savi Shopper Report

1. UK Summary

2. Merged UK, Germany, Spain & Italy Summaries

23 January 2026

savi

OnePoll
Research people read

savi

Coupons

BG S 1111 C

Client: Savi

Date: 14/11/2025 – 20/11/2025

Sample: 2,000

Demographic: UK Adults who have used a coupon for grocery shopping in the past 12 months

Client contact: aroman@savi.co.uk

Summary author: louis.jameson@onepoll.com

MRS Evidence Matters™ Company Partner

Manifesto for Opportunity MRS Inclusion Pledge

CYBER ESSENTIALS CERTIFIED PLUS

ESOMAR 25 Corporate

BPC

Method

Quantitative online survey

Samples:

1. Online research was conducted on behalf of Savi by OnePoll between 14th to 20th November 2025

2. 2,000 UK Adults who have used a coupon for grocery shopping in the past 12 months

3. Data splits were provided based on:
    - Age
    - Gender
    - Region

Summary

- **Almost three in five** (58%) of respondents shop more **in-store** than online. 59% of in-store shoppers prefer **superstores**. 64% are spending **more** on groceries than last year; 23% are buying **fewer** groceries due to price increases.

- **Almost three quarters** (72%) of respondents have redeemed coupons via **smartphone in-store**; 45% have done so **many times**. 56% are encouraged to use coupons if they are **easy to use**; 49% if **usable** on their phone. 49% notice offers/coupons in **emails**; 48% via **loyalty apps**.

- **More than three quarters** (77%) are **more likely** to enter a prize draw or play a game if guaranteed a special offer.
- The **Average minimum discount** needed to try a product is 38%.
- 70% would **try a new product/brand** with a coupon;
- 54% would consider **switching** supermarkets if a coupon **wasn't accepted**.

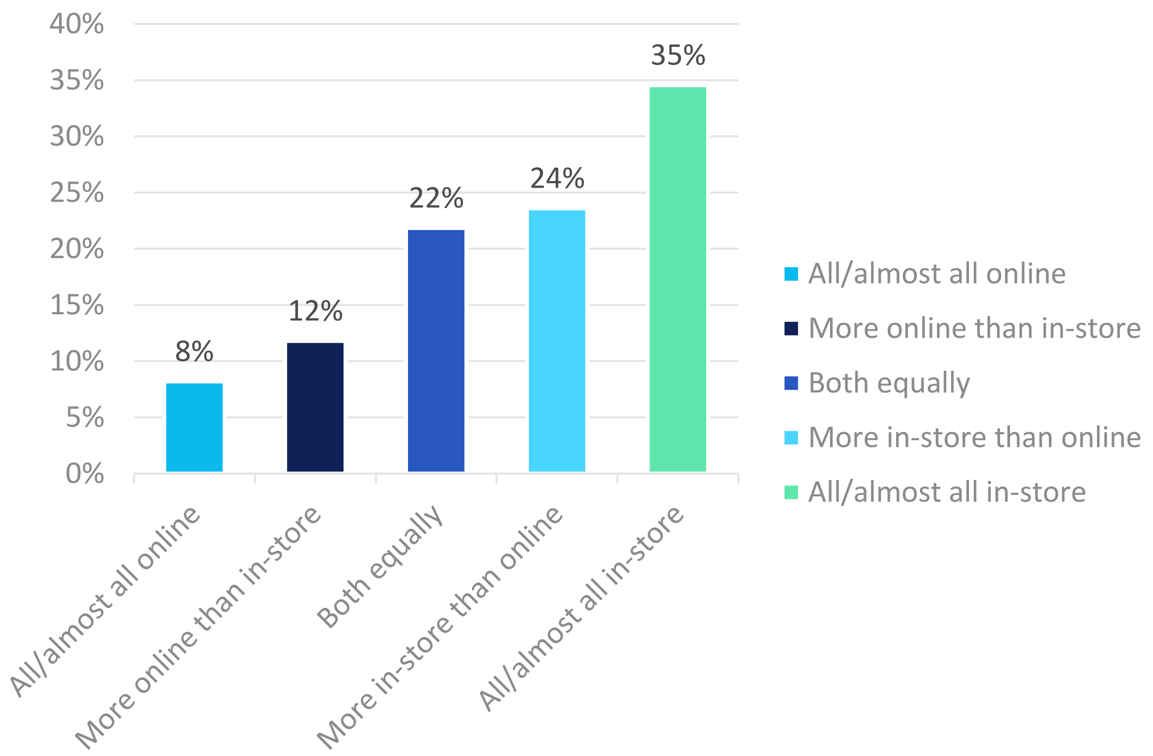
- **Four in ten** (40%) want offers for **restaurants/dining out**; 36% for **clothing/footwear**; 34% for **fuel/energy**.
- 52% want coupons as a **'thank you for being loyal'**; 39% for **birthdays**.

- **Almost three quarters** (72%) would sign up to a **loyalty scheme** for special offers;
- 67% would share their **email** for coupons.
- 36% say coupons increase **brand awareness**; 36% increase **loyalty to a retailer**; 35% to a **brand**.

- **More than four in ten** (42%) are **spending less on dining out** due to inflation; 39% on **clothing/footwear**. 35% **feel worse** off than a year ago; 34% have **changed shopping behaviour** due to inflation.

Question:

1. Do you shop for groceries online or in-store?



Insight

- Almost **six in ten (58%)** of respondents shop more in-store than online.
    - *This rises to 74%* ***amongst 65 and overs***

- Just **one in five (20%)** of respondents shop more online than in-store.
    - *Rising to 24%* ***amongst 25-34s***

- Of respondents that shop in-store (n=1836), almost six in ten (59%) prefer to shop in a **Superstore**.

    This is followed by:

    - **Discounter** (20%)
    - **A mixture** (17%)
    - **Convenience store** (2%)

Redeeming coupons

- **Almost three quarters of respondents** (72%), have redeemed special offers or coupons via a smartphone whilst in a shop, including 45% who have done this many times.
  - *This rises amongst 25-54s and those living in London*
- **Just over a quarter of respondents** (26%) have never redeemed a special offer or coupon via their smartphone whilst in a shop.
  - *Rising amongst 65 and overs*

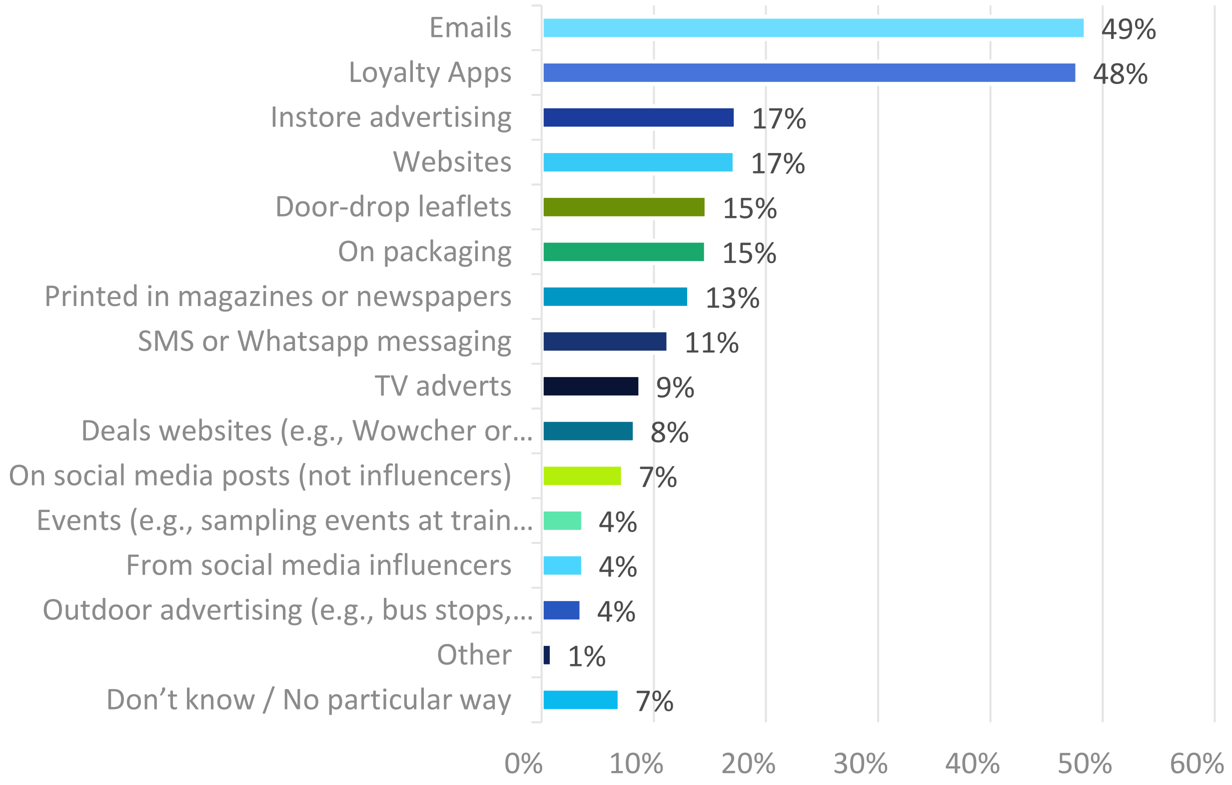
- **More than half of respondents (56%)** say that they are/would be encouraged to use a special offer or coupon if it is easy to use.

  This is followed by:
  - Can use it one their phone **(49%)**
  - If they get prompts and reminders to use it **(31%)**
  - If points can be earned in with fun, gamified experiences **(22%)**

- **Just one in ten (10%)** of respondents say that nothing would encourage them to use a special offer or coupon in store, via a smartphone.
  - *Falling to just 2% of 18 to 44s*

Question:

Where would you be most likely to notice offers/coupons? [Select up to three]



Insight

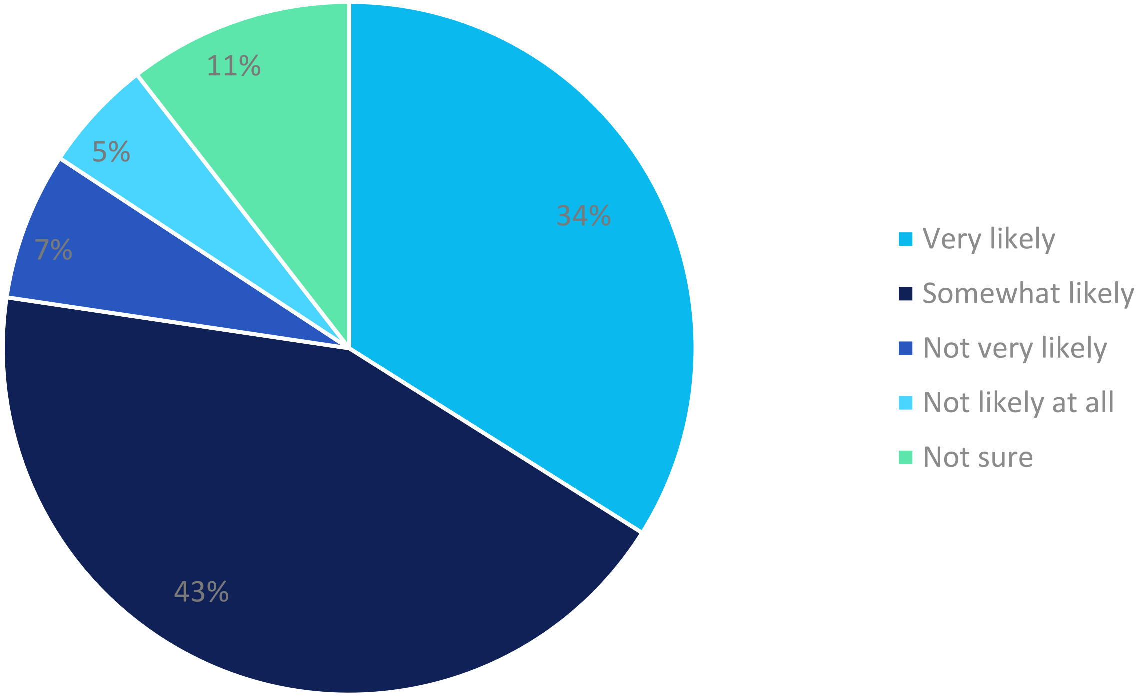
- **Almost half** (49%) of respondents are likely to notice offer/coupons in their emails.

  This is followed by:

  - **Loyalty Apps** (48%)
  - **Instore advertising** (17%) – *Falling amongst females*
  - **Websites** (17%)
  - **Door-drop leaflets** (17%) – *Rising amongst 65 and overs*

Question:

To what extent, if at all, would you be more likely to enter a prize draw or play a game online if you knew you were guaranteed a special offer or a free item at the end?



Insight

- **More than three quarters** (77%) of respondents are more likely to enter a prize draw or play an online game if they knew they were guaranteed a special offer or a free item. *Rising to 89% amongst 35 to 44s*
  - With 34% being **very likely**
  - 43% **Somewhat likely**
  - Just 12% are **not likely** – *Rising to 21% amongst 65 and over*

Price and location factors

- The average minimum discount for a product needed in order to try a product, was **38%** amongst the respondents
    - With 30% saying **25% off**, and 6% needing **100% off**

- **Almost a quarter** (24%) of respondents would be likely to engage with on-demand streaming services if they were to share special offers

    This was followed by:

    - **Netflix or other streaming TV platforms** (21%)
    - **YouTube** (20%)
    - **Instagram** (20%)

- Excluding retailers' apps and loyalty programmes, respondents would most like to see brand offers in **banking apps and through mobile networks** (both 29%)

    This was followed by:

    - **Utilities** (28%)
    - **Deals Sites** (27%)
    - **Travel apps** (17%)

Special offer preferences

- **Seven in ten** (70%) respondents would be likely to try a new product or brand if they received a special offer or coupon for it. *Rising to 85% amongst 25 to 34s.*
    - Including 20% who would be **very likely**
    - Just 3% would be **unlikely**. *Rising amongst 65 and overs*

- More than half (54%) of respondents would consider **switching supermarket** if a special offer or coupon they had wasn't accepted by their preferred supermarket. *Rising amongst 18 to 44s*
    - Just 26% **would not consider switching supermarket**

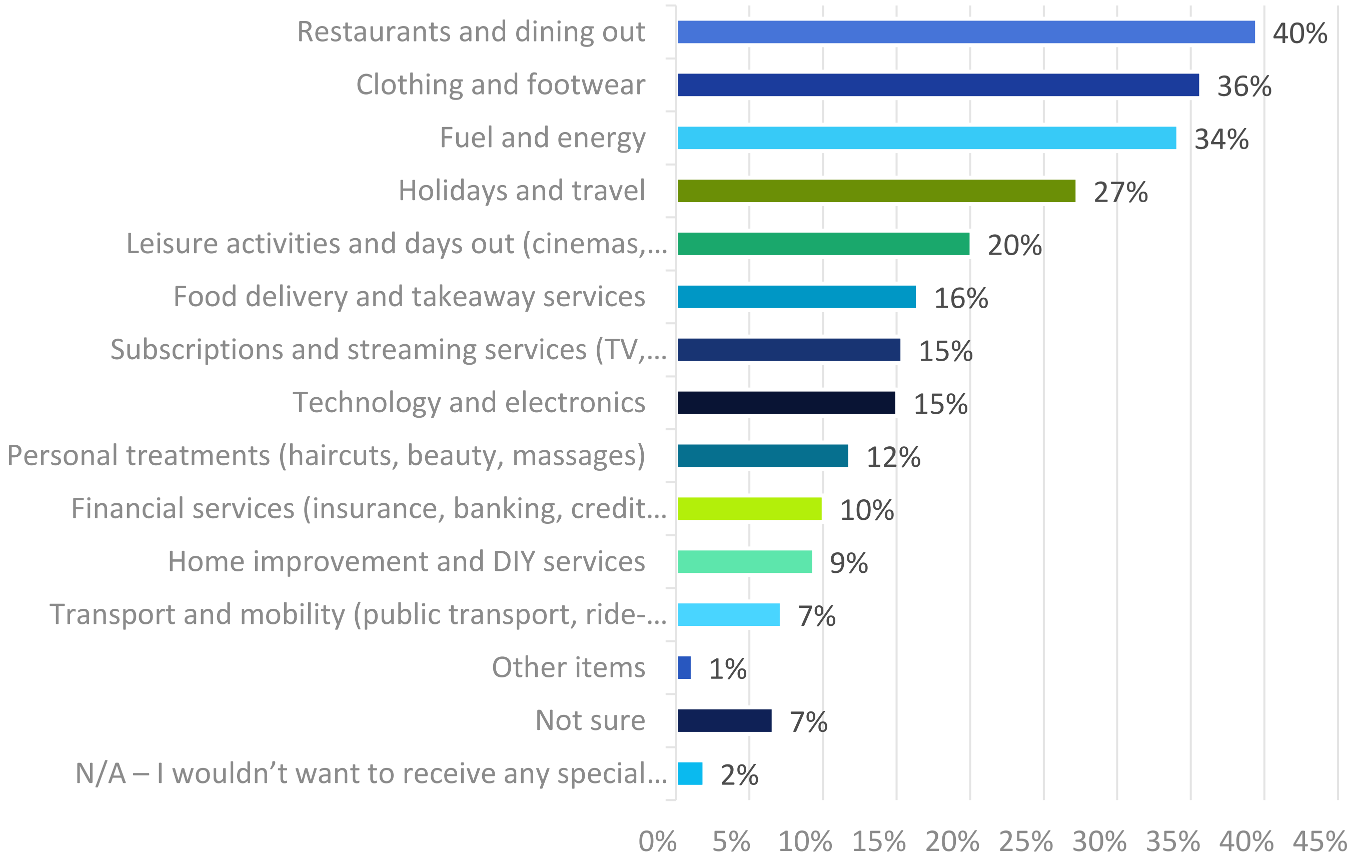
- **Store cupboard essentials** tops the list of grocery items most wanted with special offers or coupons with 37%.

    This was followed by:

    - Household goods **(35%)**
    - Dairy and chilled products **(27%)**
    - Hygiene and personal care products **(24%)**
    - Snacks and confectionary **(23%)**

Question:

Thinking beyond grocery shopping, in which of the following areas would you most like to receive special offers or coupons?



Insight

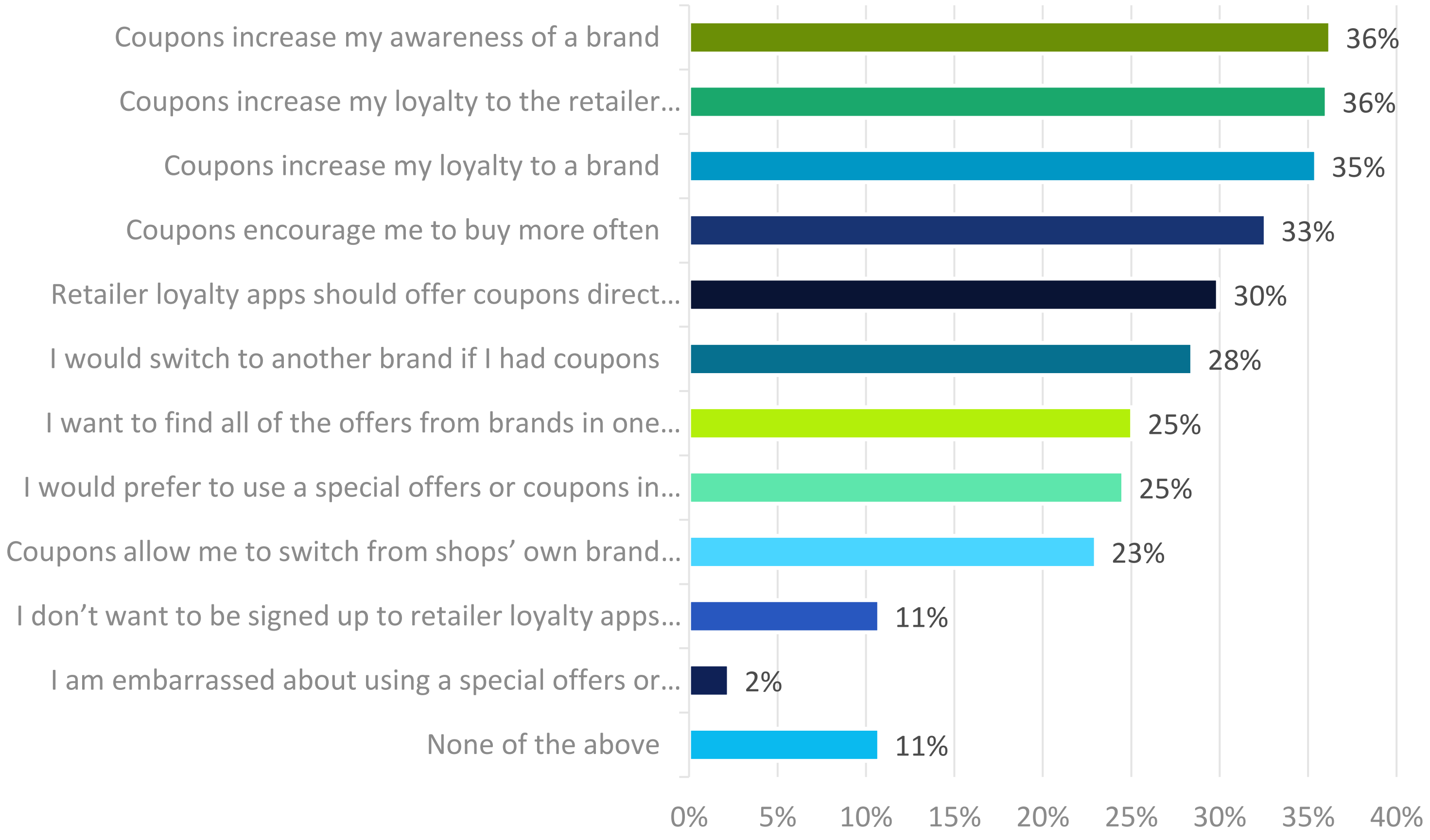
- **Two in five** (40%) respondents would like to receive special offers or coupons for restaurants and dining out.

  This was followed by:

  - **Clothing and footwear** (36%) – *Rising amongst women*
  - **Fuel and energy** (34%) - *Rising amongst 65 and overs*
  - **Holidays and travel** (27%)
  - **Leisure activities and days out** (20%) – *Rising amongst 35 to 44s*

Question:

Which, if any, of the following statements do you agree with/apply to you? [Select all that apply]



Insight

- **Almost two in five** (36%) respondents say that special offers or coupons increase their awareness of a brand

  This was followed by:

  - **Increased loyalty to a retailer** (36%)
  - **Increased loyalty to a brand** (35%)
  - **Encourage them to buy more often** (33%)

- Just 2% of respondents are **embarrassed** about using special offers or coupons

Place and time

- **More than half** (52%) of respondents would like to receive a special offer or coupon as a 'thank you for being loyal'. *Rising amongst women*

  This was followed by:

  - **Birthday** (39%) – *Falling amongst men*
  - **To trial new products or services** (38%)
  - **As a reward for making a purchase** (37%)
  - **Christmas** (27%)

- **Almost three quarters** (72%) of respondents would be likely to sign up to a retailer or brand's loyalty scheme if it offered special offers or coupons. *Rising amongst 25 to 44s*
  - Including 29% who would be **very likely** – *Falling amongst 65 and overs*
  - Just 3% would be **not likely**

- **Two thirds** (67%) of respondents would be willing to share their email address with a retailer or brand in exchange for special offers or coupons

  This was followed by:

  - **Shopping habits** (48%) – *Rising amongst 35 to 44s*
  - **Brand preferences** (40%) – *Falling amongst 65 and overs*
  - **Purchase history** (38%)

Shopping habits

- **Almost three quarters** (73%) of respondents say that money off would be most likely to influence their shopping behaviour

  This was followed by:

  - **Loyalty points** (53%)
  - **Cashback offers** (40%)
  - Just **4%** said that no special offers or promotion types are likely to influence their shopping behaviour

- **Almost two thirds of respondents** (64%) are spending more on groceries now compared to last year. *Falling amongst 45 to 54s*
  - Including 18% who are spending **a lot more** – *Rising to 30% amongst 25 to 34s*
  - Just 7% are **spending less on groceries** now compared to last year

- **Almost a quarter** (23%) of respondents are buying fewer groceries due to price increases over the past few years. *Rising amongst women and 45 to 54s*
  - Just 10% of respondents are buying more groceries – *Falling amongst 45 and overs*

Changes in purchasing

- **More than four in ten** (42%) respondents have been spending less on restaurants and dining out since the rise in inflation

    This is followed by:

    - **Clothing and footwear** (39%) – *Rising amongst women*
    - **Leisure activities and days out** (33%) – *Falling amongst men*
    - **Food delivery and takeaway services** (32%)
    - **One in five** (20%) haven't been buying less of anything

- **More than one third** (35%) of respondents feel worse off now than they did a year ago. *Rising amongst women and 55 to 64s*

    This is followed by:

    - Shopping behaviour changes due to inflation **(34%)**
    - Special offers allow them to keep buying the brands they love **(33%)**
    - Being able to redeem special offers or coupons with their smartphone improves their shopping experience **(32%)** – *Rising amongst 25 to 44s*

Savi Shopper Report – Merged Data for UK, Germany, Italy and Spain

Client: Savi

Date: 14/11/2025 – 16/12/2025

Sample: 8,000

Demographic: International Adults who have used a coupon for grocery shopping in the past 12 months

Client contact: aroman@savi.co.uk

Summary author: louis.jameson@onepoll.com

Method

Quantitative online survey

Samples:

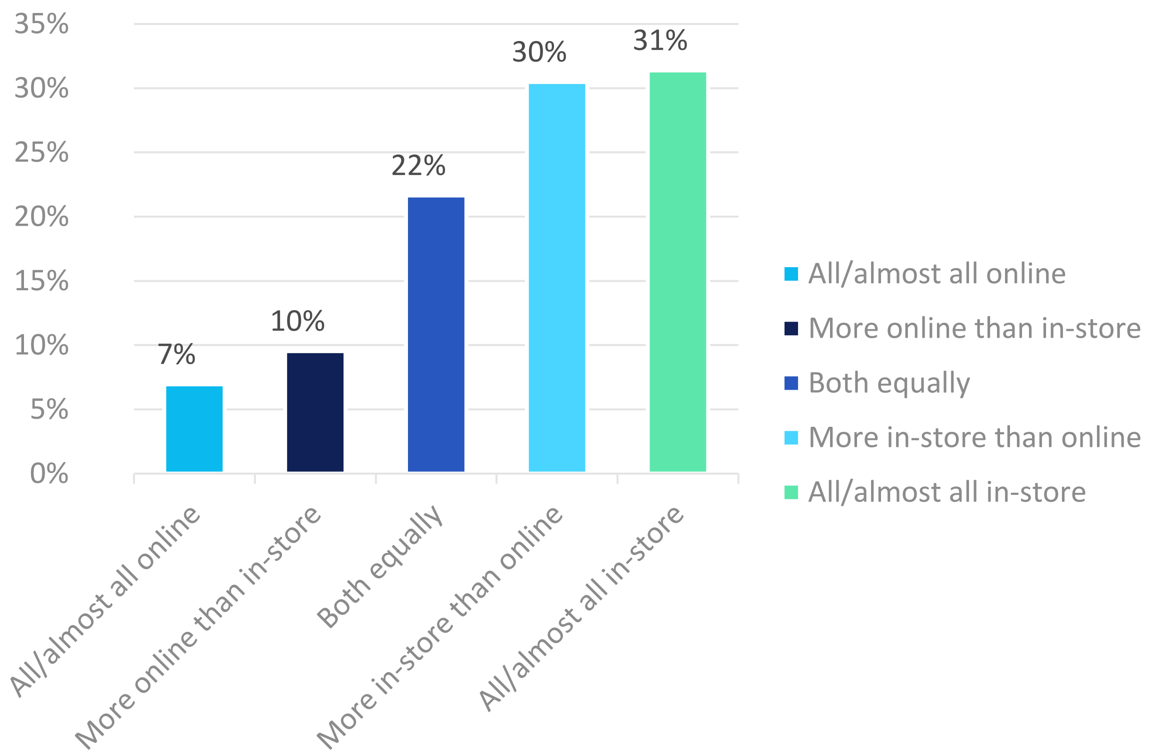
1. Online research was conducted on behalf of Savi by OnePoll between 14th November to 16th December 2025

2. 8,000 International Adults who have used a coupon for grocery shopping in the past 12 months

3. Data splits were provided based on:
    - Country Codes
    - Age
    - Gender
    - Region

Question:

1. Do you shop for groceries online or in-store?



Insight

- More than **six in ten (62%)** of respondents shop more in-store than online.
    - *This rises to 72% in IT and falls in the UK and ES to 58% and 56% respectively. (68% in DE)*
- Just **16%** of respondents shop more online than in-store.
    - *Rising to 20% in the UK, 17% in ES and falls to 13% in IT. (10% in DE)*
- Of respondents that shop in-store (n=5583), more than half (51%) prefer to shop in a **Superstore**. *59% in the UK, 43% in ES, 52% in IT. (56% in DE)*

    This is followed by:
    - **Discounter** (28%)
    - **A mixture** (16%)
    - **Convenience store** (2%)

Redeeming coupons

- **More than eight in ten respondents** (81%), have redeemed special offers or coupons via a smartphone whilst in a shop, including 52% who have done this many times.
    - *Falling to 72% in the UK, and rising to 90% in ES, 82% in IT. (91% in DE)*
- **Almost one in five respondents** (18%) have never redeemed a special offer or coupon via their smartphone whilst in a shop.
    - *Rising to 26% in the UK, falling to 9% in DE and 10% in ES*

- **More than half of respondents (53%)** say that they are/would be encouraged to use a special offer or coupon if they can use it one their phone.

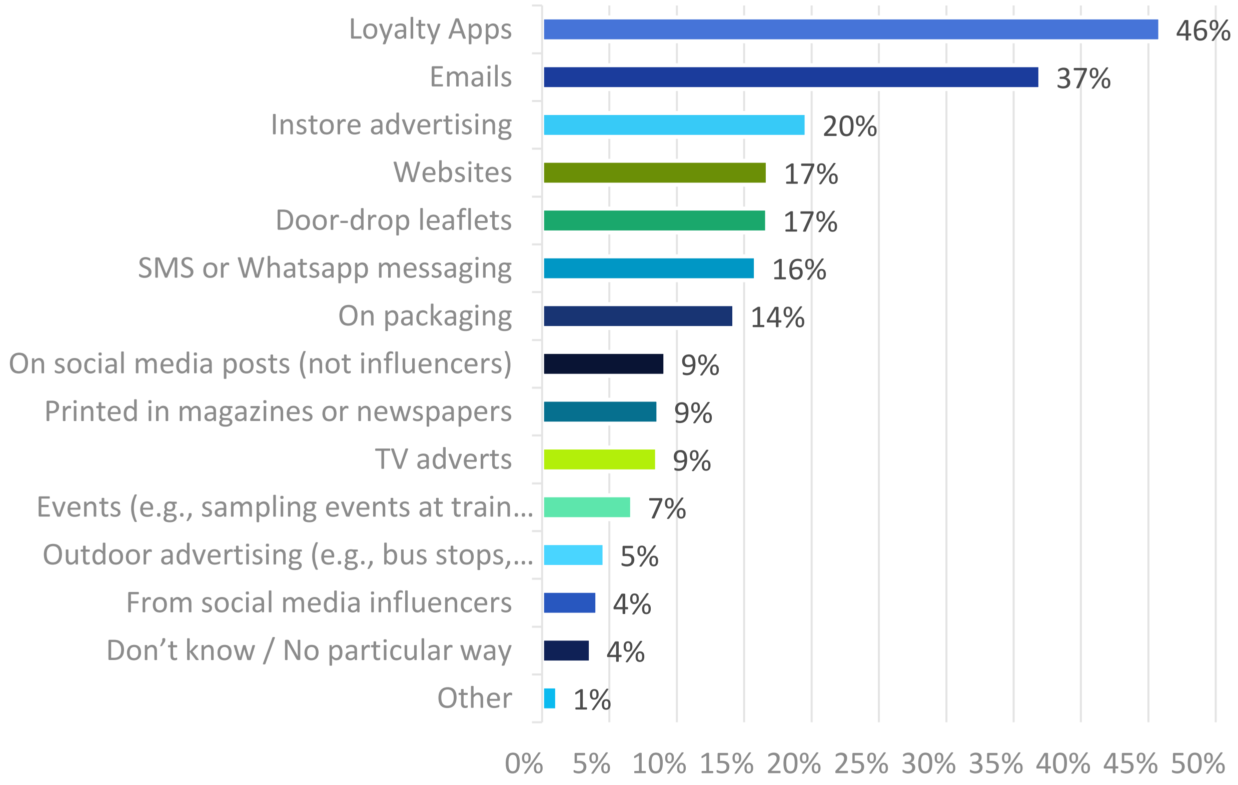
    This is followed by:

    - It is easy to use **(51%)**
    - They can use it in all retailers **(33%)**
    - If points can be earned in with fun, gamified experiences **(29%)**

- **Just 4%** of respondents say that nothing would encourage them to use a special offer or coupon in store, via a smartphone.
    - *Rising to 10% in the UK*

Question:

Where would you be most likely to notice offers/coupons? [Select up to three]



Insight

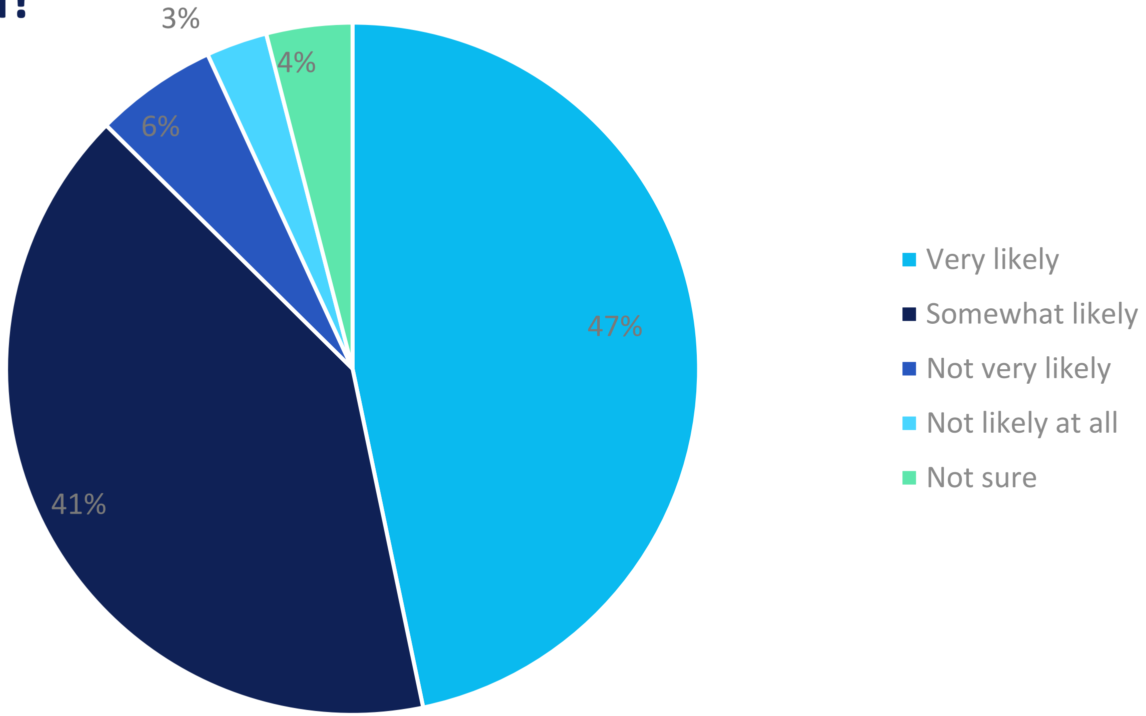
- **Almost half** (46%) of respondents are likely to notice offer/coupons in loyalty apps.

  This is followed by:

  - **Emails** (37%)
  - **Instore advertising** (20%)
  - **Websites** (17%)
  - **Door-drop leaflets** (17%)

Question:

To what extent, if at all, would you be more likely to enter a prize draw or play a game online if you knew you were guaranteed a special offer or a free item at the end?



Insight

- **Almost nine in ten** (87%) respondents are more likely to enter a prize draw or play an online game if they knew they were guaranteed a special offer or a free item. *Rising to 92% in ES and IT and falling to 77% in the UK. (80% in DE)*
    - With 47% being **very likely** – *Rising to 55% in ES*
    - 41% **Somewhat likely**
    - Just 9% are **not likely** – *Rising to 11% in the UK*

Price and location factors

- The average minimum discount for a product needed in order to try a product, was **44%** amongst the respondents. *38% in the UK, 47% in IT*
  - With 28% saying **25% off**, and 10% needing **100% off**

- **A third** (33%) of respondents would be likely to engage with on-demand streaming services if they were to share special offers. *24% in the UK, 40% in IT*

  This was followed by:
  - **Instagram** (32%)
  - **YouTube** (30%)
  - **Netflix or other streaming TV platforms** (24%)

- Excluding retailers' apps and loyalty programmes, respondents would most like to see brand offers in **deals sites** (36%). *45% in ES, 27% in the UK.*

  This was followed by:
  - **Banking apps** (25%)
  - **Travel apps** (20%)
  - **News apps** (18%)

Special offer preferences

- **Eight in ten** (80%) respondents would be likely to try a new product or brand if they received a special offer or coupon for it. *Rising to 86% in ES, 83% in IT and falling to 70% in the UK.*
    - Including 32% who would be **very likely.** *43% in ES*
    - Just 3% would be **unlikely**.

- Seven in ten (70%) respondents would consider **switching supermarket** if a special offer or coupon they had wasn't accepted by their preferred supermarket. *Rising to 74% in ES, 83% in IT and falling to 54% in the UK*
    - Just 18% **would not consider switching supermarket.** *26% in the UK*

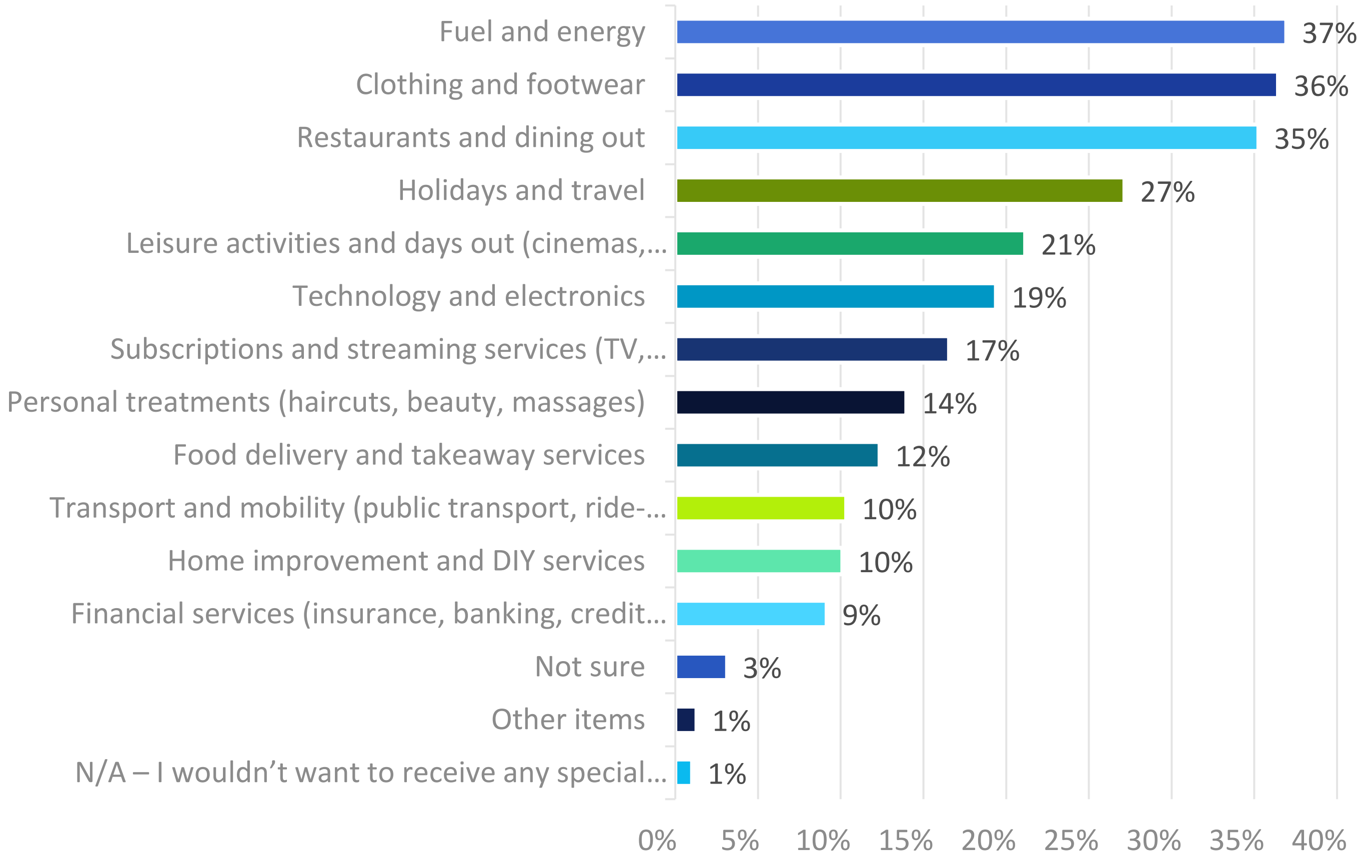
- **Store cupboard essentials** tops the list of grocery items most wanted with special offers or coupons with 45%. *Top for all four countries*

    This was followed by:

    - Household goods **(34%)**
    - Hygiene and personal care products **(30%)**
    - Dairy and chilled products **(23%)**
    - Frozen foods **(21%)**

Question:

Thinking beyond grocery shopping, in which of the following areas would you most like to receive special offers or coupons?



Insight

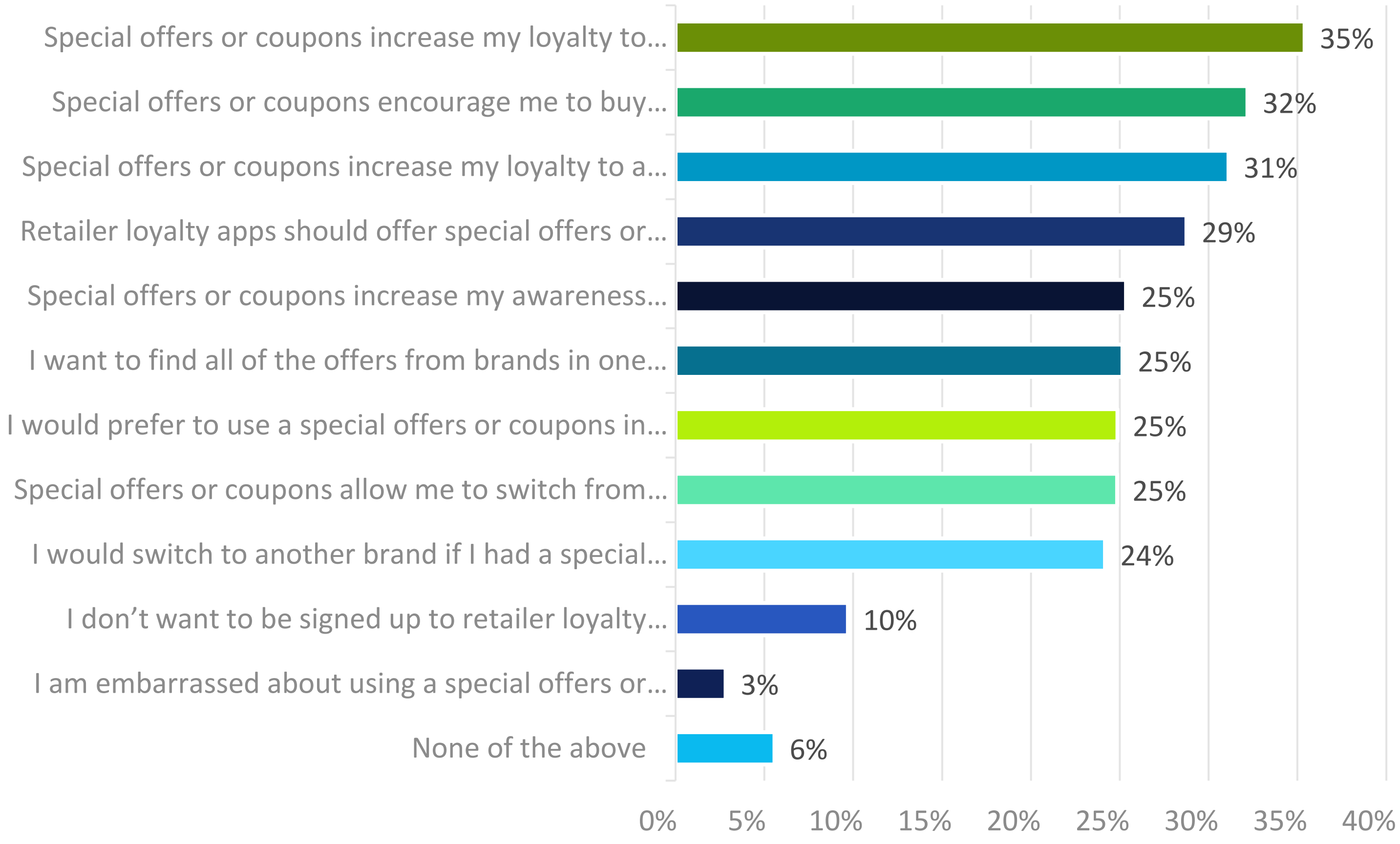
- **Almost two in five** (37%) respondents would like to receive special offers or coupons for fuel and energy. *46% in IT, 31% in ES and 34% in the UK*

  This was followed by:

  - **Clothing and footwear** (36%)
  - **Restaurants and dining out** (35%)
  - **Holidays and travel** (27%)
  - **Leisure activities and days out** (21%)
- The top five was the same for the UK, ES and IT (in different orders)

Question:

Which, if any, of the following statements do you agree with/apply to you? [Select all that apply]



Insight

- **More than one in five** (35%) respondents say that special offers or coupons increase their loyalty to a retailer

  This was followed by:

  - **Encourage them to buy more often** (32%)
  - **Increased loyalty to a brand** (31%)

- Just 3% of respondents are **embarrassed** about using special offers or coupons

Place and time

- **Almost half** (49%) of respondents would like to receive a special offer or coupon as a 'thank you for being loyal'. *52% in the UK, 50% in ES and 46% in IT*

    This was followed by:

    - **As a reward for making a purchase** (41%)
    - **To trial new products or services** (39%)
    - **Birthday** (39%)
    - **Christmas** (23%)

- **Eight in ten** (80%) respondents would be likely to sign up to a retailer or brand's loyalty scheme if it offered special offers or coupons. *Falling to 72% in the UK, rising to 87% in ES and 81% in IT*
    - Including 38% who would be **very likely** – *50% in ES*
    - Just 3% would be **not likely**

- **More than half** (56%) of respondents would be willing to share their email address with a retailer or brand in exchange for special offers or coupons. *67% in the UK, 47% in ES, 54% in IT. (59% in DE)*

    This was followed by:

    - **Shopping habits** (47%)
    - **Brand preferences** (36%)
    - **Purchase history** (35%)

OnePoll®

Shopping habits

- **Almost two thirds** (64%) of respondents say that money off would be most likely to influence their shopping behaviour. *73% in the UK*

  This was followed by:

  - **A free gift with a purchase** (45%). *55% in ES*
  - **Loyalty points** (43%)
  - **Cashback offers** (40%)
  - Just 2**%** said that no special offers or promotion types are likely to influence their shopping behaviour

- **Almost two thirds of respondents** (58%) are spending more on groceries now compared to last year. *64% in the UK, 52% in ES*
  - Including 20% who are spending **a lot more**
  - Just 11% are **spending less on groceries** now compared to last year. *5% in the UK*

- **Almost a third** (30%) of respondents are buying fewer groceries due to price increases over the past few years. *Falling to 23% in the UK, rising to 36% in IT*
  - Just 11% of respondents are buying more groceries

Changes in purchasing

- **More than four in ten** (42%) respondents have been spending less on restaurants and dining out since the rise in inflation. *45% in IT*

  This is followed by:

  - **Leisure activities and days out** (35%)
  - **Clothing and footwear** (35%) – *39% in the UK*
  - **Holidays and travel** (31%)
  - **One in five** (11%) haven't been buying less of anything. *20% in the UK, 8% in ES, 5% in IT. (8% in DE)*

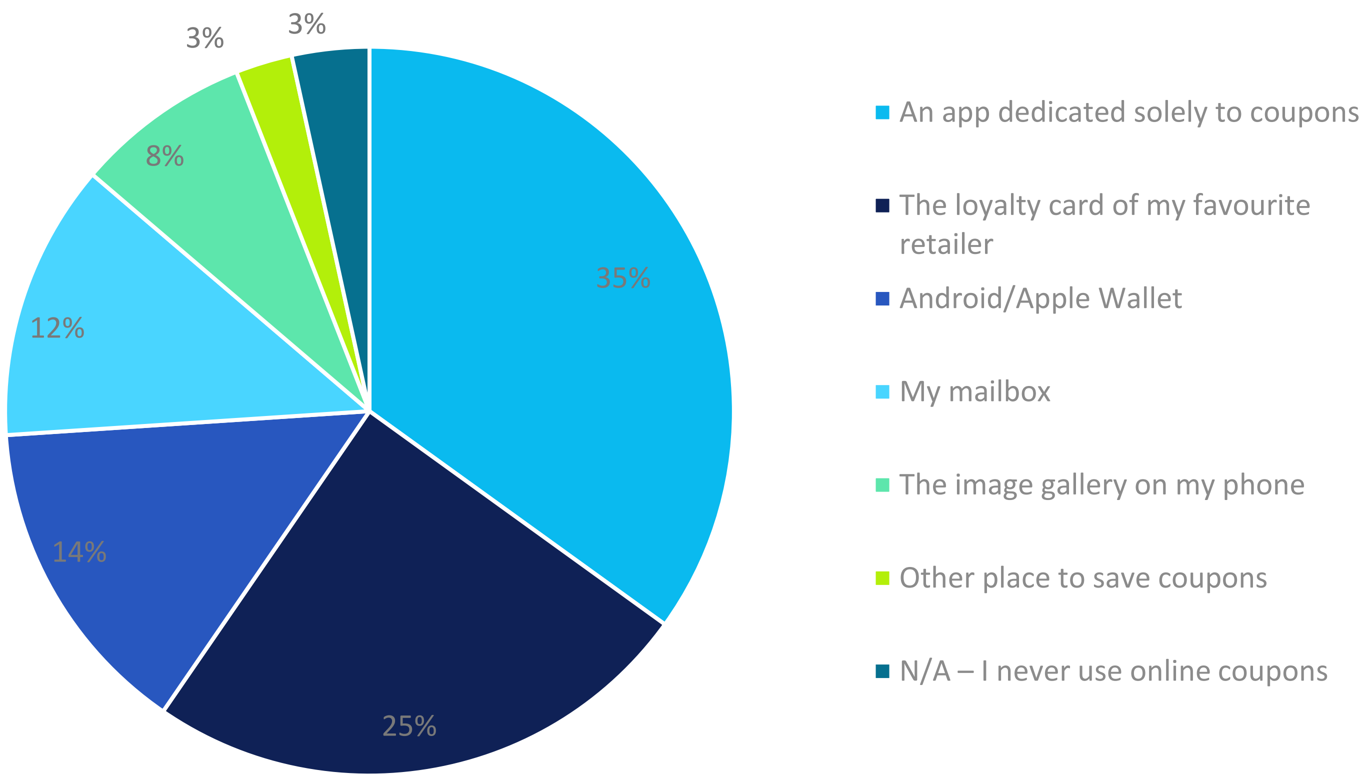
- **More than one third** (38%) of respondents say that being able to redeem special offers or coupons with their smartphone improves their shopping experience. *43% in ES.*

This is followed by:

  - Special offers allow them to keep buying the brands they love **(34%).** *30% in IT.*
  - Shopping behaviour changes due to inflation **(34%).** *40% in DE.*
  - Special offers or coupons are essential to my current budget **(28%)**

Question:

If you could collect all your online coupons in one place, where would you prefer to save them? [Select one]



Insight

- **More than one third** (35%) of respondents would prefer to save their coupons on an app dedicated solely to coupons. *43% in IT*

  This was followed by:

  - The loyalty card of their favourite retailer **(25%).** *30% in ES*
  - Android/Apple Wallet **(14%).** *20% in the UK*
  - Their mailbox **(12%)**
  - The image gallery on their phone **(8%)**