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Question

Persevere Through The Cost-Of-Living Crisis & Persisting Inflation With Strategies To Emerge Unscathed Through Advantageous Pricing & Product Quality That Solidifies Your Brand & Inspires Your Customers

Inflation

Relationships

Value

Working within FMCG is HARD

Metro.co.uk

Store closures in 2025 projected to double from last year to 15,000

Store closures in the US are expected to increase by more than 50% in 2025 compared to last year.

15 hours ago

Time Out Worldwide

Full list of UK high street closures confirmed in 2025, from WH Smith to Homebase

Multiple high-street stores are set to close in 2025 including Sainsbury's, Homebase, WH Smith, Wetherspoons and more.

1 week ago

London Evening Standard

WH Smith shop closures: Full list of stores affected in the UK

17 stores are set to close across the UK by May, as the retailer focuses on its travel arm.

1 week ago

Daily Express

Every high street store closure happening in February including WHSmith and Homesense

High streets across the UK face big changes this month as the retail sector prepares for a fresh wave of store closures, including two major...

1 week ago

The Sun

Major retailer with 89 stores to shut seven ‘no longer viable’ branches in fresh blow to high street...

A MAJOR retailer with 89 stores is set to start shutting seven "no longer viable"

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Tightening HFSS legislation will force a new strategic direction

HFSS – 1st October 2025

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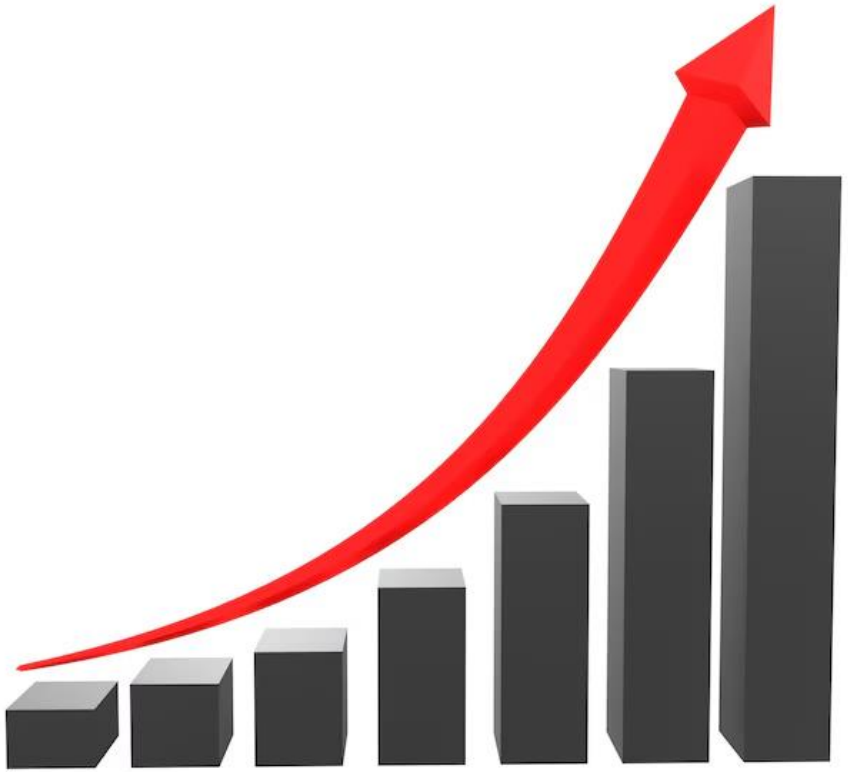
Source: BRC Customer Sentiment Monitor – December 2024

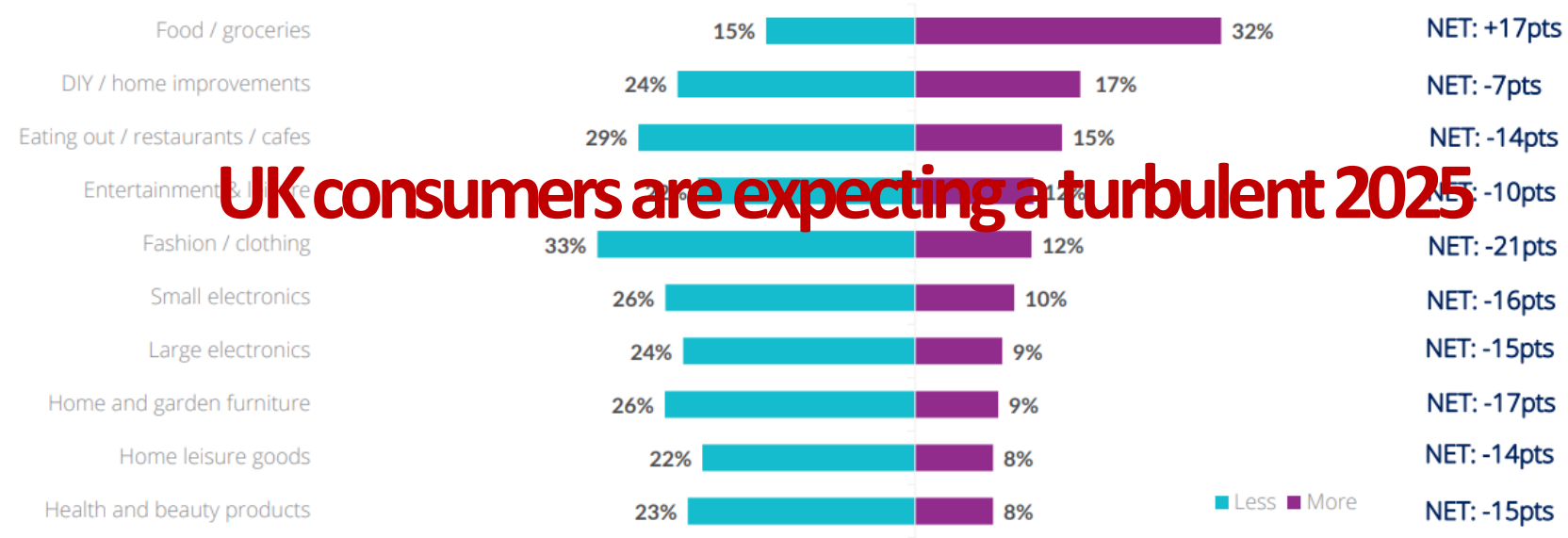
But – there will be Winners



NET expectations for spending over the next three months by category. UK adults expect to spend less across all categories apart from food and groceries.

What are your expectations for spending on the following retail categories over the next 3 months, compared to the previous 3 months?

Total sample



UK consumers are expecting a turbulent 2025

Q9. What are your expectations for spending on the following retail categories over the next 3 months, compared to the previous 3 months? Base size: (2,000)

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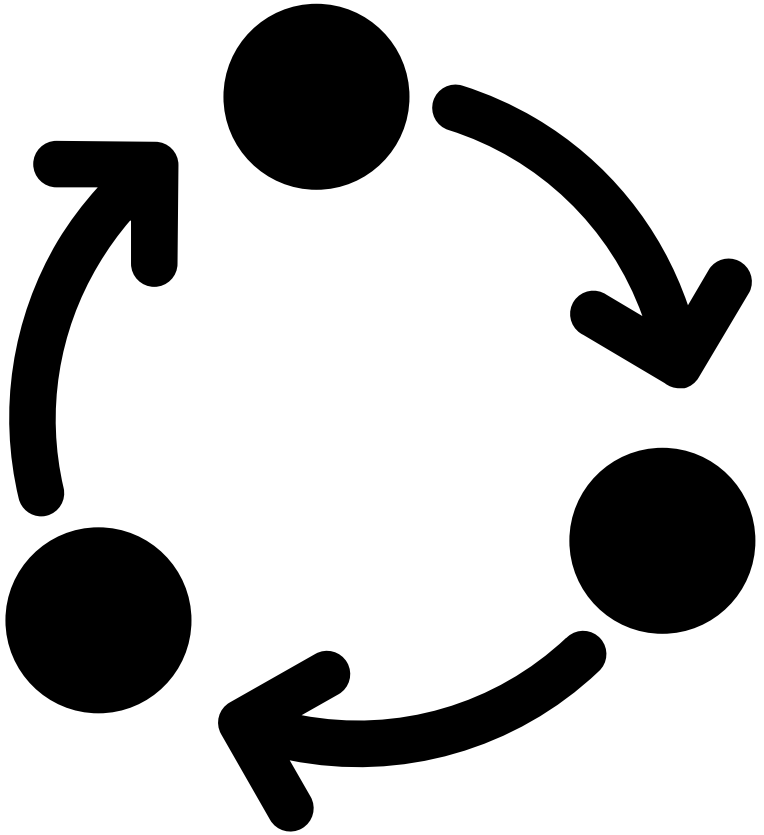
Source: BRC Customer Sentiment Monitor – December 2024

Retail is a simple concept – often made difficult by people

“We are here to fulfil our customers needs, by delivering the right products, at the right price, at a location convenient to our customer base”

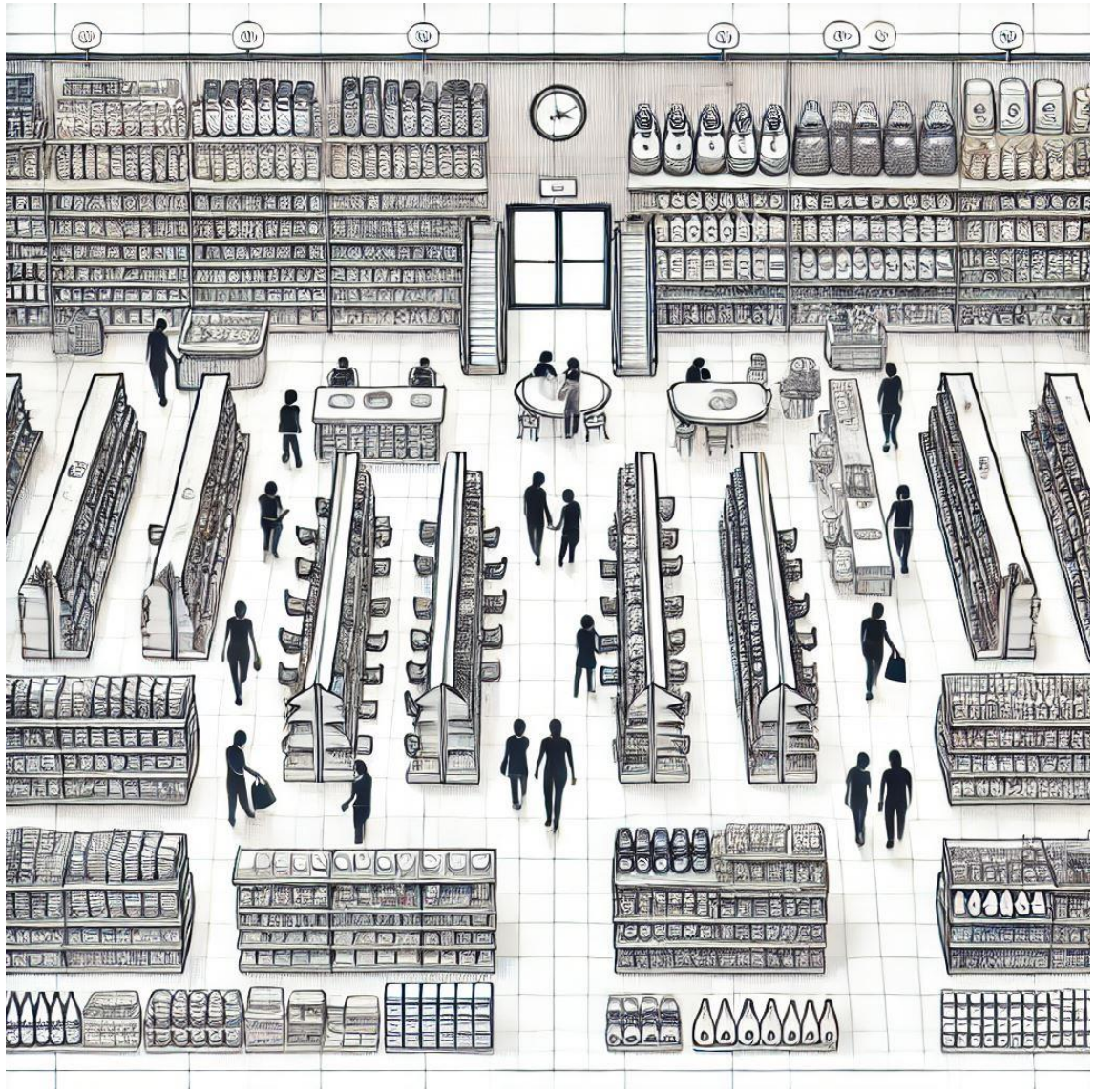
Buyers, Account Managers & Stores

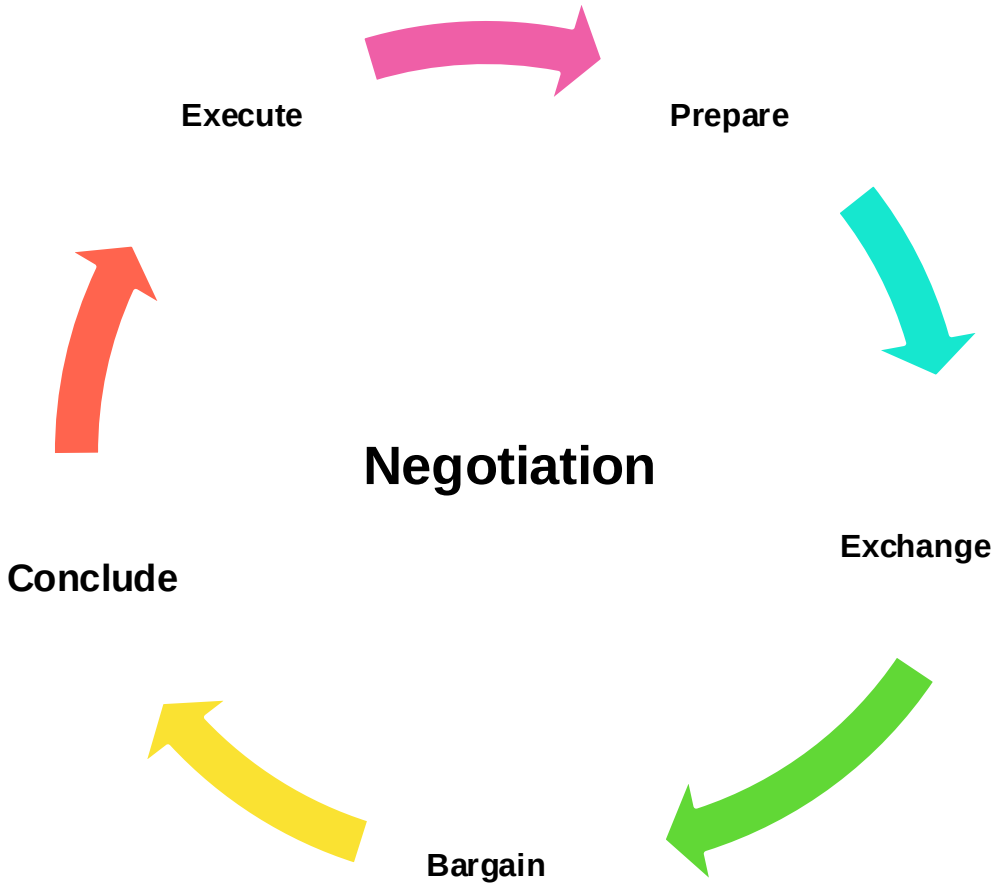


Retail is detail

Simplicity = Success

Buyers, Account Managers & Stores





Buyers, Account Managers & Stores – Adding the Value

Create competitive advantage

It is your job to create the customer moment

Perceived VALUE

Competitivity

Benefits

Value = (Quality + Price)

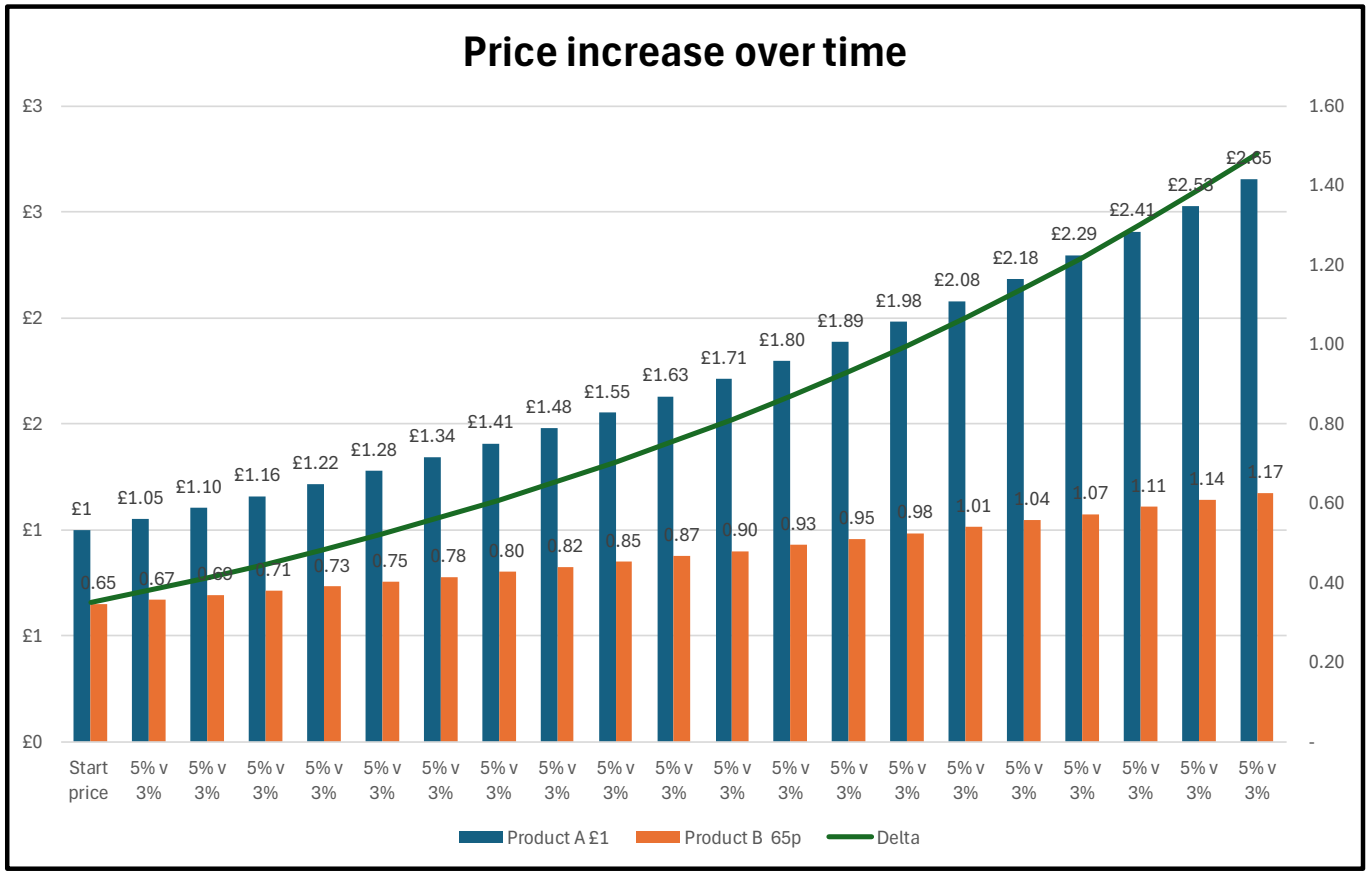
Marketing

Cost

Perceived VALUE

Brand v Own Label

Delta between Brand & Own Label



	Product A £1	Product B 65p	Delta
Start price	£1	0.65	0.35
5% v 3%	£1.05	0.67	0.38
5% v 3%	£1.10	0.69	0.41
5% v 3%	£1.16	0.71	0.45
5% v 3%	£1.22	0.73	0.48
5% v 3%	£1.28	0.75	0.52
5% v 3%	£1.34	0.78	0.56
5% v 3%	£1.41	0.80	0.61
5% v 3%	£1.48	0.82	0.65
5% v 3%	£1.55	0.85	0.70
5% v 3%	£1.63	0.87	0.76
5% v 3%	£1.71	0.90	0.81
5% v 3%	£1.80	0.93	0.87
5% v 3%	£1.89	0.95	0.93
5% v 3%	£1.98	0.98	1.00
5% v 3%	£2.08	1.01	1.07
5% v 3%	£2.18	1.04	1.14
5% v 3%	£2.29	1.07	1.22
5% v 3%	£2.41	1.11	1.30
5% v 3%	£2.53	1.14	1.39
5% v 3%	£2.65	1.17	1.48

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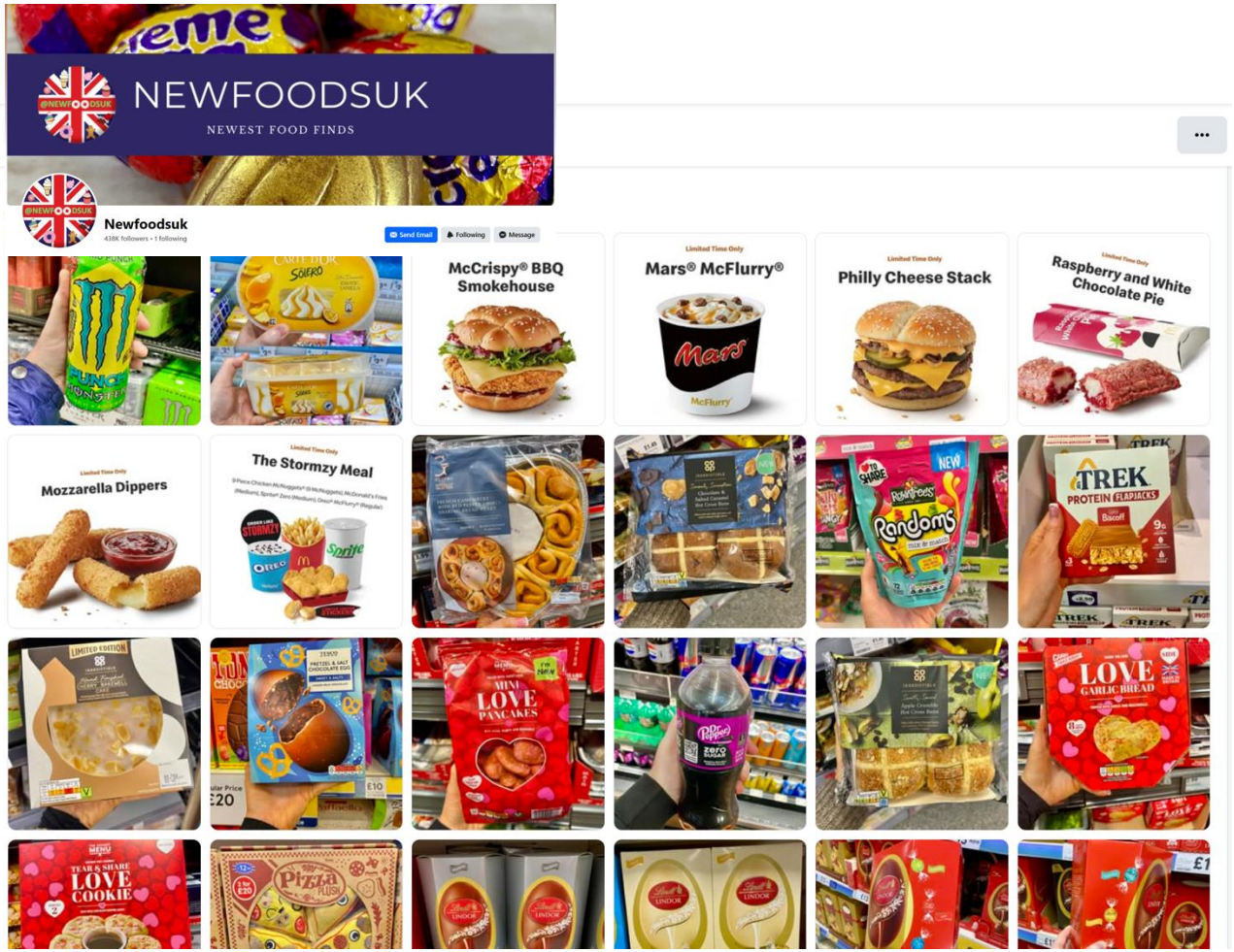
Re-appraising Cost

Innovation – an unsung hero



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What is your objective?

Sales

Profit

Volume

Retail is detail

Simplicity = Success

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Head of Grocery

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