

# How Britain Shops 2009 - Sector Summary

How Britain Shops provides a detailed examination of the shopping habits and preferences of British consumers, enabling you to track the effects of retailer initiatives and key marketplace events. **Some key questions answered by this report:**

- How successful are retailers at converting casual shoppers into main users?
- What are the key reasons for customer loyalty and which factors make shoppers defect to competitors?
- What are customers' favourite alternative retailers to the store they use most often and how do a retailer's customers shop in other sectors?

## Companies profiled in this report:

- |             |              |                |                   |             |            |
|-------------|--------------|----------------|-------------------|-------------|------------|
| • Asda      | • Bhs        | • Debenhams    | • Marks & Spencer | • Matalan   | • New Look |
| • Next      | • Primark    | • River Island | • Tesco           | • TK Maxx   | • B&Q      |
| • Focus     | • Homebase   | • Wickes       | • Wilkinson       | • Argos     | • Comet    |
| • Currys    | • John Lewis | • Aldi         | • Co-op           | • Iceland   | • Lidl     |
| • Morrison  | • Sainsbury  | • Somerfield   | • Waitrose        | • Brantano  | • Clarks   |
| • JJB       | • JD Sport   | • Sportsworld  | • Shoe Zone       | • Dunelm    | • IKEA     |
| • Burton    | • Avon       | • Boots        | • Savers          | • Superdrug | • Amazon   |
| • Bonmarché | • HMV        | • Play.com     | • Woolworths      | • Zavvi     |            |

### Sectors Analysed

Clothing	Food & Grocery
Footwear	Personal Care
DIY	Homewares
Electricals	Music & Video

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