

The Shopping Mindset

British Consumer Deep Dive

For our Science of Loyalty report, we surveyed 4,000 respondents ages 18 to 65 across the UK, US, Canada, and Australia (1,000 per country) to understand what drives shoppers to make repeat purchases.

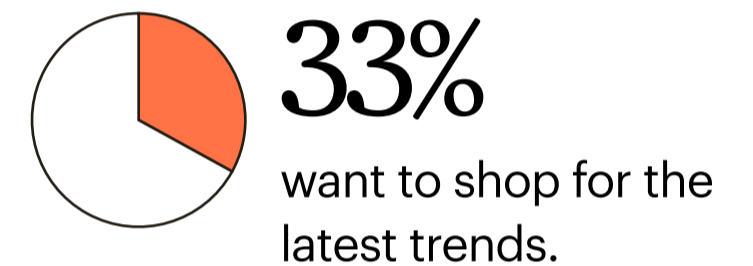
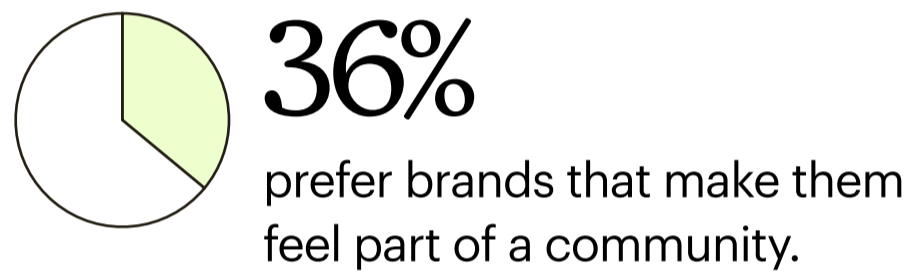
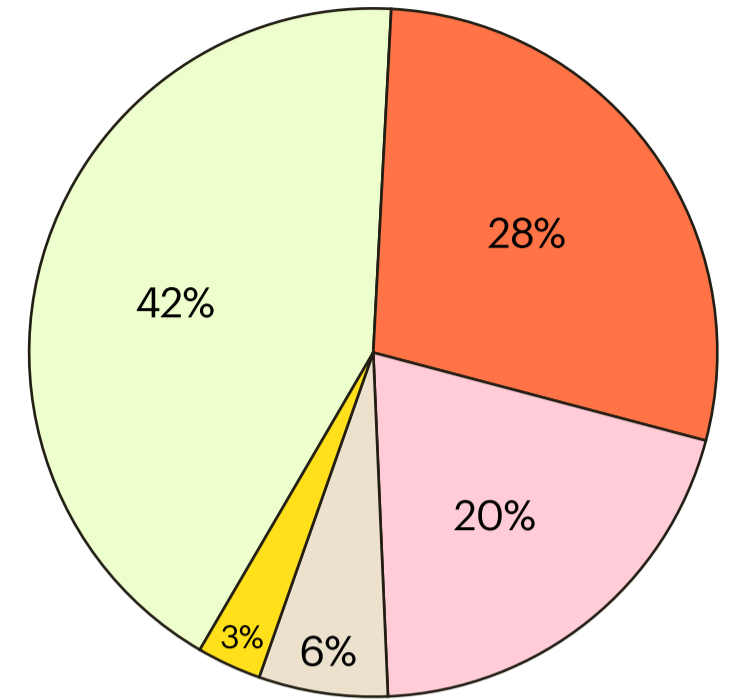
We asked consumers how they shop across different categories. We then honed in on one category, and more specifically had respondents focus on a recent purchase from a brand they typically buy from.

These insights help to uncover the shopping mindset in the UK—and what drives repeat purchases among consumers. With these learnings, marketers can understand how customer loyalty is built in the UK, and develop strategies for improving loyalty.

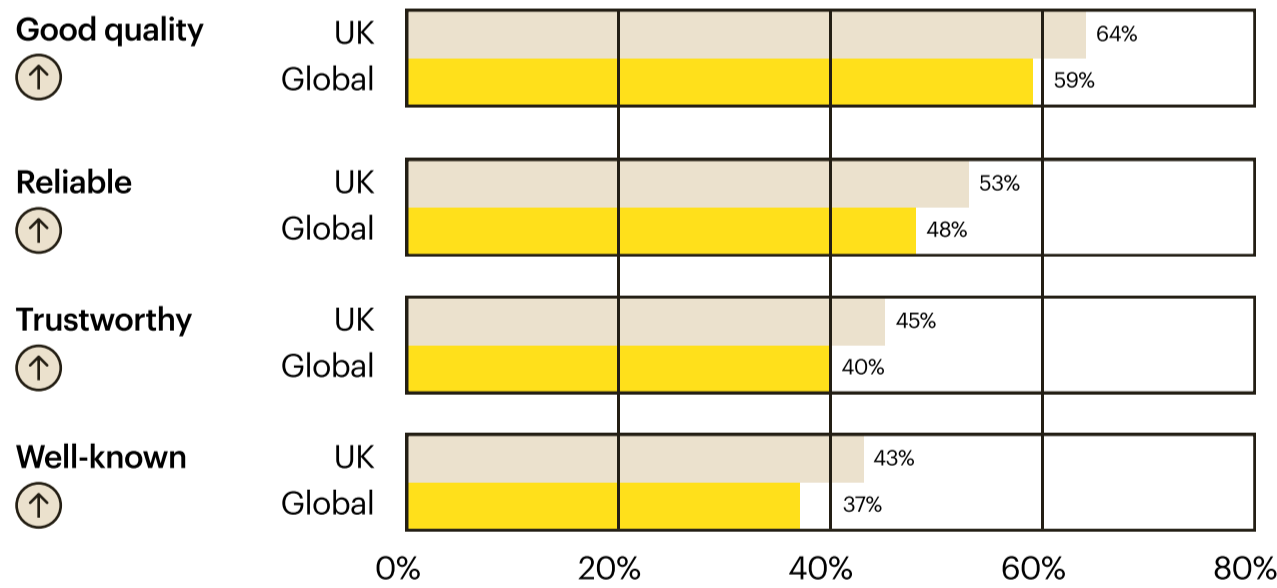
2 in 5 UK respondents repeat purchase due to brand preference, but only 6% would go out of their way to buy again.

Reasons for repeatedly purchasing with the same brand:

- I actively prefer that brand to others available
- It's part of my routine
- I know the brand will be available
- I'd go out of my way to have that brand; it's the only brand I buy
- Switching seems too inconvenient

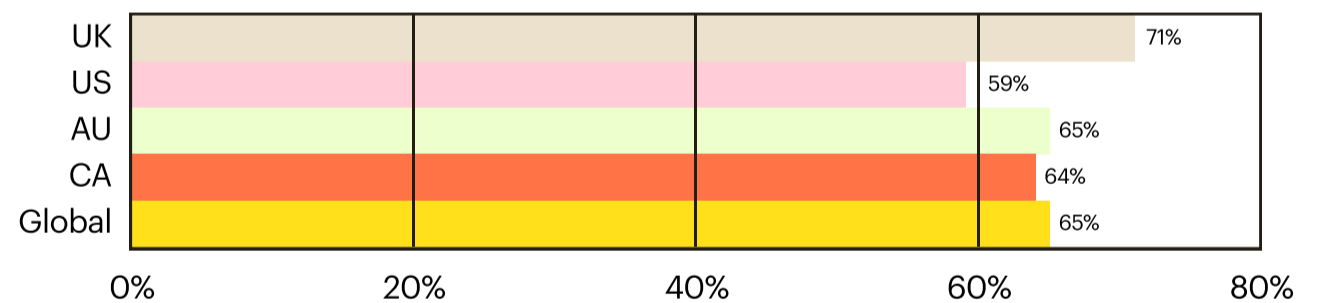


British consumers are more likely to associate their preferred brand with being:

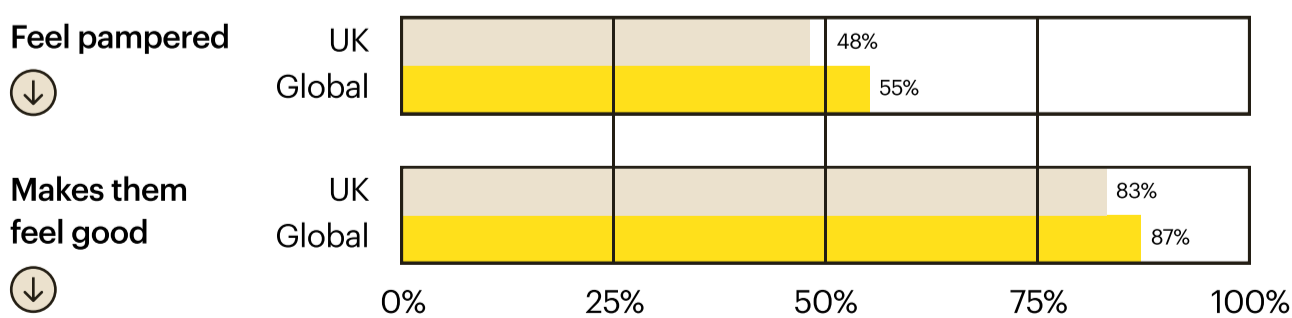


British shoppers are more likely than consumers in other geographies to have a long-running relationship with their brand of choice.

% of consumers purchasing their chosen brand for more than 2 years

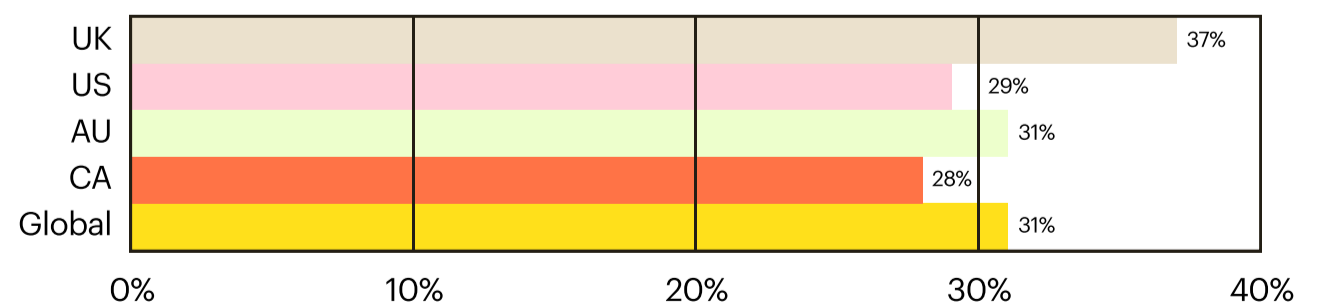


UK shoppers are also less likely to say their preferred brand makes them:



Britons are also more likely to have purchased multiple products from their preferred brand.

% of consumers purchasing 6 or more products from their preferred brand



Want to learn more about the science of loyalty?

Head to our [Science of Loyalty Report](#) for expert insights on building a loyal customer base. Once you're clued up on the principles of loyalty, dive into our [Strategic Loyalty Playbook](#) for actionable tactics to help you improve your loyalty strategies.

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All statistics from a Canvas8 conducted panel-sample online survey on behalf of Intuit Mailchimp February 17-27, 2024 consisting of 4,000 respondents (1000 from each of the US, UK, Australia, Canada ages 18 to 65). The margin of error is +/- 5.5 percent, as reported at a 95 percent confidence level. You can find the full methodology breakdown in both reports.