



him!
research &
consulting

**retail
spotlight**

The future for Boots

Watch out UK convenience: a new player is joining the fight for top up spend

**Brand new
exclusive
shopper
feedback – hot
off the press**



Boots have recently started to trial a range of 'top up' and 'meal for tonight' food from Musgrave's, to join its incredibly successful food-to-go offer. It is therefore, likely that UK High Streets will soon have another competitor for the 'top up' basket.

Suppliers, are you ready to take advantage of this new opportunity?

Retailers, are you prepared to defend your place against this new competitor?

Learn more about the trial with Musgrave; take a photo store tour with him! around both the 'maxi' and 'mini' format trial stores; access EXCLUSIVE hot off the press shopper opinions on the trial so far; and consider what it could mean for YOU with our new *Retailer Spotlight* report – contact info@him.uk.com



An experienced US 'top up' retailer has bought a 45% share in Alliance Boots – what could they bring to the UK High Streets?



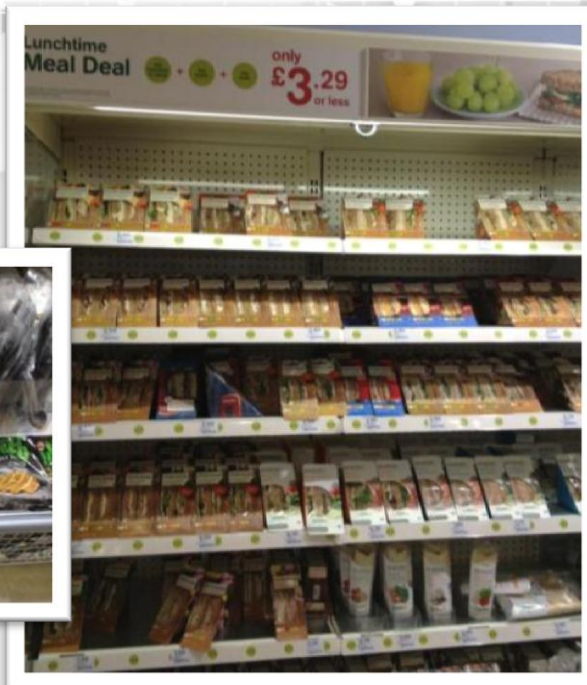
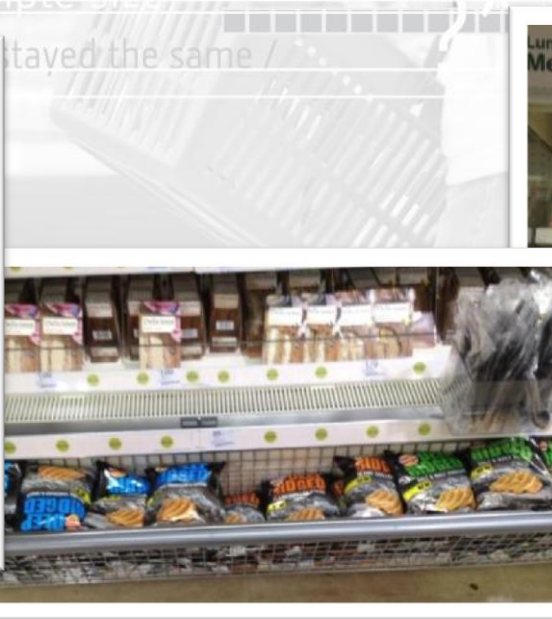
Walgreens offers a large assortment of fresh fruits & vegetables, salad, frozen meats & fish, ready meals, pasta, rice, beans, eggs, whole grain cereals and other healthy meal components.

The US's biggest drugstore, **Walgreens**, has bought a 45% share in Alliance Boots. In the US Walgreens stores offers **fresh 'top up' shopping** along with their core health & beauty offer.

Learn more about the merger with Walgreens, take a photo tour of a typical Walgreens store, including typical layout, and consider the implications for the future of Boots with our new *Retail Spotlight* report – contact info@him.uk.com



Food-to-go still presents a huge opportunity for Boots and it's supplier partners. Learn more about these FTG shoppers and their needs.



Learn who buys food-to-go at Boots; for which specific food-to-go mission; how often and how much they spend; how long they spend in-store and what categories they buy and where it's eaten; the role of the meal deal; and opportunities to improve the food-to-go offer, according to shoppers.

him! have spoken to 250 Boots food-to-go shoppers, find out what they've got to say in our new *Retailer Spotlight* report – contact info@him.uk.com





Boots retail stores



Overall objective: Provide insight to support a review of your Boots strategy in light of recent developments; 1. the merger with Walgreens, 2. the expanded food offer trial with Musgraves

Boots overview

Facts & figures: where Boots fits in Alliance Boots plc

Store formats & online offer

Boots advantage card

The Walgreen / Alliance Boots merger

Facts & figures: Overview of Walgreens

The Walgreen-Boots Alliance merger

Photo store tour: Walgreens, Austin

Implications for suppliers

The Boots / Musgrave trial

Overview of the Boots / Musgrave trial

Photo store tours;
- Maxi format
- Mini format

Exclusive research: Shopper opinions of the trial

Implications for suppliers

Focus on the current Boots food-to-go shopper

Who are they?

What drives purchasing?

Opportunities to grow food-to-go at Boots

Key take outs

Summary of implications for the future

NB. This report focuses primarily on the Boots retail side of the Alliance Boots business.

