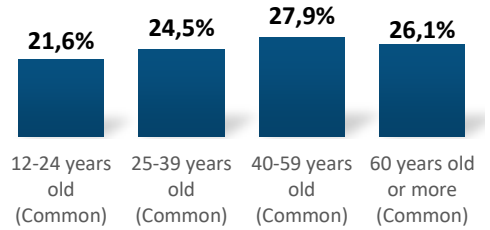
TGI

Target groups

Target - Buying responsible

- **55,8 %** Gender
- **14,7 %** Shops in Lidl on a weekly basis
- **52,9 %** West of the Great Belt
- **31,4 %** Capital Region of Denmark
- **22,1%** Has children <12
- **15,7 %** of the population has quality as the most important factor when grocery shopping

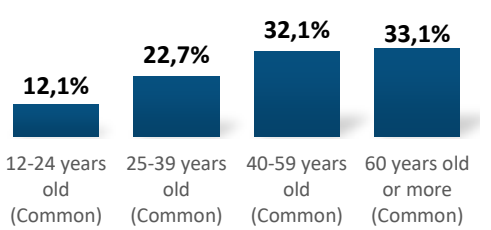
Age distribution



Target – Lidl costumer

- **53,1 %** Gender
- **36,7 %** Older HH w/o children
- **51,4 %** West of the Great Belt
- **29,4 %** Capital Region of Denmark
- **20,6%** Has children <12
- **14,7 %** of the Lidl costumers has quality as the most important factor when grocery shopping

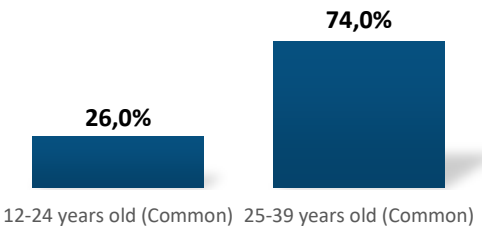
Age distribution



Target – Young family

- **52,0 %** Gender
- **13,2 %** Shops in Lidl on a weekly basis
- **50,3 %** East of the Great Belt
- **37,3 %** Capital Region of Denmark
- **39,8%** Has children <12
- **16,7 %** of young families has quality as the most important factor when grocery shopping

Age distribution



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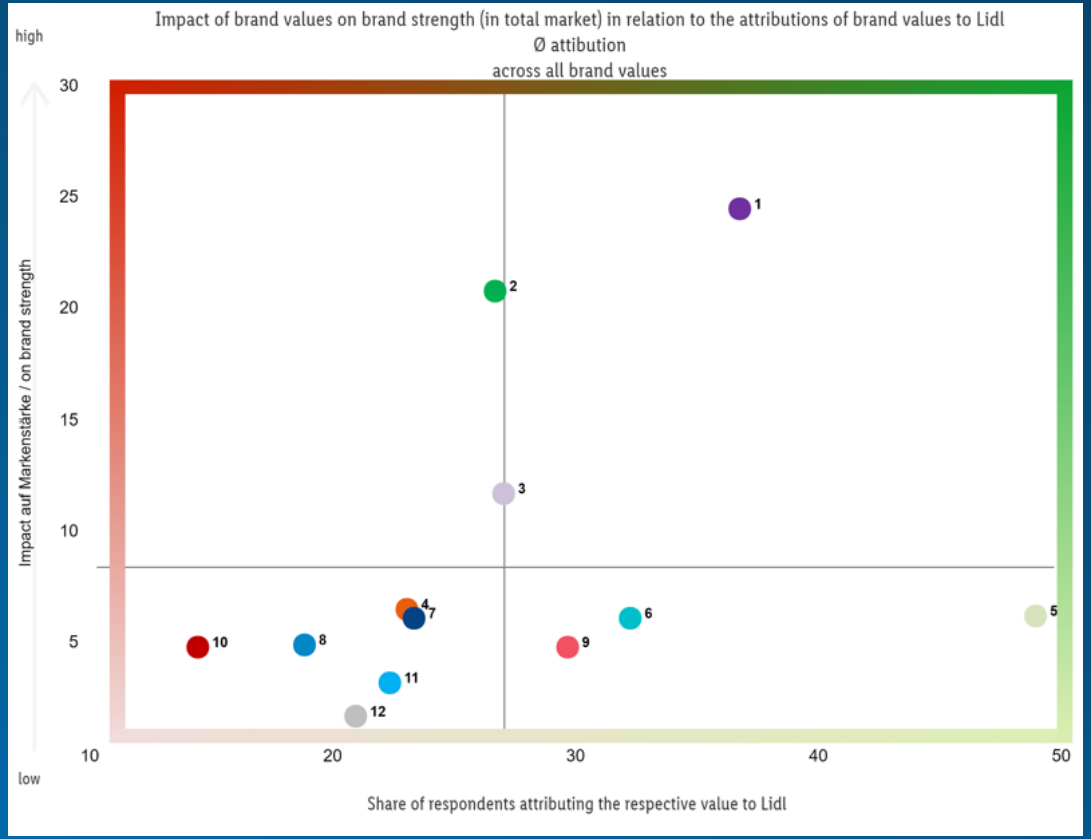
Driver analysis