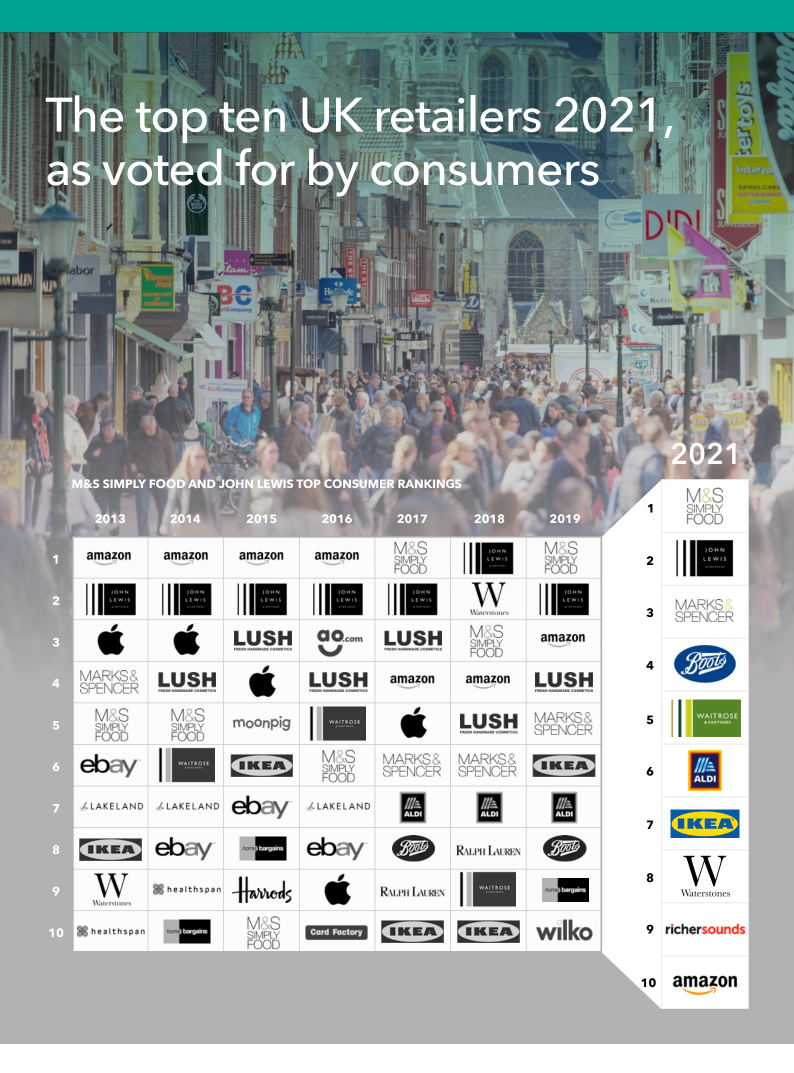
OC&C RETAIL PROPOSITION INDEX 2021

A breath of fresh care

Meet your post-pandemic customers

The top ten UK retailers 2021, as voted for by consumers



M&S SIMPLY FOOD AND JOHN LEWIS TOP CONSUMER RANKINGS

	2013	2014	2015	2016	2017	2018	2019
1	amazon	amazon	amazon	amazon	M&S Simply Food	John Lewis	M&S Simply Food
2	John Lewis	John Lewis	John Lewis	John Lewis	John Lewis	Waterstones	John Lewis
3	Apple	Apple	LUSH	ao.com	LUSH	M&S Simply Food	amazon
4	Marks & Spencer	LUSH	Apple	LUSH	amazon	amazon	LUSH
5	M&S Simply Food	M&S Simply Food	moonpig	Waitrose	Apple	LUSH	Marks & Spencer
6	ebay	Waitrose	IKEA	M&S Simply Food	Marks & Spencer	Marks & Spencer	IKEA
7	Lakeland	Lakeland	ebay	Lakeland	Aldi	Aldi	Aldi
8	IKEA	ebay	home bargains	ebay	Boots	Ralph Lauren	Boots
9	Waterstones	healthspan	Harrods	Apple	Ralph Lauren	Waitrose	home bargains
10	healthspan	home bargains	M&S Simply Food	Card Factory	IKEA	IKEA	wilko

	2021
1	M&S Simply Food
2	John Lewis
3	Marks & Spencer
4	Boots
5	Waitrose
6	Aldi
7	IKEA
8	Waterstones
9	richersounds
10	amazon

Following a tumultuous year, it's no surprise that two longstanding high street names – M&S Simply Food and John Lewis – topped our annual survey of the UK's favourite retailers. While the top two have retained their positions since 2019, there has been a shuffle in the rest of the chart. Boots and Waitrose rose in overall rankings – perhaps reflecting the importance of essentials shopping during the pandemic.

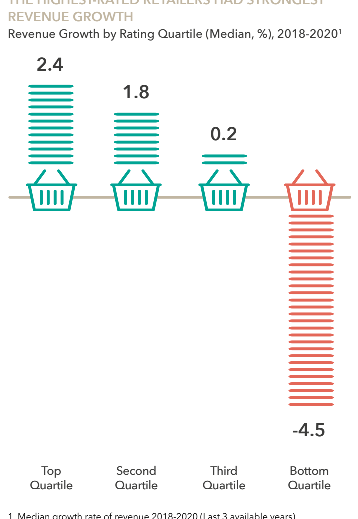
Shoppers are looking for certainty and predictability - retailers that could provide certainty through a combination of trust and ease of shop placed highly across the entire index of consumer-rated brands" to "entire index of consumer-rated retailer brands. The commercial consequences were real: the top quartile enjoyed 2.4% sales growth between 2018-2020.

"This year we again see a strong correlation between brands that consumers rate highest and positive financial performance"

In contrast, the bottom quartile suffered a 4.5% decline. Aside from a desire for certainty, the remarkable events of 2020 also drove other trends. Care for the environment rose, with shoppers now evidently acting on their beliefs with their wallet. And so did self-reliance as we learnt how to wallpaper our homes and cook from scratch during various lockdowns. The pandemic also changed how we want to shop in the future with marked differences between generations – a generational shift is becoming evident as younger shoppers appear restless to go back to stores and older shoppers want to stick to online.

THE HIGHEST-RATED RETAILERS HAD STRONGEST REVENUE GROWTH

Revenue Growth by Rating Quartile (Median, %), 2018-2020[1]



1. Median growth rate of revenue 2018-2020 (Last 3 available years)
Source: Capital IQ, BvD

Tired with uncertainty, post-pandemic shoppers drive sales for dependable brands

Consumers care more about the environment and put their money where their mind is

Generational shift: Boomers stick online while Gen Z head to the shops

Self-reliance: consumers embrace DIY, from decorating to cooking

The Retail Proposition Index (RPI) in numbers

Digging deep to uncover how consumers really see your brand

First Launched **2010**

Ratings analysed since launch **50M**

Consumers surveyed in 2021 **40,000**

Countries included in 2021 survey **8**

Number of retailers rated **c.700**

Someone to rely on – after a trying year, consumers just want certainty

TRUST IS THE MOST IMPORTANT DRIVER OF PURCHASE DECISION AND CONSUMER PERCEPTION

Top 5 factors contributing to Overall Rating

	2017	2019	2021
1	Trust	Trust	Trust
2	Product quality	Product quality	Easy to shop
3	Products are suited to me	Products are suited to me	Products are suited to me
4	Customer service	Customer service	Product quality
5	Wide choice of products	Wide choice of products	Wide choice of products

Top 5 factors contributing to Purchase Conversion

	2017	2019	2021
1	Easy to shop	Easy to shop	Trust
2	Value for money	Trust	Easy to shop
3	Low prices	Products are suited to me	Value for money
4	Products are suited to me	Value for money	Low prices
5	Trust	Wide choice of products	Products are suited to me

Which of the following retailers have you bought from in the last 3 months, either in store or online?

Homeschooling, Zoom fatigue, lateral flow testing… exhausted consumers want life to be as simple as possible.

Trust, since 2017, has been the strongest driver as to how consumers rate retailers in our annual Retail Proposition Index (RPI). Now, for the first time it has also emerged as the top driver of purchasing behaviour. For customers, we see trust as anchored in the integrity of a brands products, the brands ability to consistently rectify problems quickly and effectively, and on consistently delivering on promise.

Ease of shop has also been a longstanding driver of 'why we buy', and it took the number two spot in 2021. Creating a hassle-free shopping experience during a pandemic was a unique challenge for retailers. In stores, shoppers had to navigate an obstacle course of hand sanitiser stations and social distancing markings; online, they had to virtually queue for access to deluged grocery sites. When non-essential shops were forced to close, digital became the sole retail battleground. The victors were those who could provide a simple customer journey, from the first click to Covid-safe doorstep delivery (see Amazon below).

While trust and ease of shopping are the two top drivers of retail rankings, it is worth noting that **value for money** remains important for consumers amid financial uncertainty, and it is the third most important driver. As UK consumers stare into a turbulent financial future driven by rising costs and continued uncertainty, retailers must not neglect this key driver of purchase.

Trust + Ease = Certainty = Sales

Trust and Ease of Shop – add the two together and it appears that post-pandemic consumers want certainty.

REASSURANCE, EXPERTISE AND RELIABILITY ARE THE HALLMARKS OF THIS YEAR'S TOP-RANKED UK RETAILERS

Reassurance

Marks & Spencer, John Lewis, Boots, Waitrose

- British stalwarts providing continuity and reassurance
- …strong statement of purpose
- …and a sense of "everyday treat"

Expertise

Waterstones, richersounds

- Category specialists
- …providing expert advice and support with product discovery and comparison

Highly rated on Trust

Ease and reliability

amazon

- Speedy shopping on autopilot
- Seamless experience
- Relentless focus on end-to-end customer journey

Highly rated on Ease of Shop

Reassurance

Marks & Spencer Trust ranking = Simply Food 2, Marks & Spencer 5

Marks, Marks & Sparks, Markies…not one but three affectionate nicknames for Marks & Spencer demonstrate the strong emotional connection consumers have with the 137-year-old department store and, by association, its Simply Food fascia. The latter's high-quality products and 'everyday luxury' offer provides both reassurance and light relief to Covid-weary consumers. Meanwhile, the department store has been recognised for improving its multi-channel offer.

Expertise – Specialists make a comeback

Waterstones Trust ranking 9, Richer Sounds = climbed 40+ in Trust ranking

Books and consumer electronics were the first sectors hit by the advance of e-Commerce. Several years later, specialists in these categories account for two of the top ten rated brands in our 2021 Retail Proposition Index. Book retailer Waterstones placed at number eight. Meanwhile, Hi-Fi, home cinema and TV specialist Richer Sounds entered the top ten for the first time. Could it be that specialists have come full circle as consumers seek certainty in their expertise?

Amazon enjoyed stellar financial performance during the global pandemic and reached our top ten thanks to a strong **ease of shop** rating. However, it was overtaken in the top ten rankings by new entrants including Waterstones, Richer Sounds, Aldi, and Waitrose & Partners, suggesting that consumers value emotional connection over functionality.

CASE STUDY

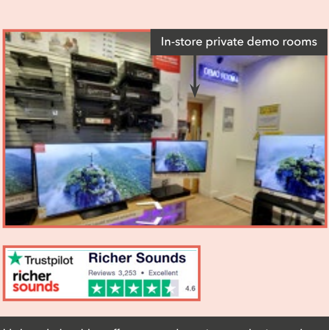
richersounds

A richer shopping experience

Since its launch in 1978, Richer Sounds has built trust through its expertise and ethos. Founder Julian Richer's commitment to staff and community is founded in action rather than promises: each year the company donates 15% of its profits to charity and in 2019, he handed 60% of the company to an employee-owned trust. An empowered workforce no doubt contributes to the engagement of its store staff who are renowned for their expert knowledge and high level of service.

"… leading to above average revenue growth"

In-store private demo rooms



Trustpilot Richer Sounds Reviews 3,253 • Excellent 4.6

Trust Change in rank +40	Underpinned by expertise..	• Well-trained, highly knowledgeable staff to support browsing, purchasing and post-purchase processes via email, chat or phone • Personable approach cited as appearing more "honest" and trustworthy[1]
	…and ethos	• Founder Julian Richer is an outspoken campaigner against zero-hours contracts, tax avoidance and established the "Good Business Charter" to show commitment to responsible business behaviour • Champions of the employee-ownership model • Contribute 15% of profits to charity each year
Easy to Shop Change in rank +30	Simplified browsing & checkout online	• Website is pared back, easy to navigate, with products clearly displayed • Browsing pages well-laid out • Minimal branding
	Store experience	• Leverage advantages of physical stores for purchasing big ticket audio-visual products by allowing customers to test products in demo rooms • Product ratings & reviews clearly displayed and easy to navigate with clear discount & pricing transparency

1. Which? Technology Purchasing Report 2021
2. When compared to peer average CAGR of 0.2% (Currys PC World and Argos)
Source: Global Data

Ease and reliability

Ease of shop ranking = 1

Amazon's obsession with a seamless customer journey means it remains the gold standard in easy online shopping and the default for certain shopping missions. Its one-click ordering, free delivery for Prime members, and customer-centric service make it a safe bet for hassle-free shopping.

Retailers must ask themselves:

Which of trust, ease of shopping and value for money can we lead on?

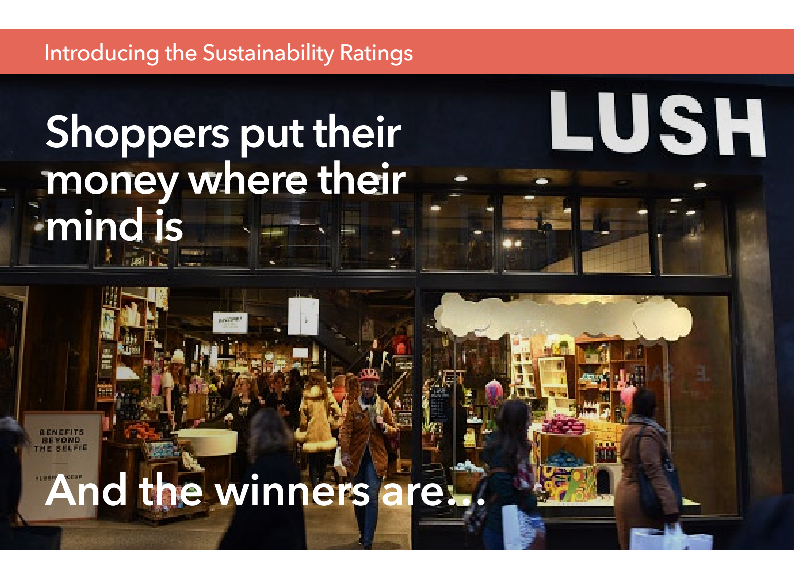
Trust: What does trust mean to our customers? How do we build and maintain trust over the short and long term? Do we know what erodes trust and what are we doing to mitigate this?

Ease of shopping: Are we creating frictionless, seamless journeys that "just work"? Where would focus and investment most effectively transform ease of shop? How can we be creative to accelerate change to the customer journey?

Value for money: Does our value for money equation stack up? Which areas of the proposition (price, quality, range, experience) could be dialled up to improve the equation for customers?

Introducing the Sustainability Ratings

Shoppers put their money where their mind is



And the winners are…

WE REVEAL OUR FIRST EVER SUSTAINABILITY RATINGS WITH LUSH TAKING THE TOP SPOT IN THE UK

Top 10 Brands by Sustainability Ratings

Top 10 Retailers

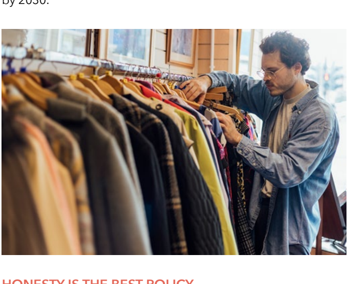
1. LUSH FRESH HANDMADE COSMETICS
2. The Body Shop
3. IKEA
4. GLOSSYBOX
5. AMARA
6. Vestiaire Collective
7. John Lewis & Partners
8. Lookagain.co.uk …always something new
9. GYMSHARK
10. Clarks

1. Please rate #BRAND# on the following criteria: Sustainability

As the environment continues to top news and political agendas, for the first time this year, we asked consumers to rate retailers on sustainability. While it is no surprise that intrinsically 'green' brands, Lush and The Body Shop, topped the list, the rest of the table revealed some interesting trends:

LARGE CHAINS ARE TALKING ABOUT AND ACTING ON SUSTAINABILITY

A third-place ranking for sustainability is a feat for Ikea, a business reliant on shifting large volumes of affordable furniture. In a website statement, it recognises that its size isn't a drawback but a weapon: "Sustainable products and services… shouldn't be a luxury for the few. We will use our scale to inspire and enable the [sic] many people to live… within the boundaries of the planet by 2030." As part of its commitment to a circular economy, in 2021 it launched a buy-back and re-sale scheme that offers vouchers in return for second-hand furniture. It sources 97% of its wood from sustainable sources and pledges to be carbon neutral by 2030.



SECOND-HAND IS ON-TREND

As the fashion industry's disastrous impact on the environment becomes more exposed, concerned clothes lovers are turning to second-hand. Vestiaire Collective (#6) makes it easy to both sell and buy used fashion, by offering services such as valuations and payment processing. The platform is not just riding the wave of interest in sustainability, it is amplifying it – members of the VC community who are both buyers and sellers are awarded the 'Fashion Activist' badge. With online marketplaces set to overtake direct online distribution channels by 2025 in categories such as clothing, we expect to see other fashion resale sites infiltrate the top ten in coming years.

HONESTY IS THE BEST POLICY

Direct to consumer sportswear brand Gymshark ranked number nine in the top ten, despite admitting on its website "We know we aren't there." It follows this with a comprehensive list of initiatives including commitments to use 100% recyclable packaging by the end of 2021; to use recycled fibres where possible, and to source sustainable cotton. Its commitment to people is similarly transparent with published data on gender and diversity.

A breath of fresh care

The pandemic has made us care more about the environment and act on it.

Consumers care more about sustainability than before the pandemic

COVID-19 forced us to look outwards: we clapped for carers and checked in on elderly neighbours. Meanwhile, climate change awareness was amplified by widespread coverage of the G7 summit in Cornwall, while shocking events such as the North American wildfires created a sense of urgency. 71% of people in the UK (compared to 44% in 2019) now say they care about sustainability. This increase in care factor was echoed in other nations.

71% people in the UK now say they care about sustainability

There is a clear link between sustainability and spend

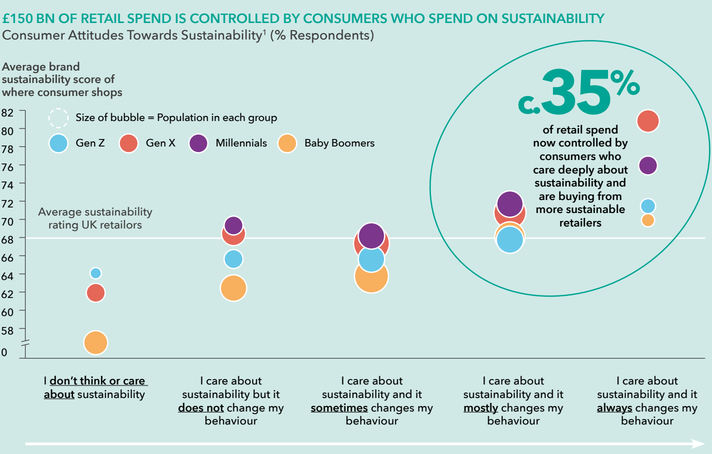
Consumers don't just care more, they are 'putting their money where their mind is' and shopping more with brands they consider sustainable. Our index shows that consumers across all generations who claimed that sustainability changed their behaviour went on to shop at brands with an above-average sustainability rating.

While environmental awareness is a defining category of Gen Z, it's actually their parents (Gen X), as well as Millennials, who are most likely to swap to a sustainable brand. This is good news for the planet (and retailers) as these groups have a large share of total retail spend.

To put this in perspective – **£150 bn** of retail spend (c. 35% of total retail) is now controlled by consumers who care deeply about sustainability and are purchasing brands with higher sustainability ratings.

£150 BN OF RETAIL SPEND IS CONTROLLED BY CONSUMERS WHO SPEND ON SUSTAINABILITY

Consumer Attitudes Towards Sustainability[1] (% Respondents)



1. Which statement best describes your attitude to environmental and social factors

Carbon emissions top consumers' worry list

Sustainability is defined by the three pillars of Environmental, Social and Governance (ESG). From a consumer point of view, the environmental issues appear to be the biggest drivers when deciding on a brand's sustainability credentials. Efforts to reduce carbon emissions tops this list. While it is important to act on a broader ESG agenda, championing and talking to consumers about environmental initiatives will help retailers resonate more with conscious consumers.

TOP 10 COMPONENTS THAT DRIVE SUSTAINABILITY RATINGS

Correlation Rankings of Sustainability Components, UK

	KPC		KPC
1	Efforts to reduce carbon emissions	6	Ethical supply chain
2	Use of sustainable raw materials	7	Corporate governance
3	Efforts to increase recycling	8	Positive community impact
4	Efforts to reduce waste	9	Positive working environment
5	Ethical corporate decision making	10	Diversity & inclusion

Environmental / Governance / Social

What does this mean for retailers?

1. Sustainability should become central to strategy and brand. Now is the time to act.
2. Act on what matters to your consumers and bring them on the journey with you. They want to know what you are doing to change.
3. Don't dismiss sustainability as a young person's issue. Ensure you are talking to all generations.

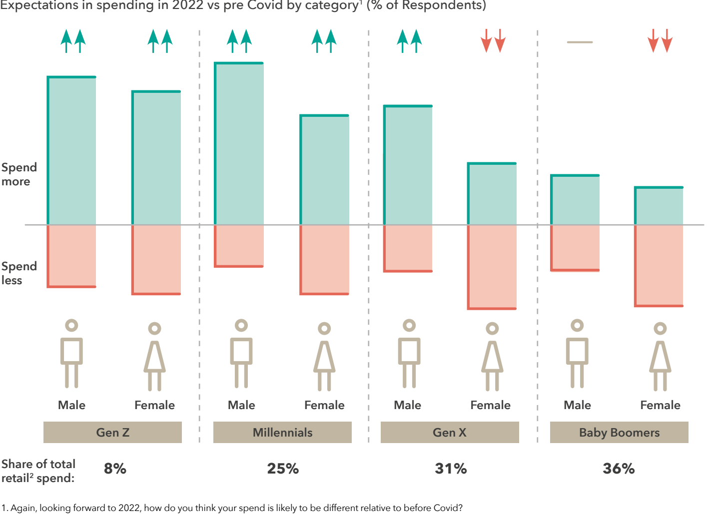
All change

– older shoppers stick with digital while the young are restless and ready to shop

It's been well documented that the young have suffered more from lockdown than older generations. While many Boomers and X-ers were in a position to bed-down and nest through restrictions, Gen Z and Millennials lost out on socialising and access to educational settings. Living in the moment is the order of the day as they plan to spend more in 2022.

YOUNGER GENERATIONS ARE MORE OPTIMISTIC ABOUT SPENDING IN 2022

Expectations in spending in 2022 vs pre Covid by category[1] (% of Respondents)



1. Again, looking forward to 2022, how do you think your spend is likely to be different relative to before Covid?
2. Online & offline spend combined

Older generations intend to stick with online shopping

The pandemic, and the associated temporary closure of non-essential shops, forced a general spending shift to online channels. The big question for retailers is how much that will stick as we adjust to post-pandemic life.

Our research shows that while all generations intend to shop more online post (vs pre) pandemic, Baby Boomers displayed the most dramatic shift. This group intends to do 39% of its shopping online, compared to 30% pre-Covid. Comparable figures for Gen Z stand at 41% (pre) vs 44% (post). In other words, Gen Z is proving more loyal to stores than their grandparents.

And these younger shoppers are seeing store shopping as an experience, an opportunity to spend time with friends and loved ones, and to see, feel and try the product. For Gen Z it is much less about research and comparison and much more about a fun day out.

This means retailers must:

- Find ways to appeal to younger retailers, leveraging social and experiential shopping to capture their footfall
- Continue to push on seamless omnichannel experience including services such as in-store ordering to make stores central to a differentiated customer proposition
- Rethink store portfolios to match demand, recognising where shoppers will be when they are looking for a store experience and ready to spend

BOOMERS TURN THEIR BACKS ON STORES AT A FASTER RATE THAN GEN Z

Expectations In Spending in 2022 vs Pre Covid by Channel[1] (Difference, Spend More – Spend Less, %pts)

	Online	Local High Street	Retail Park	City Centre	Mall
Gen Z	+31%	+6%	+1%	+13%	+7%
Millennials	+36%	+12%	+11%	+9%	+8%
Gen X	+27%	+2%	-4%	-11%	-11%
Baby Boomers	+13%	-11%	-20%	-37%	-32%
	Staying at home	Shopping locally	Shopping nearby	Travelling to city centres	Travelling to shopping hubs

1. Looking forward to 2022 and thinking about your shopping behaviour in the future, where do you sit on these sliding scales?

From wallpapering to freshly-cooked dinners – consumers embrace DIY

DOING FOR THEMSELVES – CONSUMERS WILL SPEND MORE ON HOME COOKING, DIY AND WELLNESS IN 2021
Expectations In Spending in 2022 vs Pre Covid by Category[1]

1. Again, looking forward to 2022, how do you think your spend on these different sub-sectors is likely to be different relative to before Covid?

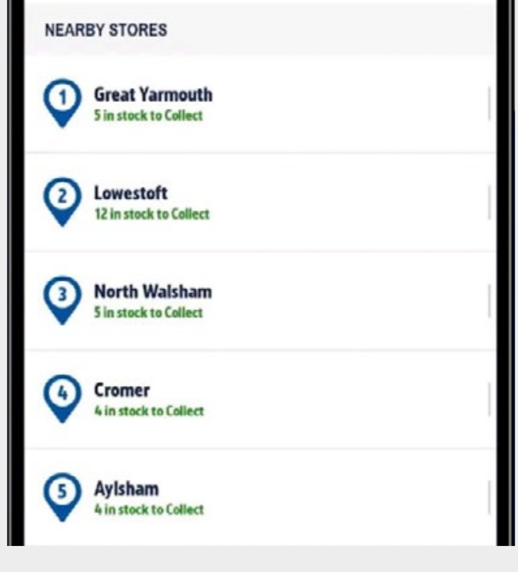
During lockdowns, we cooked at home, cut our own hair and sharpened our DIY skills. While most of us are glad to get back to the hairdressers, other trends have stuck. Consumers, especially older generations, expect to spend more on Grocery, DIY and Wellness in 2022 than in pre-pandemic times.

DIY – in form of home repairs, renovation, and gardening – took off during the pandemic as consumers turned to nesting. Now with homeworking becoming a norm, this is likely to stay. DIY retailers performed well through the pandemic – Screwfix being a case in point.

2021 #11 | 2019 #31 | Change 19-21 +20

CASE STUDY

Screwfix delivers for customers (in under an hour)



Screwfix didn't quite make the top 10 retailers in our 2021 Retail Proposition Index but climbed the ranks from 31 in 2019 to number 11. This is no doubt due to the speedy roll-out of services that make it easier for pandemic-pressed customers to shop.

SCREWFIX HAS DEVELOPED A RAPID DELIVERY SERVICE, AND NEW MOBILE APP TO SERVE SURGE IN DEMAND

Mobile App
- Launched new app in March 2021with huge take-up and high ratings
  - Ability to check stock at stores
  - Store check-in QR code for rapid order collection
  - Smooth, easily navigable interface

Rapid Delivery Service
- Promises to serve orders within 60 minutes (free £50+)
  - To be rolled out to 30 more cities by Nov 2021

Store Network Expansion
- 85 stores set to be opened between 2020-22

APP VISITS PER MONTH, JAN-AUG 2021 (000S)[1]
App Visits per Month, Jan-Aug 2021 (000s)[1]

1. Android only
Source: SimiarlWeb

Recap:

Are you prepared for the post-pandemic shopper?

The 2021 Retail Proposition Index shows that the pandemic has shaken up consumers' values fundamentally shifting expectations and behaviours. Trust is now not just a key underpinning, but a competitive advantage. Sustainability is not a nice to have, but a must-have integrated part of any retailer. And as younger generations embrace stores the need for an omnichannel way of working has never been greater. Lines are blurring and the demands on retailers continue to grow but the stage is also set for exciting innovation and the opportunity to have real impact.

Having clear perspectives and answers to the following questions has never been as important:

- **How are we building trust with consumers?** What are the areas where trust could be eroded and what are we doing to manage this?
- **What is our ESG focus?** How do we change our practices to deliver real impact? What are we doing to bring consumers on the journey with us?
- **How frictionless is shopping for consumers?** Have we sufficiently joined up across channels to meet consumer expectations? Do we have the right partners in place to help us deliver seamless journeys profitably?
- **Do we have the right physical footprint to inspire and deliver on the needs of consumers, particularly younger generations?** Is our portfolio aligned with where and how our customers want to experience stores?
- **How strong is our value equation?** Do we have the right balance of quality, price point and aspiration to exceed customer expectations?
- **Do we have the right skills and cost base to deliver on each of these frontiers?** Where are the opportunities to invest, reshape or fundamentally restructure how we do things?

Top 10 Champions

TRUST

Rank	Retailer	Shopper rating
1	John Lewis	83.2
2	M&S Simply Food	82.9
3	Lloyds Pharmacy	81.5
4	Boots	81.1
5	M&S	81.0
6	Waitrose	80.8
7	Body Shop	79.4
8	Lidl	79.1
9	Waterstones	78.8
10	Sainsbury's	78.7

2019 Winner: *Boots*

EASY TO SHOP

Rank	Retailer	Shopper rating
1	Amazon	85.6
2	John Lewis	83.7
3	ASOS	83.2
4	Waterstones	82.8
5	Iceland	82.4
6	Body Shop	82.3
7	Argos	82.1
8	Pets at Home	82.1
9	eBay	82.0
10	Holland & Barrett	81.9

2019 Winner: *Amazon*

VALUE FOR MONEY

Rank	Retailer	Shopper rating
1	Aldi	86.9
2	Lidl	84.7
3	Primark	83.7
4	Card Factory	83.3
5	B&M	82.7
6	Shoezone	82.1
7	Home Bargains	82.0
8	Poundland	81.7
9	Wilko	81.4
10	Iceland	80.1

2019 Winner: *Card Factory*

LOW PRICES

Rank	Retailer	Shopper rating
1	Aldi	86.0
2	Primark	85.8
3	Poundland	84.7
4	Lidl	84.0
5	Shoezone	84.0
6	Card Factory	83.7
7	Shein	83.2
8	B&M	82.4
9	Home Bargains	82.0
10	Poundstretcher	80.8

2019 Winner: *Poundland*

RELEVANCE (Products suited to me)

Rank	Retailer	Shopper rating
1	John Lewis	81.6
2	Waterstones	81.5
3	Ocado	80.9
4	Lush	80.8
5	Moonpig	80.5
6	Lakeland	80.1
7	M&S Simply Food	79.9
8	Etsy.com	79.6
9	Simply Be	79.6
10	Lookfantastic	79.4

2019 Winner: *N/A*

WIDE CHOICE OF PRODUCTS

Rank	Retailer	Shopper rating
1	Amazon	87.4
2	Etsy.com	86.1
3	eBay	86.1
4	ASOS	84.6
5	Shein	83.4
6	John Lewis	83.3
7	Waterstones	82.7
8	Moonpig	82.4
9	Smyths Toy Superstore	82.1
10	Argos	81.7

2019 Winner: *Amazon*

CUSTOMER SERVICE

Rank	Retailer	Shopper rating
1	John Lewis	84.7
2	Waitrose	79.4
3	Lush	79.2
4	Body Shop	78.8
5	Waterstones	78.8
6	Lakeland	78.4
7	QVC	77.9
8	Screwfix.com	77.4
9	Holland & Barrett	77.2
10	M&S	77.0

2019 Winner: *Lush*

PRODUCT QUALITY

Rank	Retailer	Shopper rating
1	John Lewis	88.6
2	M&S Simply Food	86.7
3	Waterstones	84.7
4	Lakeland	84.7
5	Waitrose	84.6
6	Lush	83.8
7	Body Shop	83.7
8	Holland & Barrett	82.7
9	Boots	82.7
10	Richer Sounds	82.7

2019 Winner: *Lush*

FUN TO SHOP

Rank	Retailer	Shopper rating
1	Lush	82.0
2	Shein	79.6
3	Schuh	78.1
4	Etsy.com	77.8
5	Glossybox	76.9
6	Anthropologie	76.9
7	Paperchase	76.6
8	Smyths Toy Superstore	76.4
9	Vestiaire Collective	75.7
10	funkypigeon.com	75.7

New Question in 2021

FASHIONABILITY (This was asked for relevant retailers only)

Rank	Retailer	Shopper rating
1	Shein	81.5
1	ASOS	81.5
3	Zara	81.0
4	Boohoo.com	79.9
5	All Saints	79.6
6	Dr. Martens	79.1
7	Ted Baker	78.9
8	Schuh	78.9
9	Selfridges	78.1
10	Mango	78.1

Last Year's Winner: *Boohoo.com*

Shopper rating indexed 0-100. Based on shoppers visiting or purchasing from that retailer in the last 3 months.

Retailers/Methodology

The OC&C Retail Proposition Index is a major piece of international consumer research measuring shopper attitudes and perceptions towards the world's leading retailers. Around 40,000 consumers globally are asked to rate the retailers they have shopped on the strength of their overall proposition, and then to score the key elements of that proposition (Price, Range, Service, etc). These results are then used to compile a ranking of c.700 retailers from across the globe. Since the Retail Proposition Index was first launched in 2010, we have interviewed over 300,000 consumers and analysed 50m ratings. Now in its 11th year, the index is a powerful tool to understand how shopper opinions and priorities have changed over time, and to identify the key long-run trends driving shifts in the retail landscape.

To find out more about how consumers rate your retail brand, or for any questions about this report please get in touch:

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