GCA - Annual Survey Results 2017

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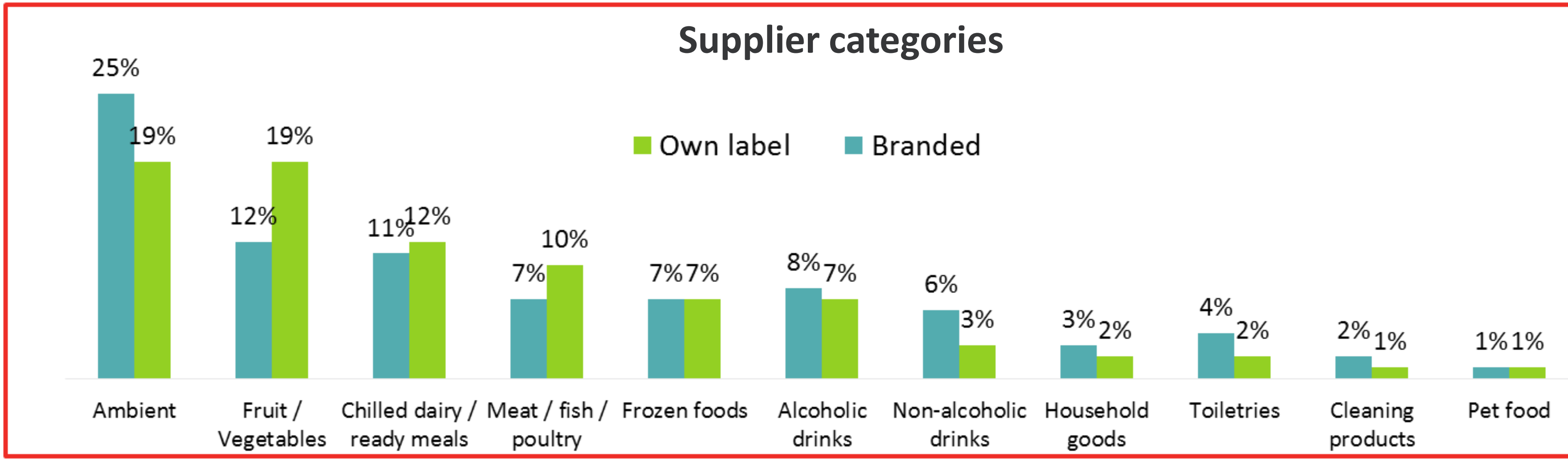
Public Sector & NfP

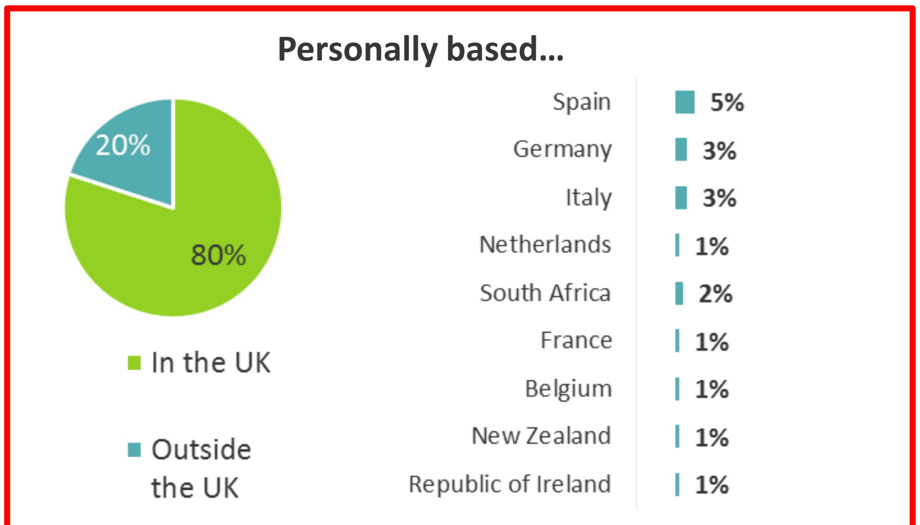
Who took part

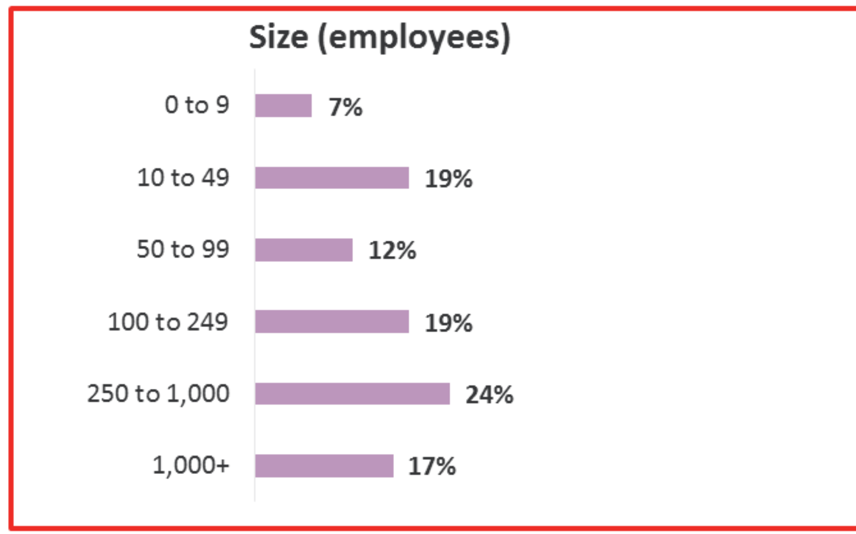
Survey details

- Live in March and April 2017

Who took part?







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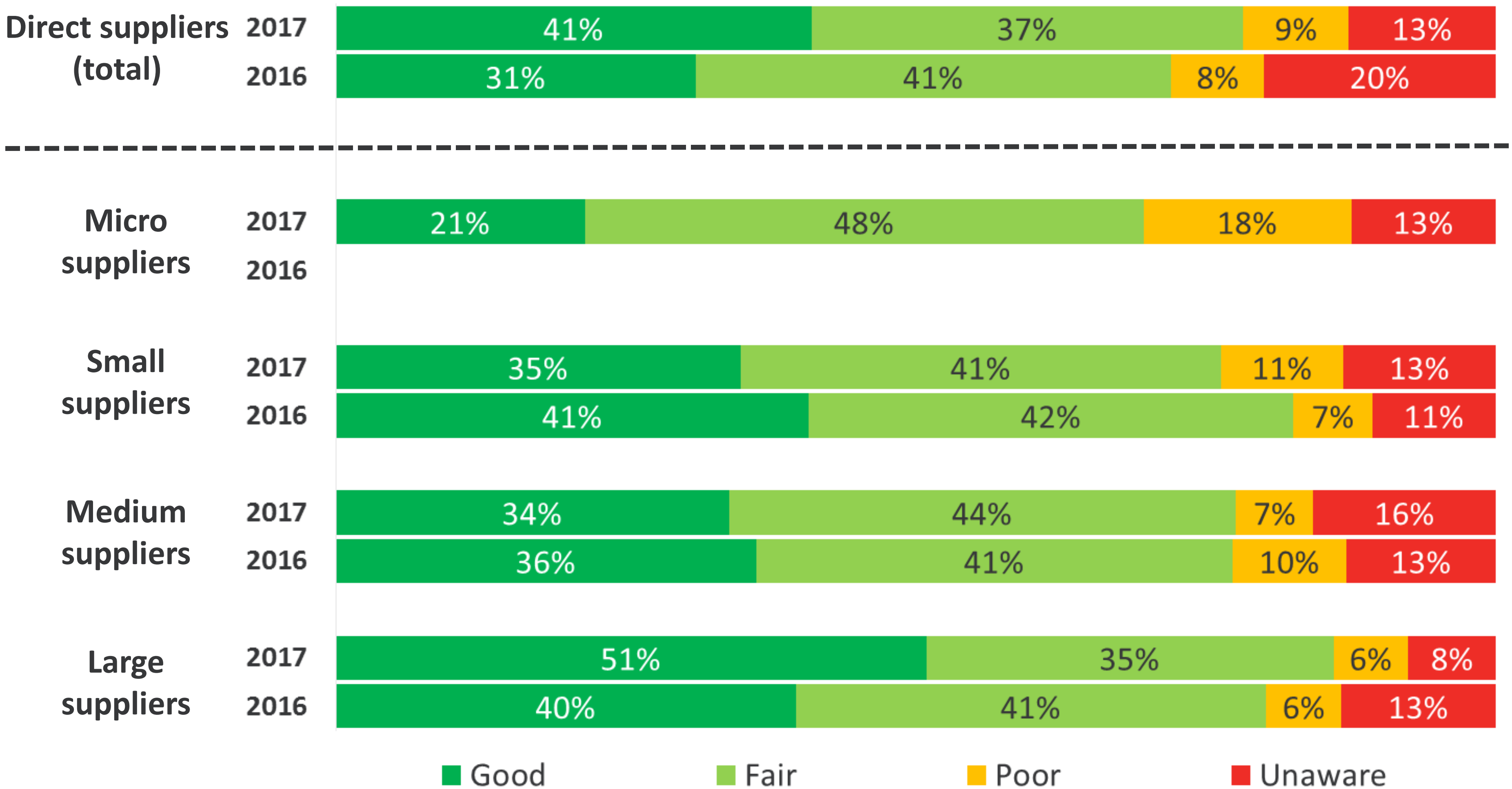
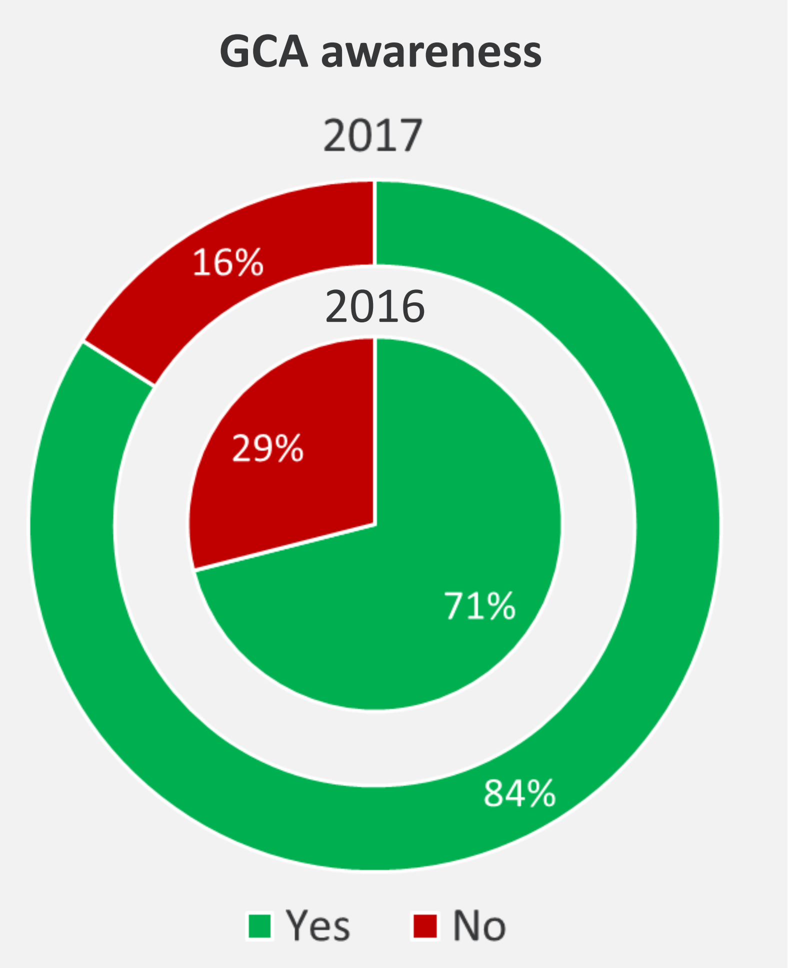
Awareness of the Code and GCA

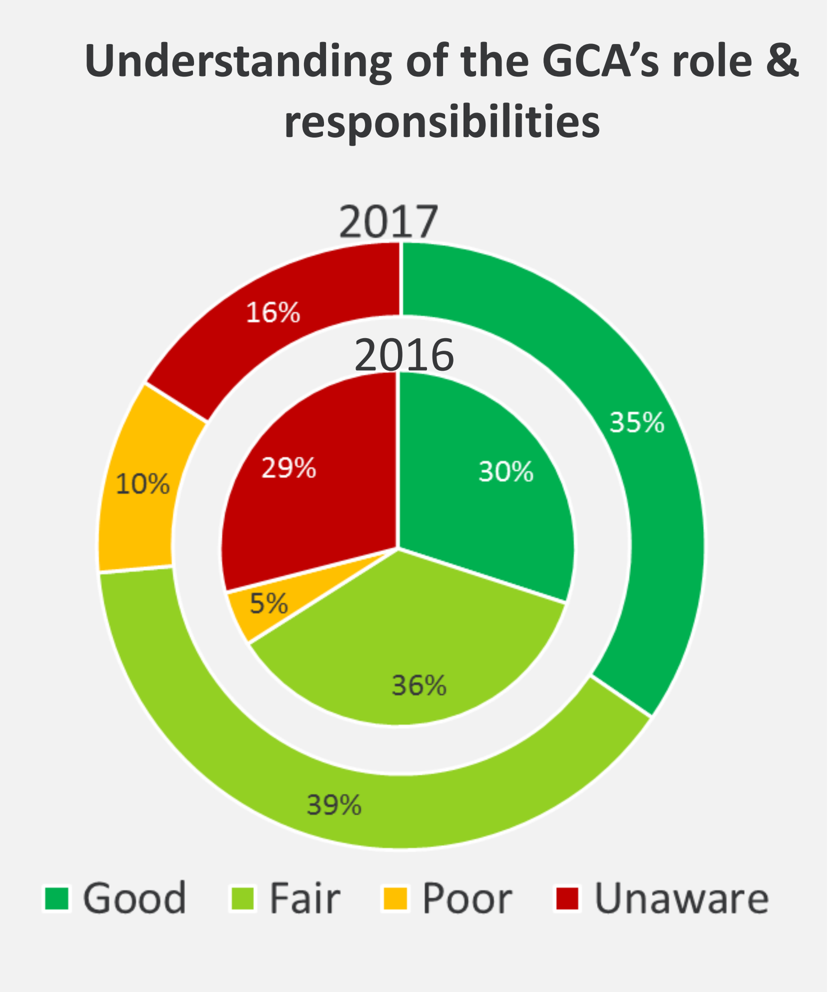
Code understanding rises, driven by large suppliers



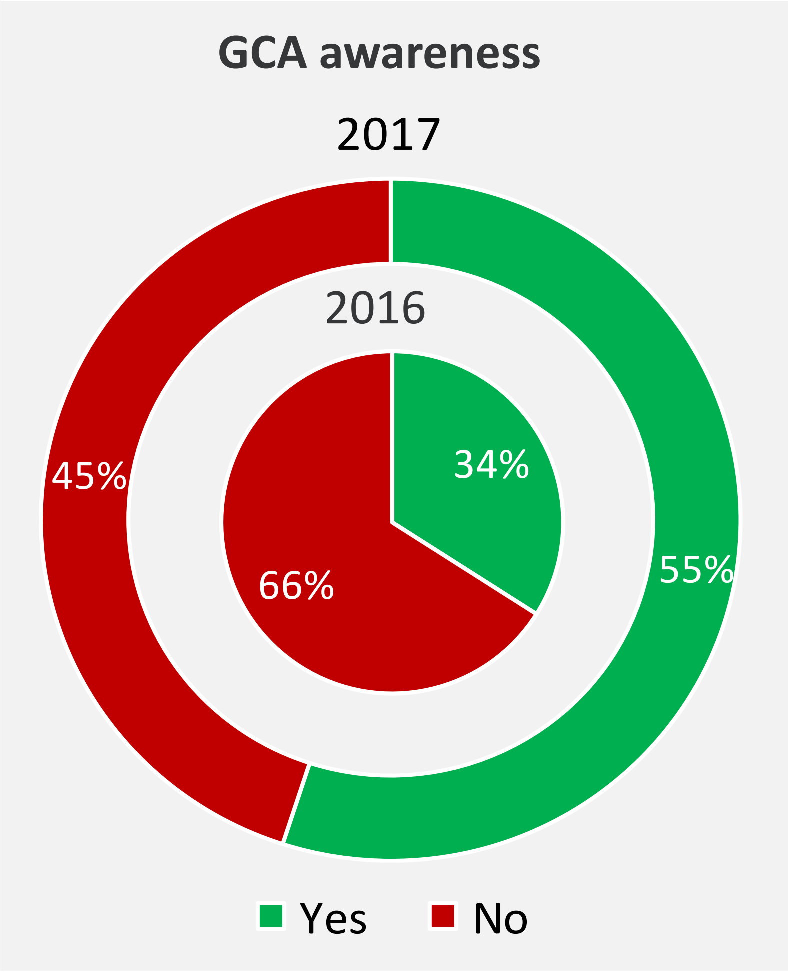
Note: Micro suppliers – base size too low to show 2016 data

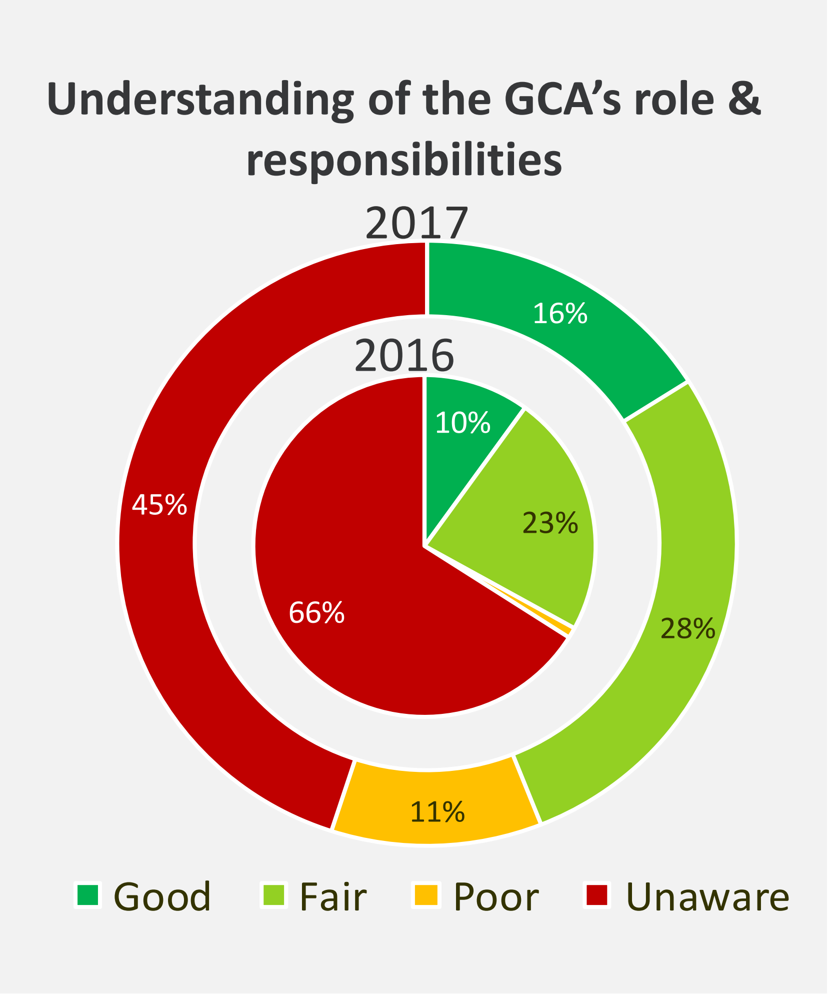
Awareness & understanding of the GCA's role and responsibilities also rises



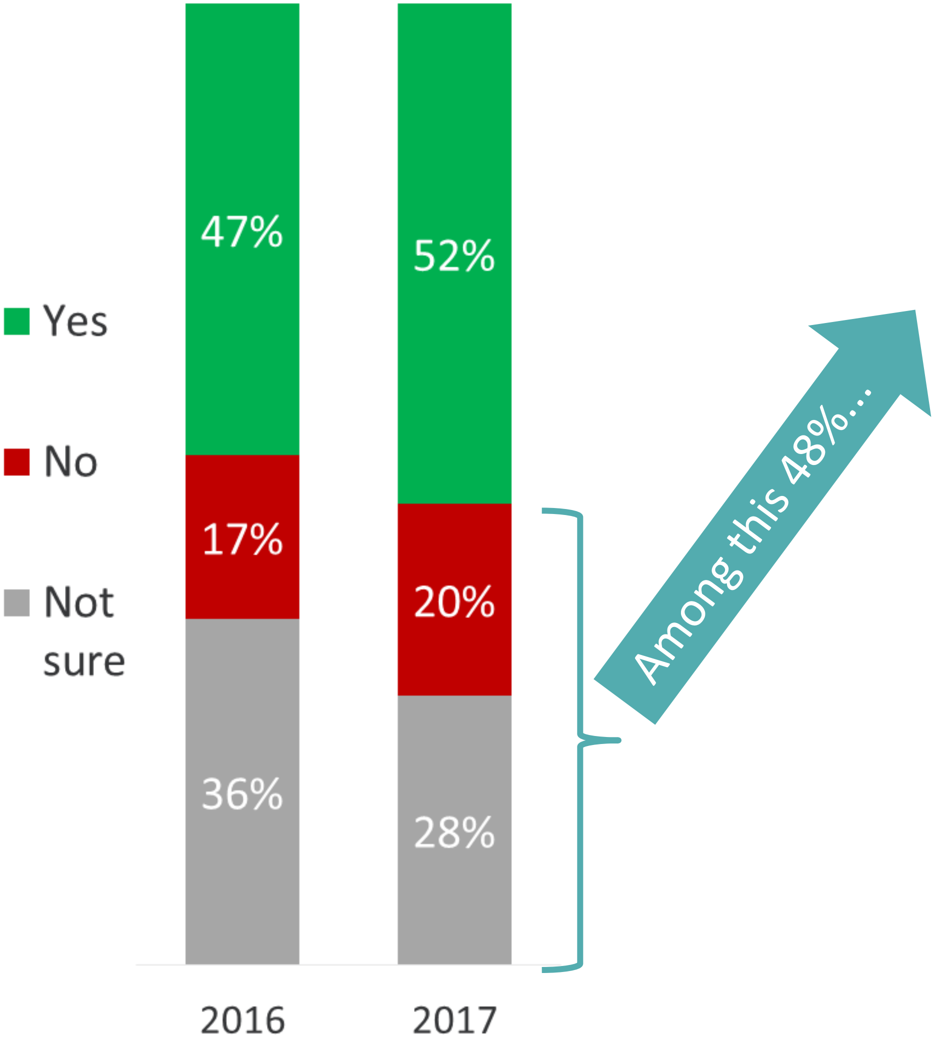


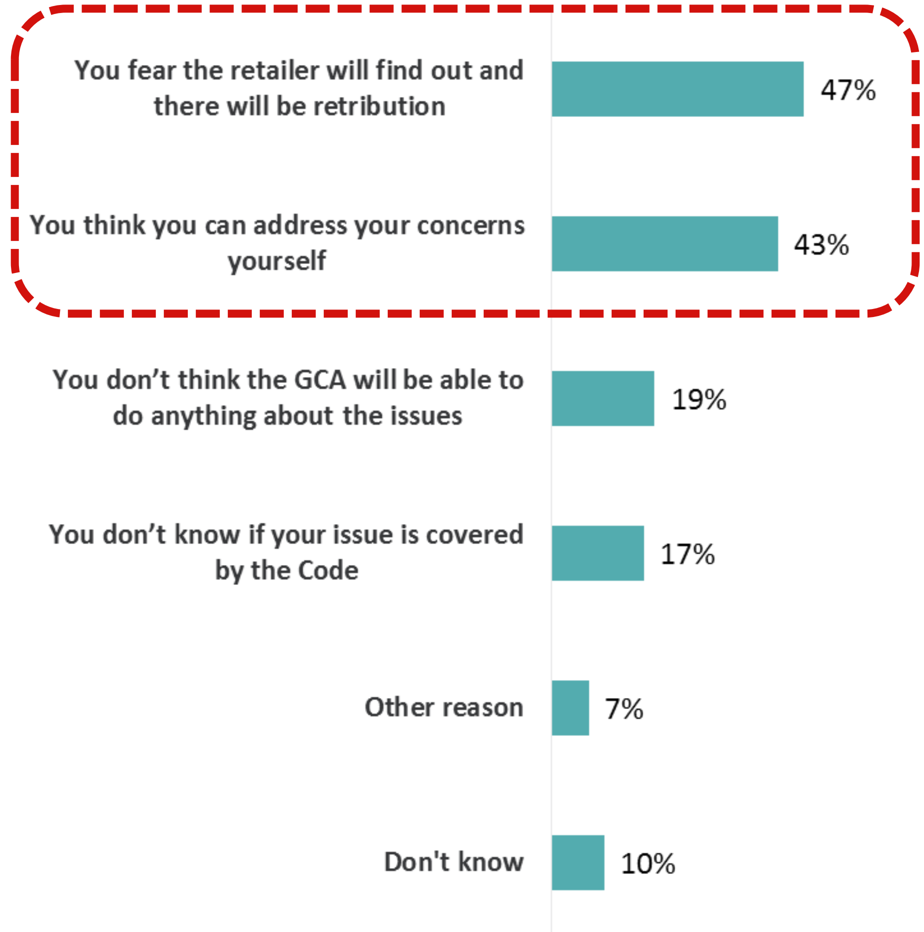
Awareness outside the UK grows





Increase in belief they would raise issues – fear of discovery and belief they can handle it themselves are main reasons why they wouldn't

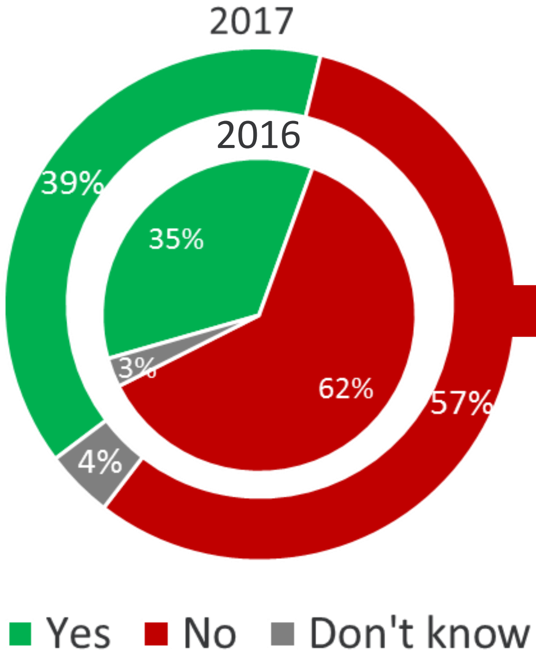




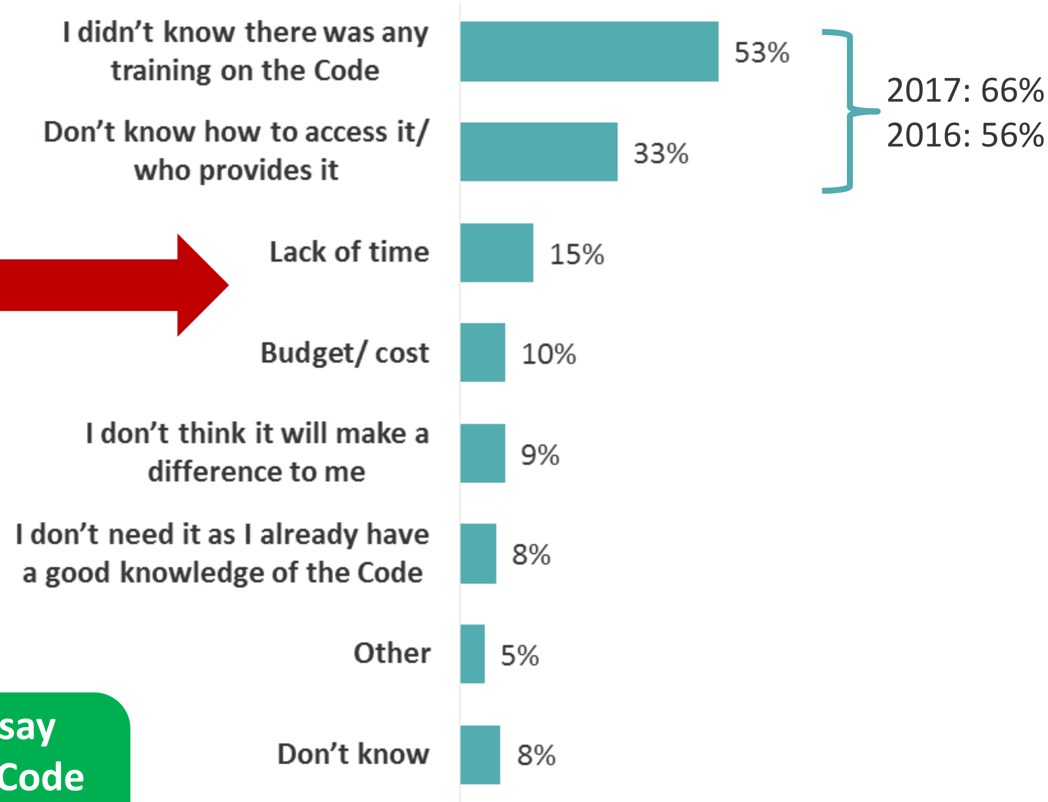
Training on the Code

Increase in suppliers having received training, awareness of training still relatively low

Have you received any training on the Code?



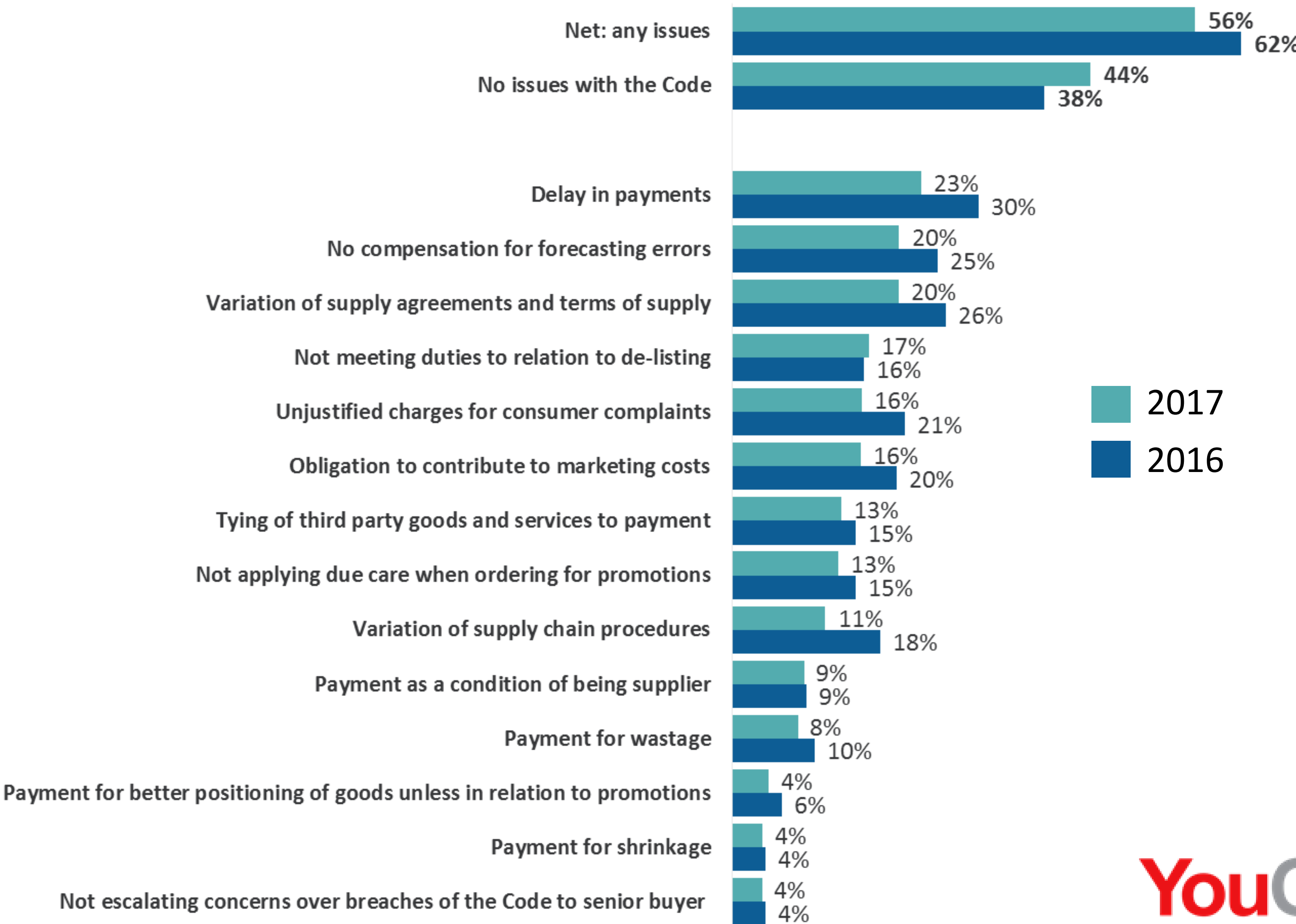
And why haven't you received any training on the Code?



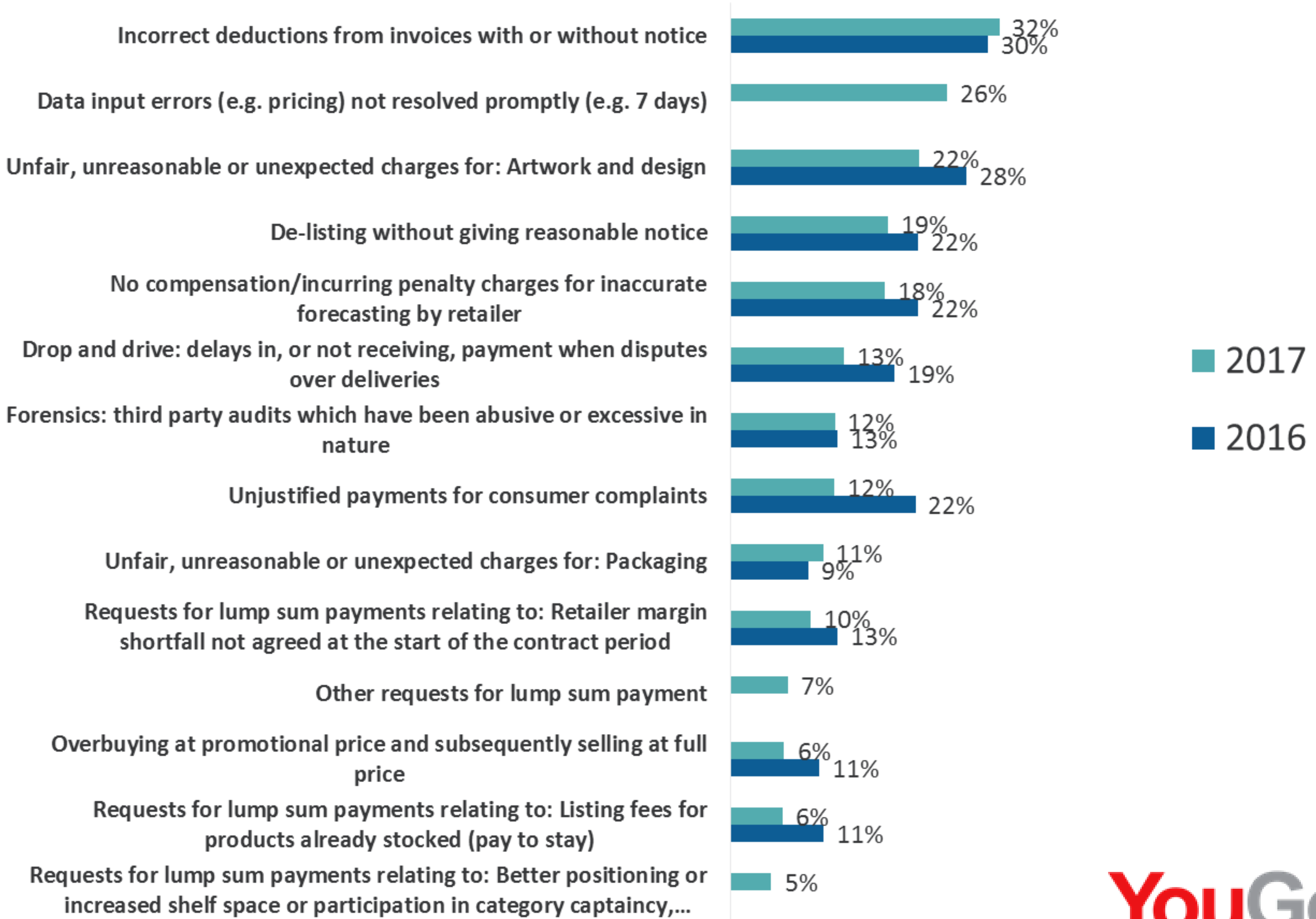
Large suppliers are most likely to say they have received training on the Code (53%), while micro suppliers are the least likely (20%).

Experience of issues

Proportion of suppliers with issues falls again



Incorrect deductions with or without notice lead the issues log, followed by data input errors and artwork and design charges. All those comparable with last year have fallen



Aspects of retailer practice that have the most significant negative impact

> ‘We do not receive good forecasts nor are informed of promotions in time, which means we have no time to reach sudden increased demand.’

> ‘The biggest challenge has been Brexit and the conversations this has led to.’

> ‘I am now seeing retailers trying to clawback money from suppliers in different ways e.g. if we are late with a delivery fines are higher and more stringent, but this varies by retailer.’

> ‘Forecasting of stock - huge swings in demanded volumes and little, if any, responsibility from the retailer for the excess stock left behind.’

> ‘Delist without full explanation. In fact, we only received an email and were not given an explanation despite repeated questions.’

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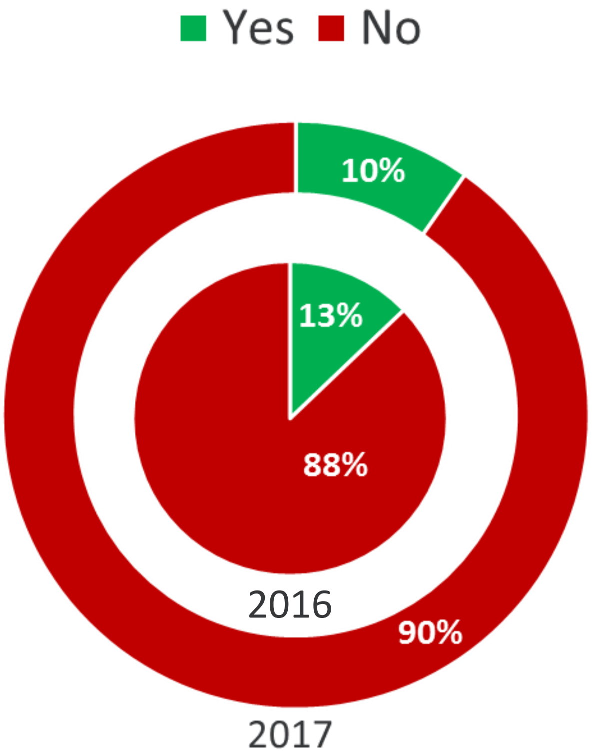
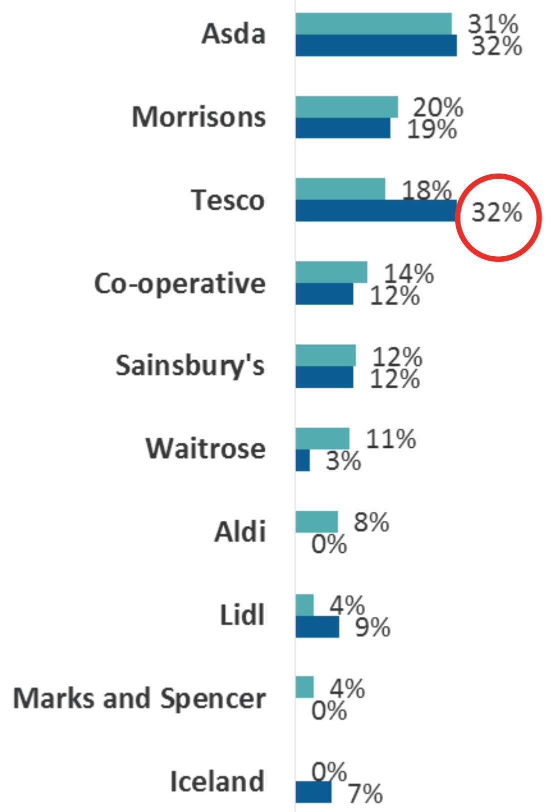
Reports of raising an issue also continue to fall – now to one in ten in the last year

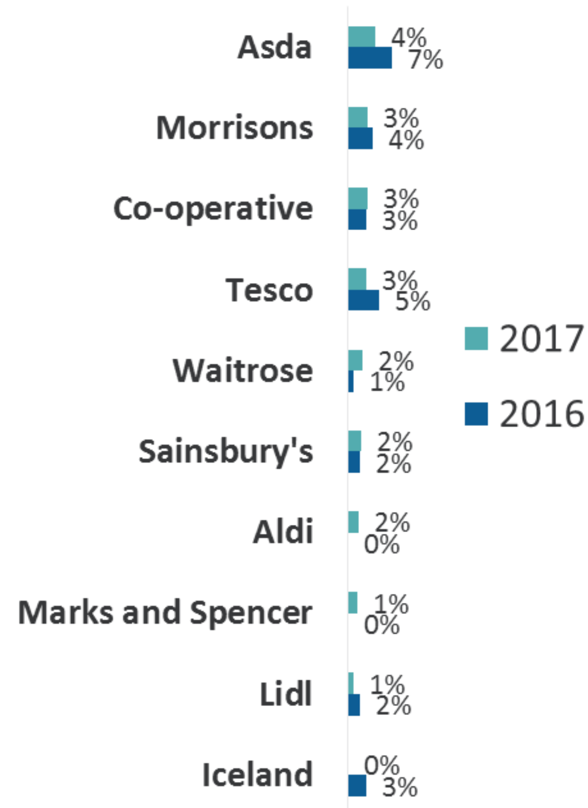
Raised an issue over the
last 12 months?



About which retailer? (as % of those who raised at least one issue with at least one supplier in the last 12 months)



About which retailer? (as a % of their suppliers answering the question)



Code-related issues direct suppliers have experienced (1)

	Retailer1	Retailer2	Retailer3	Retailer4	Retailer5	Retailer6	Retailer7	Retailer8	Retailer9	Retailer10
Incorrect deductions from invoices with or without notice	3%	8%	2%	9%	6%	11%	6%	9%	10%	5%
Data input errors (e.g. pricing) not resolved promptly (e.g. 7 days)	1%	7%	2%	9%	5%	11%	5%	8%	9%	3%
Unfair, unreasonable or unexpected charges for: Artwork and design	9%	7%	2%	6%	6%	9%	4%	8%	5%	3%
De-listing without giving reasonable notice	4%	3%	3%	4%	4%	7%	1%	5%	7%	2%
No compensation/incurring penalty charges for inaccurate forecasting by the retailer	4%	5%	2%	6%	6%	8%	3%	4%	7%	3%
Drop and drive: delays in, or not receiving, payment when there are disputes over deliveries	1%	2%	2%	5%	2%	6%	3%	1%	6%	1%
Forensics: third party audits which have been abusive or excessive in nature	1%	2%	0%	3%	5%	6%	1%	2%	3%	0%

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Code-related issues direct suppliers have experienced (2)

	Retailer1	Retailer2	Retailer3	Retailer4	Retailer5	Retailer6	Retailer7	Retailer8	Retailer9	Retailer10
Unjustified payments for consumer complaints	1%	3%	2%	3%	7%	4%	1%	6%	6%	5%
Unfair, unreasonable or unexpected charges for: Packaging	3%	3%	0%	2%	3%	5%	2%	5%	3%	1%
Requests for lump sum payments relating to: Retailer margin shortfall not agreed at the start of the contract period	0%	1%	2%	3%	1%	6%	0%	2%	3%	1%
Other requests for lump sum payment	1%	1%	1%	2%	0%	3%	0%	3%	1%	1%
Overbuying at promotional price and subsequently selling at full price	0%	3%	1%	1%	1%	2%	0%	1%	1%	1%
Requests for lump sum payments relating to: Listing fees for products already stocked (pay to stay)	0%	2%	0%	2%	0%	3%	0%	0%	1%	1%
Requests for lump sum payments relating to: Better positioning or increased shelf space or participation in category captaincy, category management or range reviews	0%	1%	0%	1%	0%	2%	0%	1%	1%	1%

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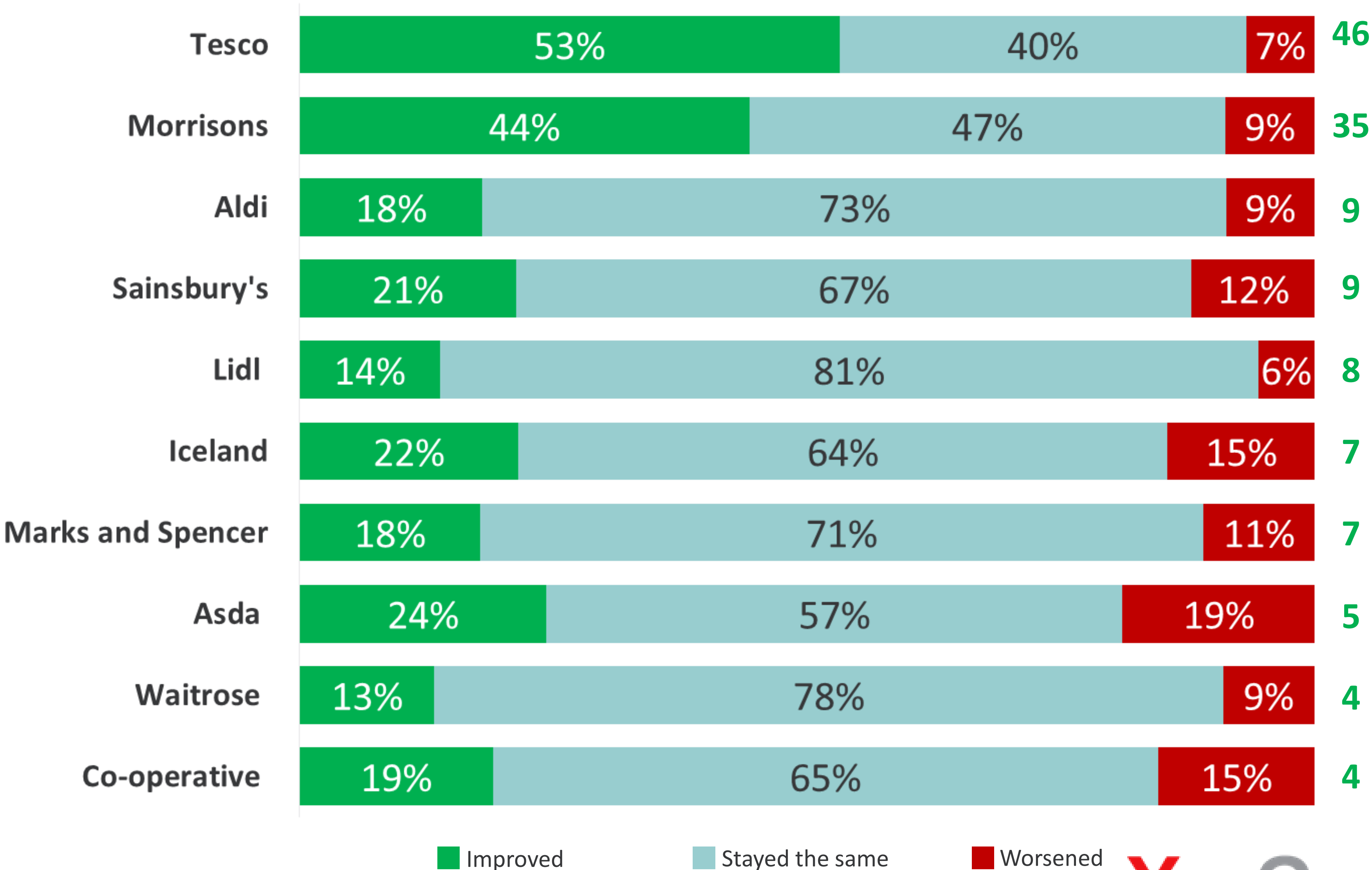
Overall assessment

Change in retailer practice over the past 12 months

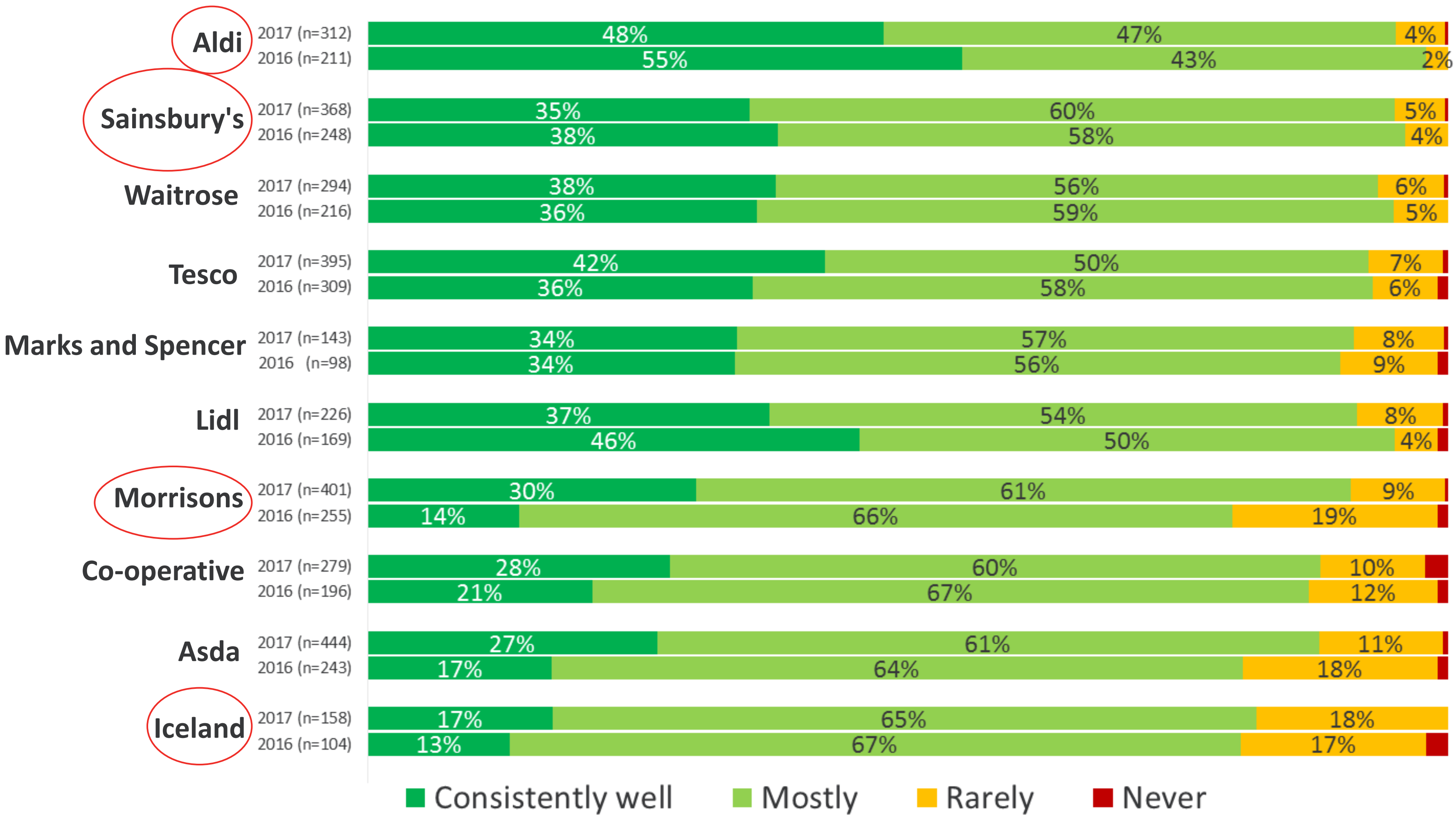
Net improvement score (2017) (improved% minus worsened%)



Note: Retailers have been listed by net improvement score to 2 decimal places.

Overall assessment of compliance with the Code

Retailers ranked by net 'consistently well' and 'mostly'



Key trends

Selected key trends 2014 to 2017