

# What Will Shoppers be Buying in 2010?

Shopping analyst firm Him! have spent an amazing 10 years compiling information about shopping behaviour and habits. Now their analysts have published a report which claims to forecast what the shoppers of 2010 will be demanding from their suppliers.

What will the typical 2010 shopper be interested in buying? According to the Him! report, they will be more interested in a fast, hassle-free, buying experience than the shoppers of today. The 2010 shopper will be less likely to wait for out-of-stock items than his/her 2007 counterpart. Locally sourced produce will be a favourite (a trend that has been growing for some time) and healthy food will continue to rise in popularity – provided it is quick and easy to prepare.



and since 1997 they have interviewed over a million shoppers in all manner of retail outlets: grocery and convenience stores, garage forecourts, cash & carries, off licences, and wholesalers. As a result of this research, the company have published a list of their top 10 predictions for the year 2010, based on the information gathered from today's shopping public.

Here are the likely trends they predicted shoppers will want:

- 1) A fast and convenient shopping experience.
- 2) Quick, efficient, and healthy solutions rather than specific products.
- 3) 35% of meals will be eaten outside of the home. Consumers will want to eat at times they decide and won't accept out-of-stock situations.
- 4) Customer loyalty will be driven by stores' staff.
- 5) Demand for information such as food miles and nutritional information will increase.
- 6) Local sourcing will continue to gain popularity.
- 7) Although healthy products will remain popular, demand for indulgence items and treats will also grow.
- 8) Technology will be in demand, and shoppers will use convenience stores as a hub of immediate services.
- 9) Promotions will remain important but won't make up for poor availability, service and range.
- 10) Gift shopping will be about last minute and premium goods.