

Belgium

## Yves Uerlings

Consultant – Retail Cluster & Advanced Solutions Lead  
CPS YouGov

---

Living Consumer Intelligence | [business.yougov.com](https://business.yougov.com)



Belgium

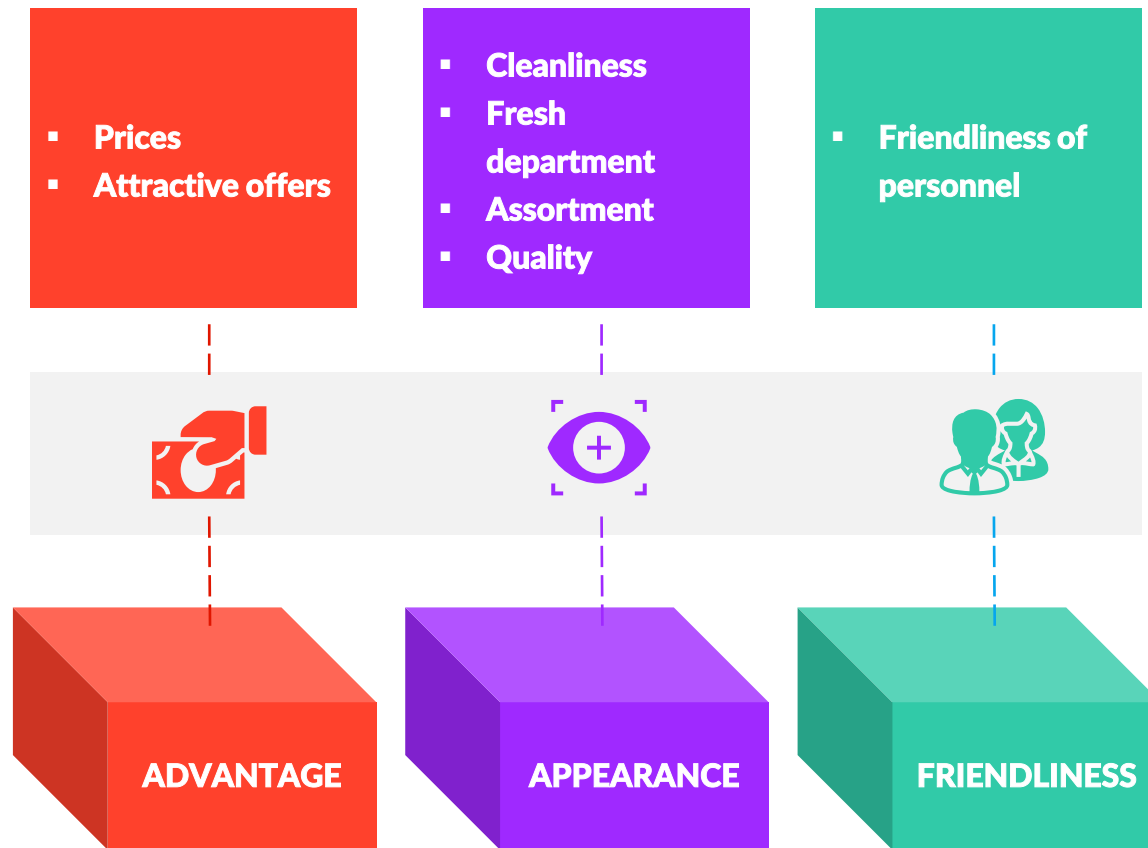
# Retailer Appreciation Report

Summer 2024 Awards Ceremony

# The YouGov Retailer Appreciation Study



# Giving Retailers Insights into Shopper Appreciation for Already More than 20 Years



- Study that has been carried out by YouGov for **more than 20 years**.
- Takes place **2 times** per year.
- Is carried out on the **ConsumerScan panel**, a gross representative sample of the Belgian households.
- Shoppers evaluated the stores they visited in the past week **based on 7 criteria**.
- Offers valuable insights to retailers on **how the consumers appreciate their stores** and the position of their scores compared to other retailers.



# Summer 2024: Shopper Appreciation On the Rise Again

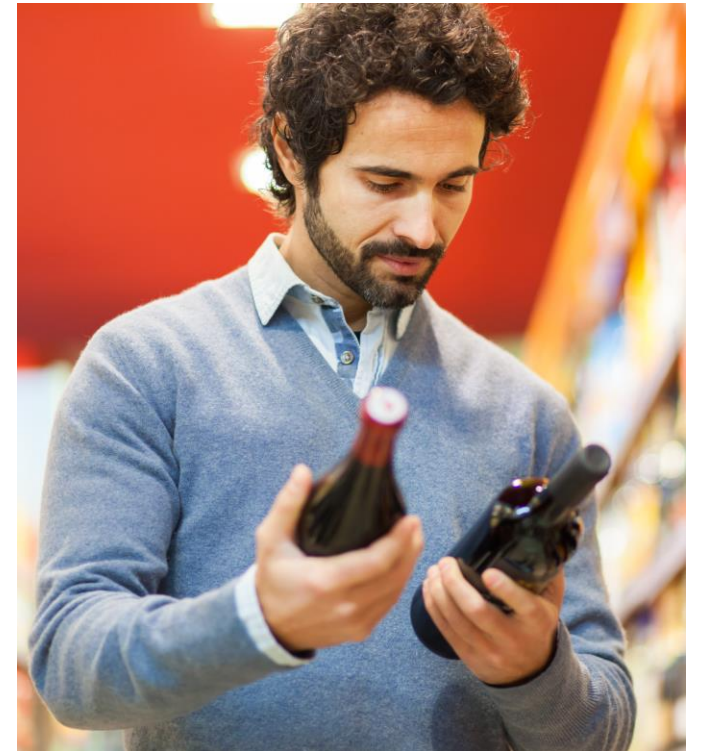
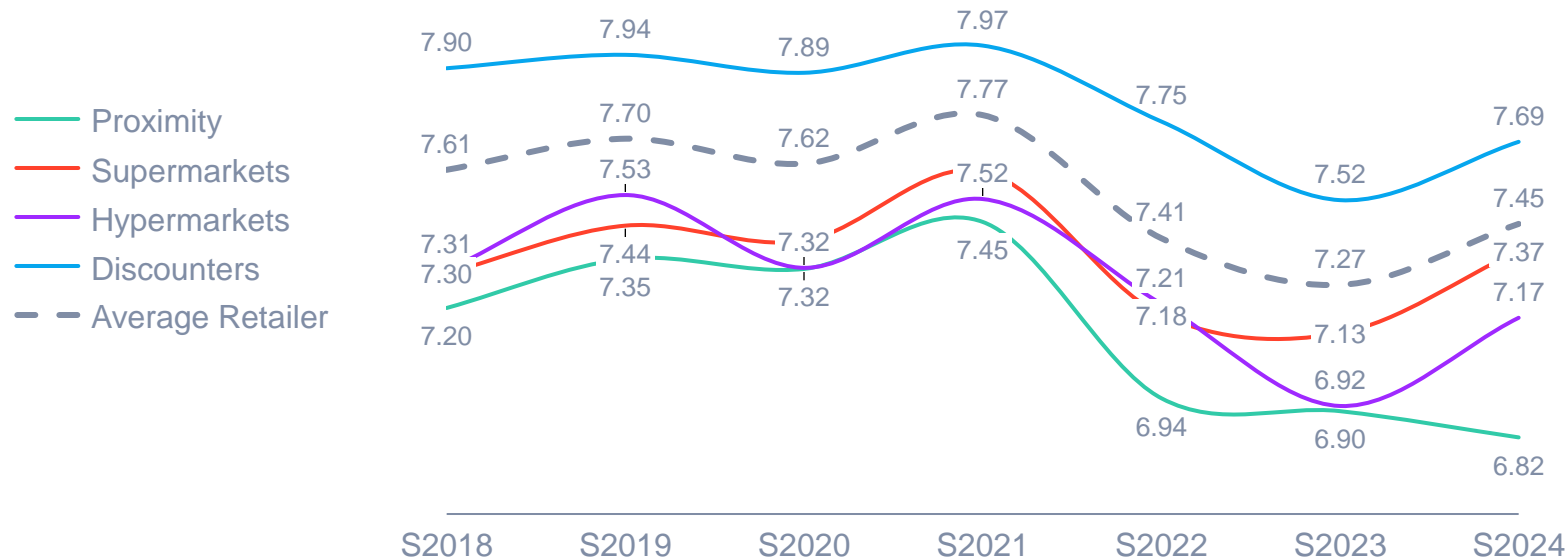


# After Strong Drop in 2023, Shopper Appreciation Increases Again Driven by Advantages Criteria



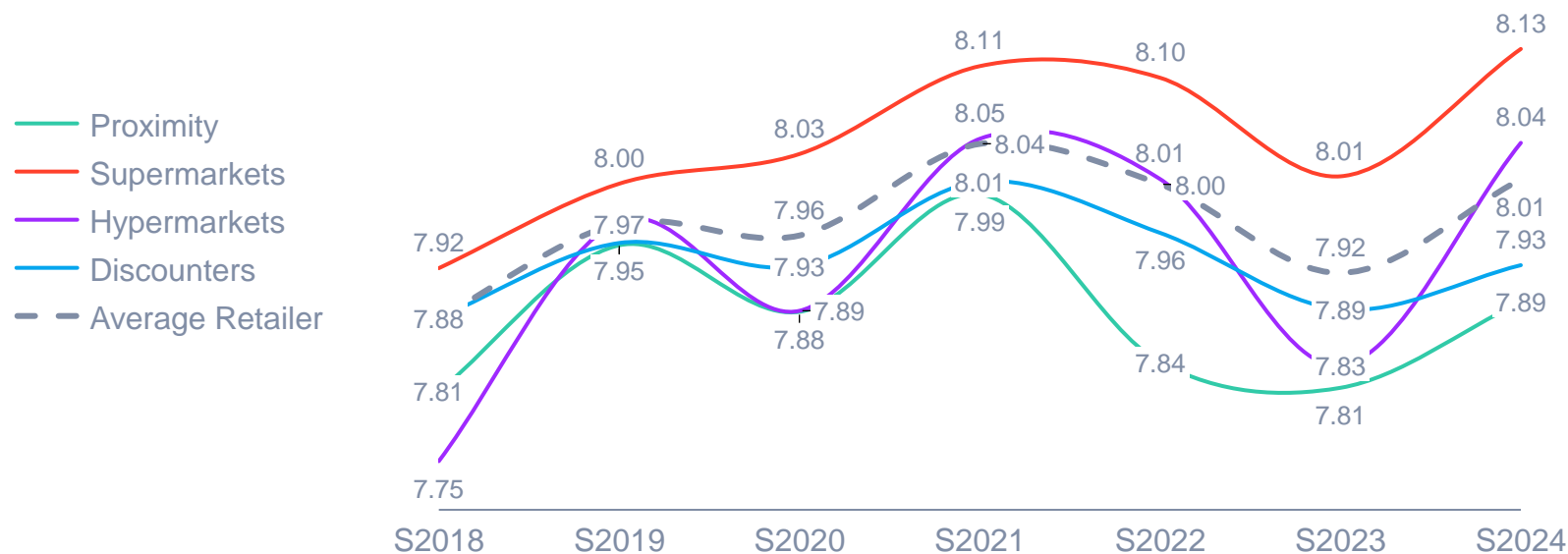
# Discounters Continue to Lead on Advantage Despite Broad Progress of Other Formats

Advantage: Evolution per Retailer Format



# Supermarkets Continue to Lead in the Area of Appearance, but Hypermarkets Catch Up

Appearance: Evolution per Retailer Format

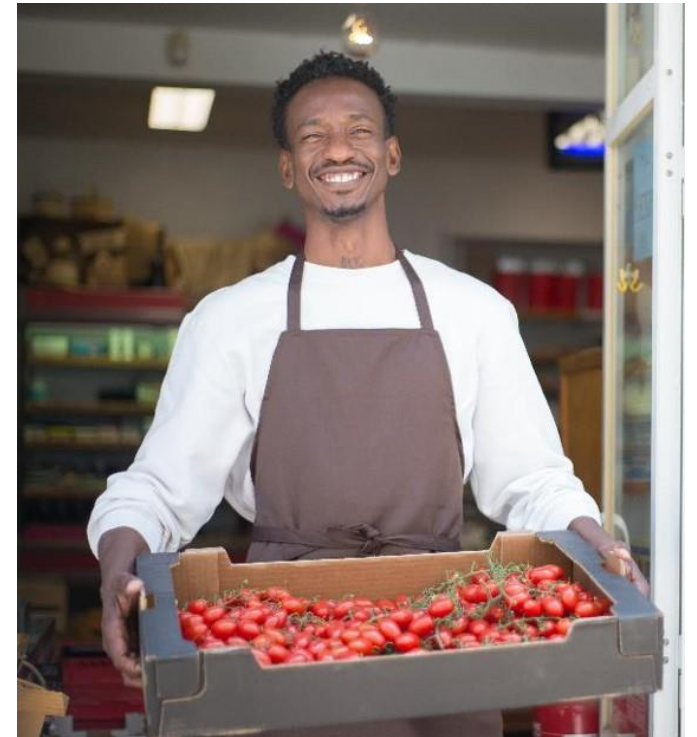
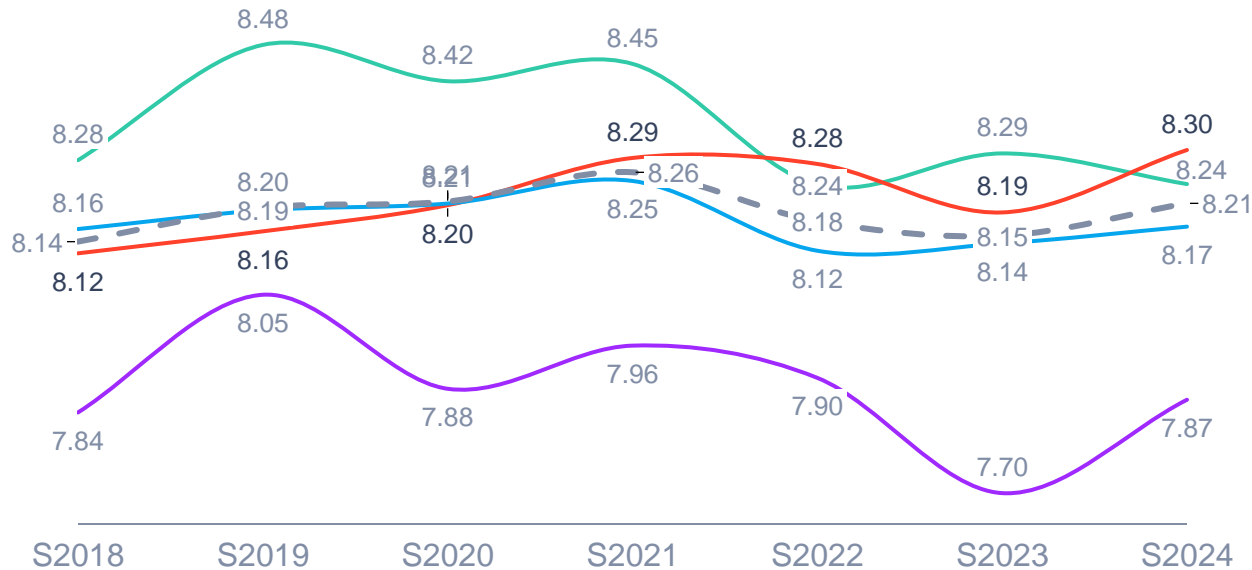




# Proximity Stores' Lead in Friendliness Now Contested by Supermarkets

Friendliness: Evolution per Retailer Format

— Proximity  
— Supermarkets  
— Hypermarkets  
— Discounters  
- - Average Retailer



# Awards



# Award Categories

## Top National Retailer



Based on the highest **overall score**.  
Competition between **national retailers**.

## Top Regional Retailer



Based on the highest **overall score**.  
Competition between **regional retailers**.

## Most Growing Retailer



Based on the highest **index vs last period**.  
Competition between **all retailers** (National & Regional)



# Most Growing Retailer



# Award Categories

## Top National Retailer



Based on the highest **overall score**.  
Competition between **national retailers**.

## Top Regional Retailer



Based on the highest **overall score**.  
Competition between **regional retailers**.

## Most Growing Retailer



Based on the highest **index vs last period**.  
Competition between **all retailers** (National & Regional)



# Top Regional Retailer



# Award Categories

## Top National Retailer



Based on the highest **overall score**.  
Competition between **national retailers**.

## Top Regional Retailer



Based on the highest **overall score**.  
Competition between **regional retailers**.

## Most Growing Retailer



Based on the highest **index vs last period**.  
Competition between **all retailers** (National & Regional)



# Top National Retailer



# Congratulations!

---

**Living Consumer Intelligence | [yougov.com/business](https://yougov.com/business)**

YouGov, 2024, all rights reserved. All materials contained herein are protected by copyright laws. Any storage, reproduction or distribution of such materials, in whole or in part, in any form without the prior written permission of YouGov is prohibited. This information (including any enclosures and attachments) is propriety and confidential and has been prepared for the exclusive use and benefit of the addressee(s) and solely for the purpose for which it is provided. We make no representations, warranties or guarantees, whether express or implied, that the information is accurate, complete or up to date. We exclude all implied conditions, warranties, representations or other terms that may apply and we will not be liable to you for any loss or damage, whether in contract, tort (including negligence), breach of statutory duty, or otherwise, even if foreseeable, arising under or in connection with use of or reliance on the information. We do not exclude or limit in any way our liability to you where it would be unlawful to do so.