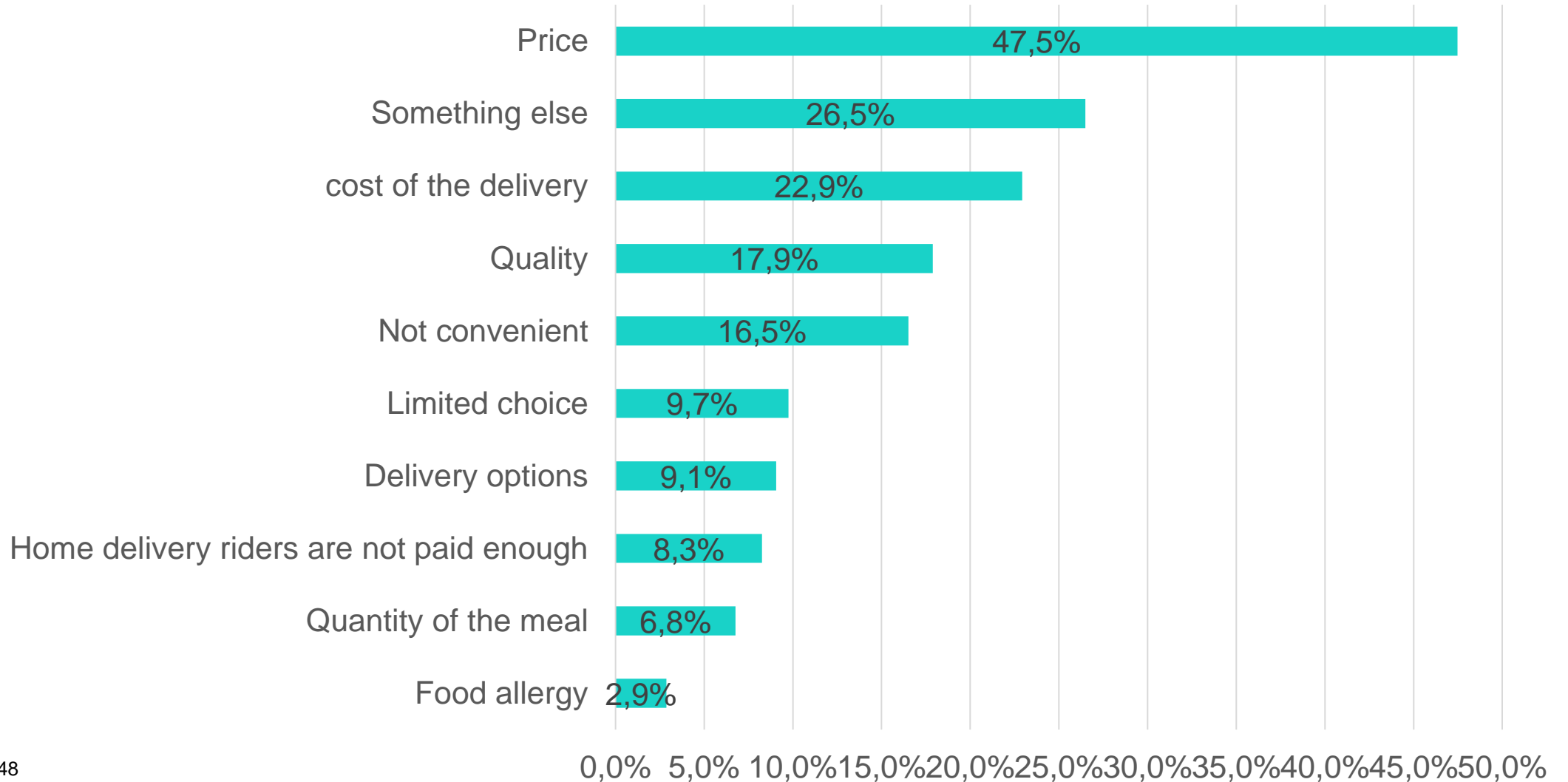
Why do you choose for home delivery of restaurant meals?

n=964



Why do you choose for home delivery of restaurant meals?

n=872




Key Take-aways

- **27,9 % of consumers uses meal boxes 97 times a year.**
- **52,4 % of consumers use home delivery of restaurant meals and this on average 57 times a year**
- **Price and convenience are the drivers**




Thank you for your attention!

Contact

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