




# German Supermarkets Personified


In a rapidly evolving retail landscape, understanding consumers emotional and personal connections with supermarket brands is more crucial than ever. Our study, conducted through Quals.ai, an AI-powered qualitative research tool, sought to delve into these connections. We conducted 20 in-depth interviews across Germany, aiming to capture the nuanced perceptions and sentiments that consumers hold towards various supermarket chains. This report presents key findings from our research, offering insights into how German consumers perceive, categorize, and emotionally connect with these retail giants

A woman with long dark curly hair is looking upwards and to the right in a supermarket aisle. The background is blurred, showing shelves stocked with various products and overhead lighting.

Our research revealed that consumers' initial thoughts about German supermarket chains are often tied to notions of reliability, quality, and affordability. Many participants highlighted the broad selection and the assurance of product quality as primary factors shaping their perceptions. Supermarkets like Edeka and Rewe were often associated with a wider range of offerings and higher quality, whereas Aldi and Lidl were frequently mentioned in the context of affordability and value for money.

*"There is reliable and reasonably priced selection." (Germany, Female, 34)*

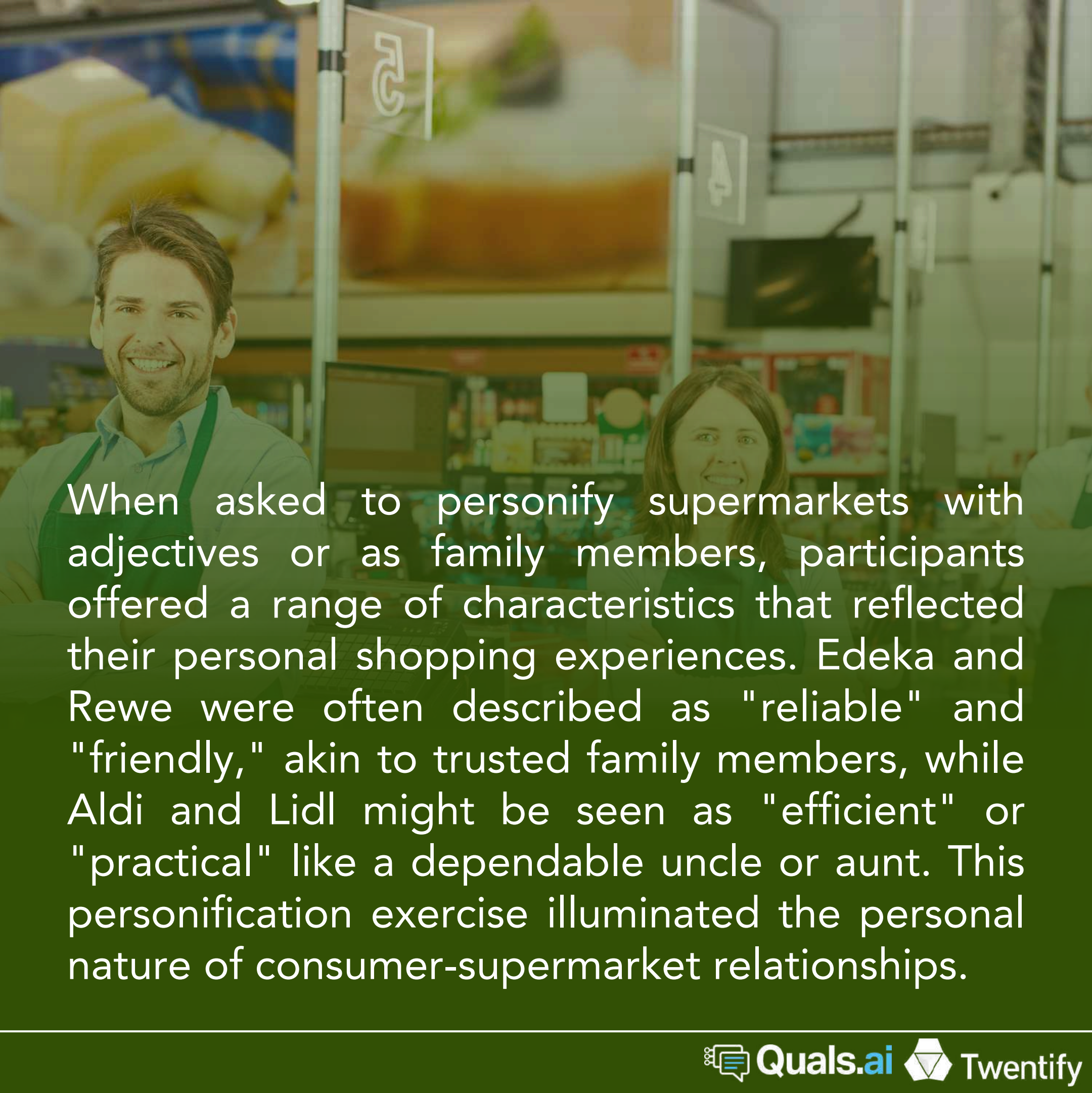
*"Aldi and Lidl come to mind for good prices and a wide selection."  
(Germany, Male, 29)*



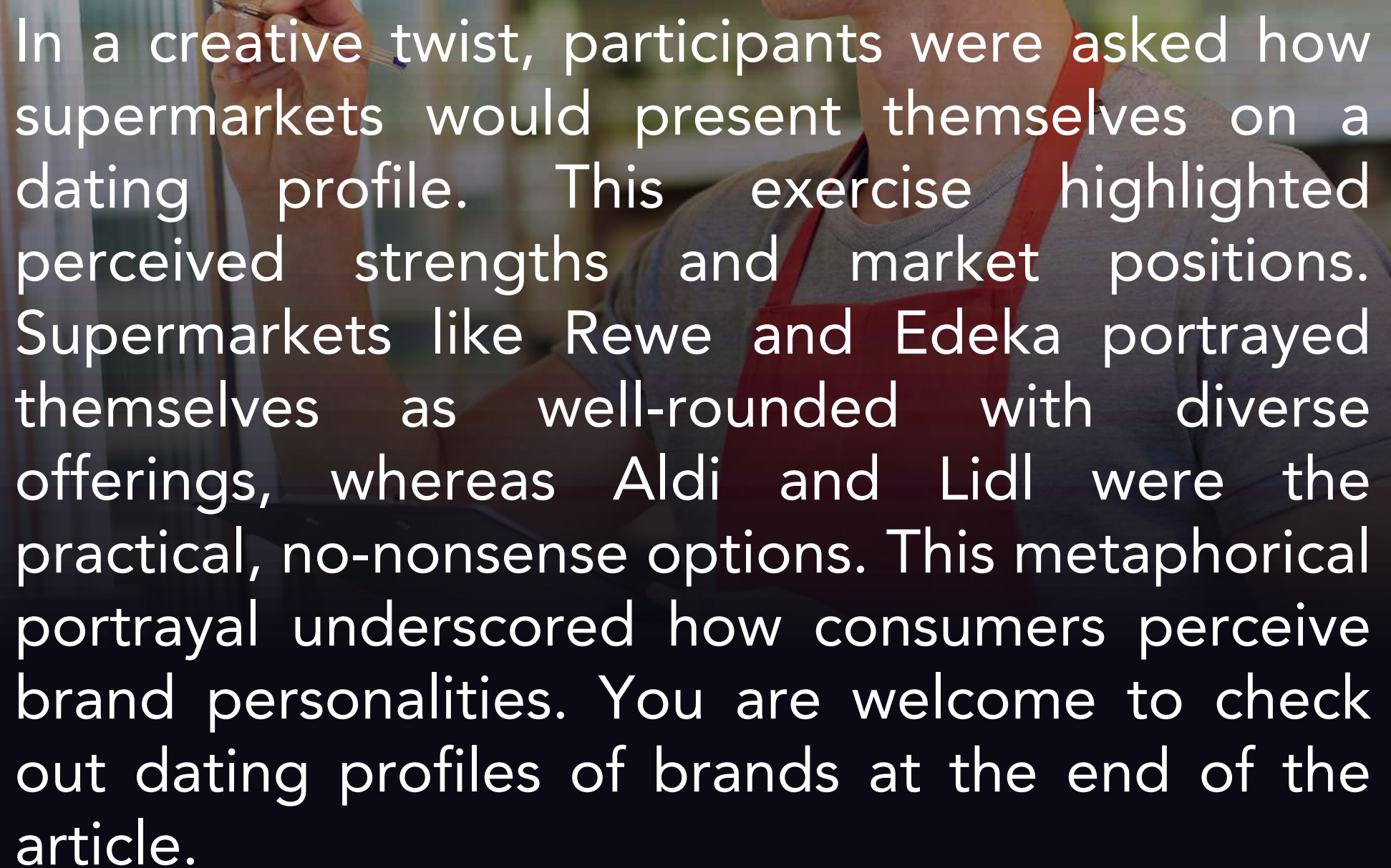
Our study participants generally categorized supermarkets into broad groups such as discounters, traditional supermarkets, and premium outlets. Discounters like Aldi and Lidl were frequently identified for their low prices, while Edeka and Rewe were seen as more premium due to their extensive product ranges and perceived higher quality. There was also recognition of specialty stores like Alnatura that cater to niche markets with organic and specialty products.

"I would classify them as discounter and big supermarkets."  
(Germany, Male, 41)


"Luxurious stores like Alnatura are in a different category than discounters like Aldi and Netto." (Germany, Female, 50)



When asked to personify supermarkets with adjectives or as family members, participants offered a range of characteristics that reflected their personal shopping experiences. Edeka and Rewe were often described as "reliable" and "friendly," akin to trusted family members, while Aldi and Lidl might be seen as "efficient" or "practical" like a dependable uncle or aunt. This personification exercise illuminated the personal nature of consumer-supermarket relationships.



In a creative twist, participants were asked how supermarkets would present themselves on a dating profile. This exercise highlighted perceived strengths and market positions. Supermarkets like Rewe and Edeka portrayed themselves as well-rounded with diverse offerings, whereas Aldi and Lidl were the practical, no-nonsense options. This metaphorical portrayal underscored how consumers perceive brand personalities. You are welcome to check out dating profiles of brands at the end of the article.

A woman with long brown hair, wearing a yellow t-shirt, is standing in a supermarket aisle. She is holding a white shopping list in her left hand and a bag of rice in her right hand. She is looking at the rice bag with a slight smile. The background shows other shoppers and shelves stocked with various products.

*While many participants did not express strong emotional ties to supermarkets, the ones who did shared personal anecdotes that highlighted their loyalty and trust. These connections were often rooted in consistent positive experiences, such as helpful customer service or reliable product quality. Such stories emphasize the importance of building strong relationships with consumers through everyday interactions.*



### About Me:

Hello, I'm ALDI – your go-to partner for quality and affordability! I pride myself on being practical, efficient, and straightforward. With me, you'll always find great value without compromising on quality. I offer a wide range of products that cater to everyday needs, making life easier and more convenient for.

### Personality:

**Affordable:** I believe that great things don't have to come with a hefty price tag. I'm all about delivering the best deals and savings.

**Reliable:** You can always count on me for consistency and dependability. I'm here to make sure you have what you need, when you need it.

**Unpretentious:** I'm down-to-earth and approachable, focusing on the essentials without any unnecessary frills.

**Efficient:** My streamlined approach ensures you get in and out quickly, with everything you came for.



Username: PracticalPerfectionist

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Username: SavySaver

### About Me:

Hey there! I'm Lidl, your adventurous companion in the world of smart shopping. Known for my incredible deals and diverse selection, I'm here to bring variety and excitement to your everyday life. With a penchant for special sales and quality products, I promise to keep things fresh and interesting.

### Personality:

**Adventurous:** I love a good bargain hunt and am always on the lookout for exciting new finds to surprise and delight you.

**All-Rounder:** From everyday essentials to unique special offers, I have a little bit of everything, making me the versatile choice for all your shopping needs.

**Efficient:** I value your time and strive to make every visit seamless and satisfying, ensuring you leave with everything you desire.

**Uncomplicated:** I'm straightforward and easygoing, focusing on what truly matters without complicating things.



Username: GourmetGiver

### About Me:

Hello, I'm Edeka, your premium partner in the culinary journey of life with a dedication to quality and variety, I bring you the best of everything, from fresh local produce to specialty gourmet items. I'm all about creating a unique and enjoyable shopping experience, where you can find both your everyday essentials and indulgent treats.

### Personality:

**Luxurious:** I offer a touch of elegance and sophistication, providing high-quality products that elevate your everyday living.

**Trustworthy:** Known for my reliability and consistency, I'm the dependable choice you can count on for all your needs.

**Welcoming:** My friendly atmosphere and attentive service make every visit a pleasant experience, ensuring you feel valued and appreciated.

**Diverse:** With a wide range of offerings, I cater to all tastes and preferences, making sure there's something special for everyone.

A smiling man with dark hair and a beard is standing in a supermarket aisle. The background is slightly blurred, showing shelves stocked with various products. A red rectangular logo with the word "REWE" in white capital letters is positioned in the upper left corner of the image.

# REWE

**Username:** FreshFinder

## About Me:

Hi there! I'm Rewe, your friendly neighborhood supermarket with a passion for freshness and variety. I'm dedicated to bringing you the best selection of regional and international products, ensuring that your culinary adventures are always exciting. With me, you'll enjoy a shopping experience that's both convenient and enjoyable.

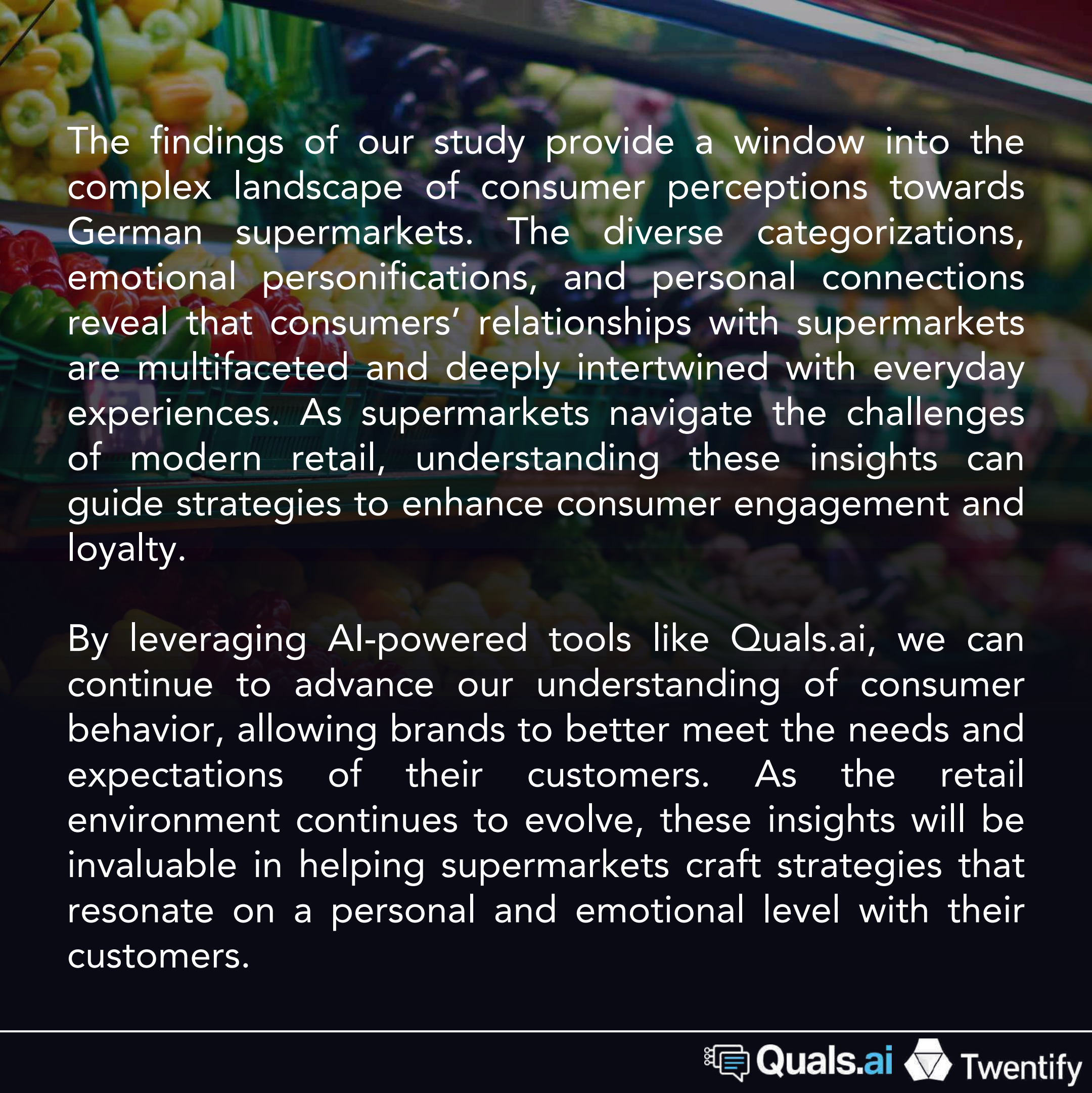
## Personality:

**Fresh:** I pride myself on offering the freshest produce and products, ensuring that you always have access to high-quality ingredients.

**Versatile:** Whether you're planning a simple meal or an elaborate feast, I have everything you need to make it special, from everyday staples to gourmet delights.

**Reliable:** You can count on me to be there with well-stocked shelves and top-notch service, making your shopping trips smooth and stress-free.

**Community-Oriented:** As a proud supporter of local producers, I bring regional flavors and specialties to your table, connecting you with the best of your community.



The findings of our study provide a window into the complex landscape of consumer perceptions towards German supermarkets. The diverse categorizations, emotional personifications, and personal connections reveal that consumers' relationships with supermarkets are multifaceted and deeply intertwined with everyday experiences. As supermarkets navigate the challenges of modern retail, understanding these insights can guide strategies to enhance consumer engagement and loyalty.

By leveraging AI-powered tools like Quals.ai, we can continue to advance our understanding of consumer behavior, allowing brands to better meet the needs and expectations of their customers. As the retail environment continues to evolve, these insights will be invaluable in helping supermarkets craft strategies that resonate on a personal and emotional level with their customers.