

Methodology « Shopmium Users' Choice 2021 » UK

Shopmium has created this label to reward the Shopmium App users' favorite products in 2020.

Each Shopmium campaign enables consumers who have purchased a product from the campaign to rate and review the tested product. Each featured product in 2020 was given a "rating" out of 5 by Shopmium users who were verified buyers of the product. An average "rating" for each product is automatically calculated e.g. "4.6 / 5"

Shopmium has also divided the eligible products into 13 different categories:

- Alcohol
- Hot Drinks
- Soft Drinks
- Dairy
- World Food
- Food Cupboard
- Snacks
- Fresh
- Frozen
- Household
- Personal Care & Toiletries
- Petcare
- Baby

The Category Winner is the product with the highest average rating in its category.

Which products are eligible to be awarded "Shopmium Users' Choice 2021?"

-All products that were featured in the Shopmium app in the calendar year 2020, between 01/01/2020 and 31/12/2020

-All campaigns that have received at least 150 ratings from Shopmium App users