



Shopper Centric Demand Creation

以消费者为中心的需求创造



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Shoppers' Top Needs Today

- The feeling of a **Smart** shopper;
精明的消费感觉
- **Happy and Relaxed** shopping;
愉快轻松的购物
- **Efficient, One-Stop** shopping;
高效,一站式的购物
- Feel the retailer is **Trustworthy**.
感觉零售商值得信赖



Shoppers' Top Un-Satisfaction Today

购物者未能满足的需要

- Unclear pricing, “Hard-to-perceive” product value;
不清楚的价格, 很难感知的产品价值
- Lack of enjoyable shopping experience;
缺乏整体的购物愉悦感受
- Mass assortment with poor adjacency;
大量的商品选择而缺乏关联性
- OOS
缺货



ECR – Demand Creation

ECR –需求创造

Retailers and Suppliers works together

工商合作

- **Shopper understanding**

了解消费者

- **Category creation**

品类创新

- **Loyalty building**

提高忠诚度

