

# How does Boots perform according to their shoppers?

## Satisfaction

Boots benchmark similarly to **Tesco**, but behind the likes of **Asda** and **Morrisons**. They achieve a particularly positive rating for assortment/choice.

### Overall Satisfaction



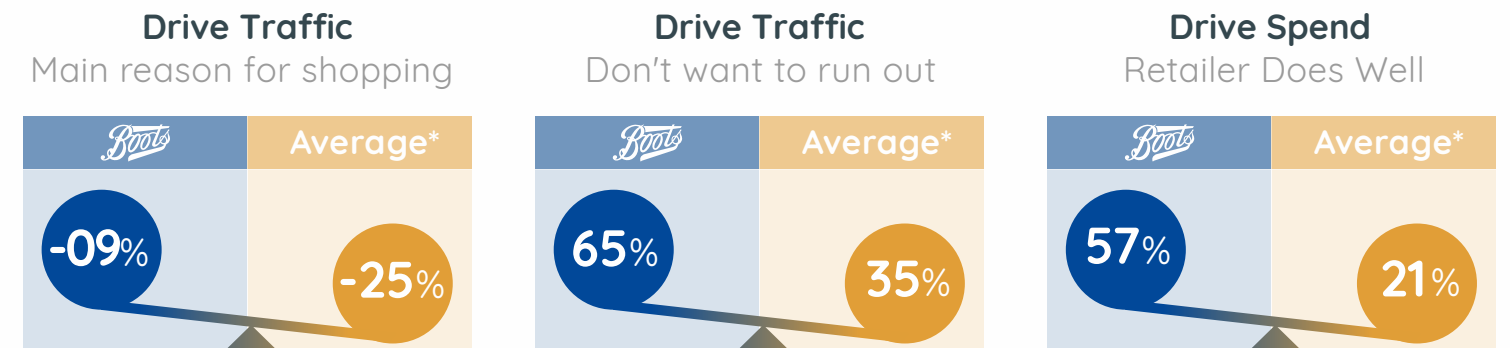
Across **Boots**, the top 10 measured categories for Shopper Satisfaction are



We measure 16 metrics that roll-up to **Overall Satisfaction**

## Category DNA

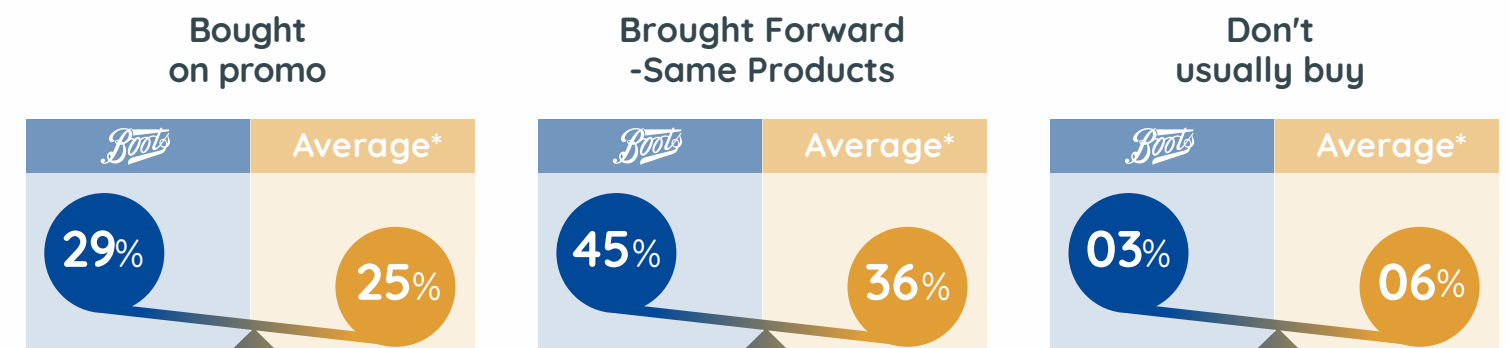
**Boots** is above average in being the main reason for a shopping trip. Its shoppers are often buying "must have" items and it has equal highest loyalty response with **M&S**.



We assess how well categories are driving Traffic and/or Spend

## Path to Purchase

**Boots'** promotions appear popular but over index on bought forward sales rather than on truly incremental.



Average\* = average in Top 4 Mults