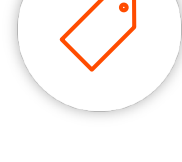
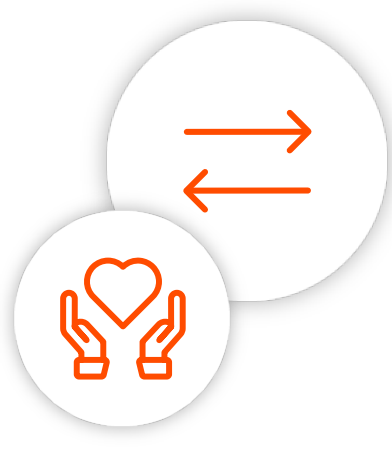


# Brand Switching & Customer Loyalty



## Likelihood of consumers switching brands

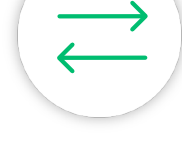
Has no problem switching from a brand they have used previously to a different one



Would switch to a different brand depending on the circumstances

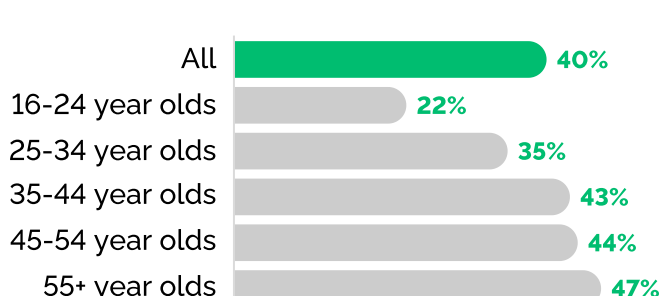


Would never switch to a different brand

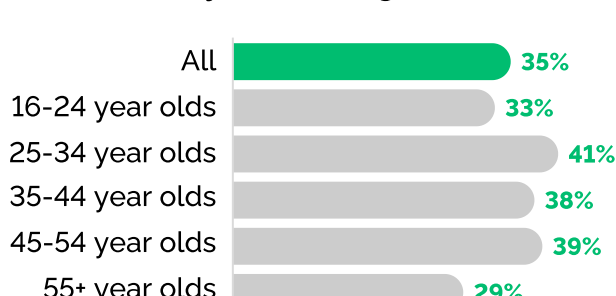


## Top 7 reasons consumers switch brands

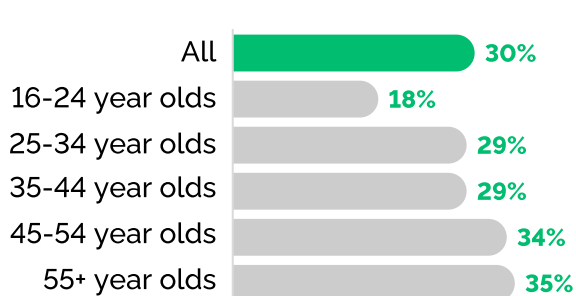
New brand offered a better price



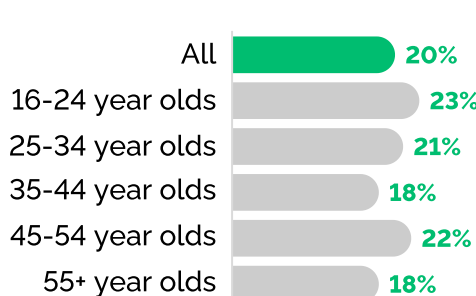
Wanted to try something new



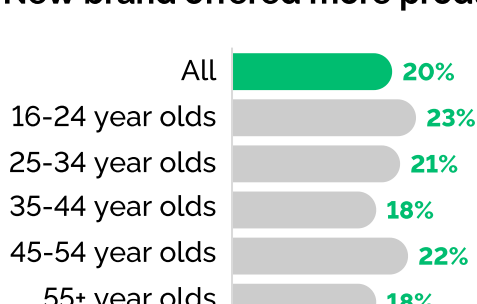
Favorite product was out of stock with the old brand



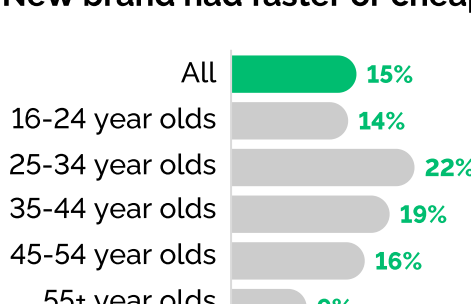
New brand was recommended by family and friends



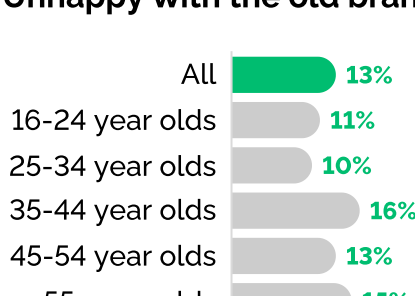
New brand offered more product choice



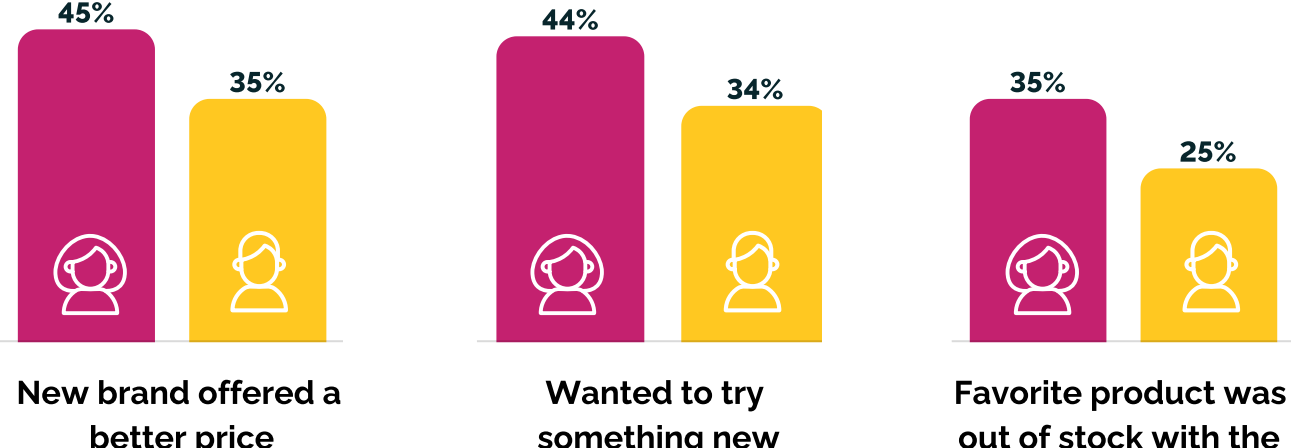
New brand had faster or cheaper delivery



Unhappy with the old brand

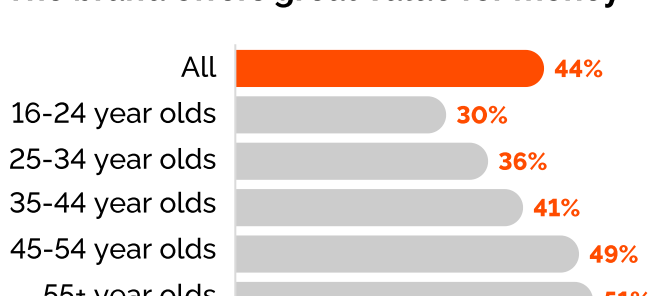


## Impact of gender on reasons consumers switch brands

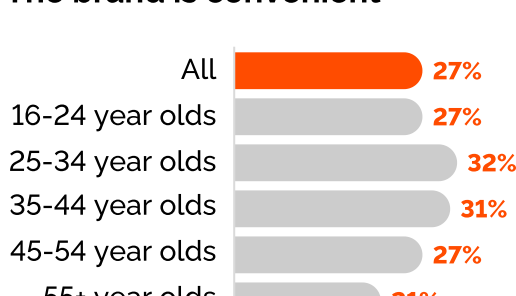


## Top 7 reasons consumers stay loyal to brands

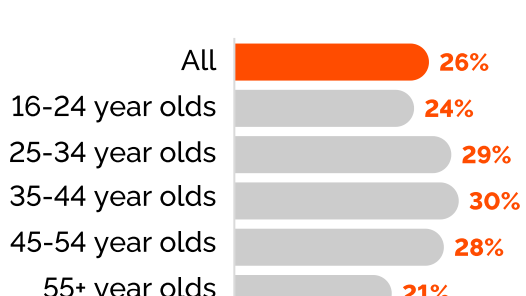
The brand offers great value for money



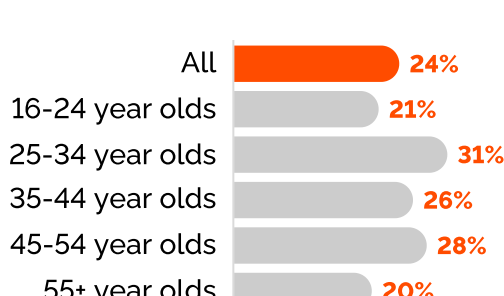
The brand is convenient



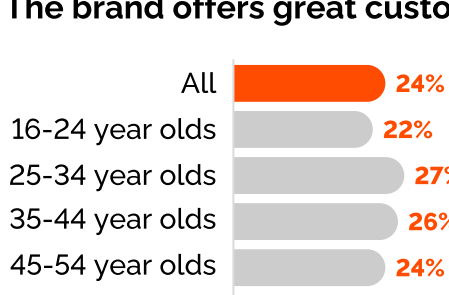
The brand rewards customers for their loyalty



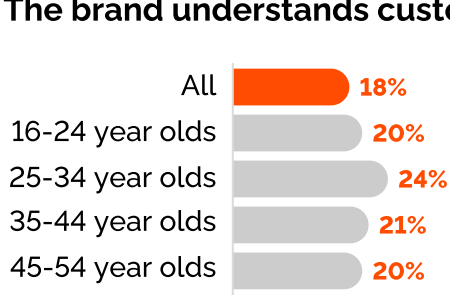
The brand makes the customer feel valued



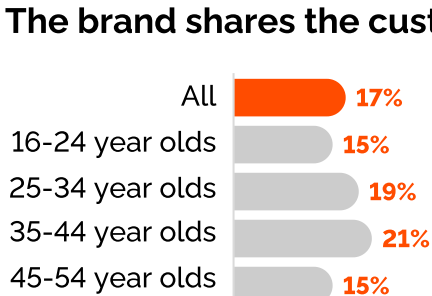
The brand offers great customer service



The brand understands customer's needs

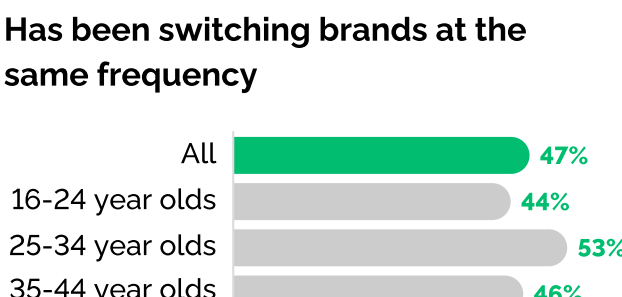


The brand shares the customer's values

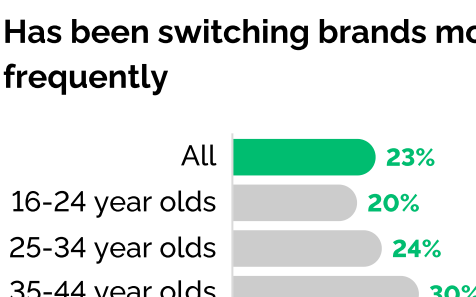


## Consumers' shopping habits since the Covid-19 pandemic

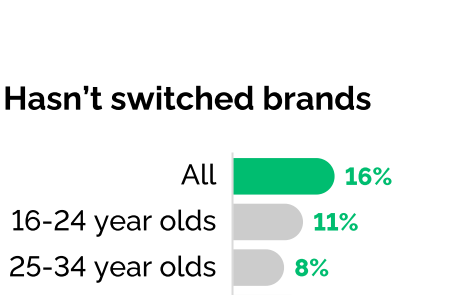
Has been switching brands at the same frequency



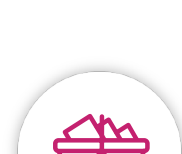
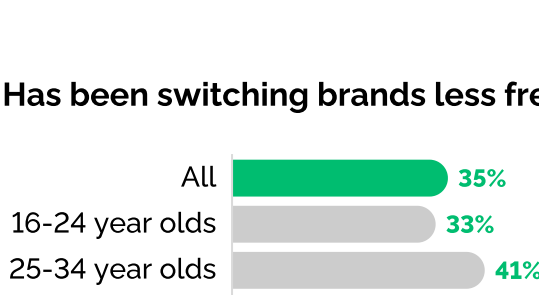
Has been switching brands more frequently



Hasn't switched brands

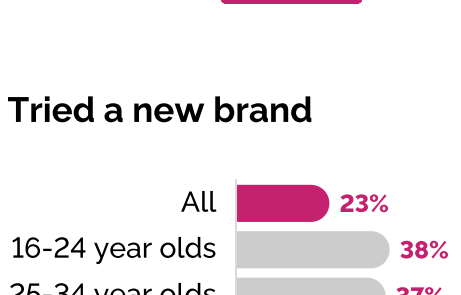


Has been switching brands less frequently



## Percentage of consumers who purchased from a brand for the first time during Black Friday or Christmas 2021

Tried a new brand



Didn't try a new brand

