

Beer, Wine and Spirit Deep Dive

December 2020



COMPARED TO WINE AND SPIRITS, BEER SHOPPERS ARE THE MOST FREQUENT SHOPPERS IN CONVENIENCE

How often do you buy beer in the following stores? (Per week)

	Total study	18-24	25-34	35-44	45-54	55-64	65+
Branded convenience store	1.5	2.1	2.2	1.7	1.2	0.7	0.5
Local corner shop/convenience store	1.8	2.1	2.6	1.9	1.5	1.2	0.7
Supermarket	1.9	2.2	2.4	2.1	1.7	1.3	1.1
Small format supermarket	1.6	2.0	2.3	1.7	1.3	0.9	0.7
Discount supermarket	1.7	2.3	2.4	1.8	1.3	1.1	0.8

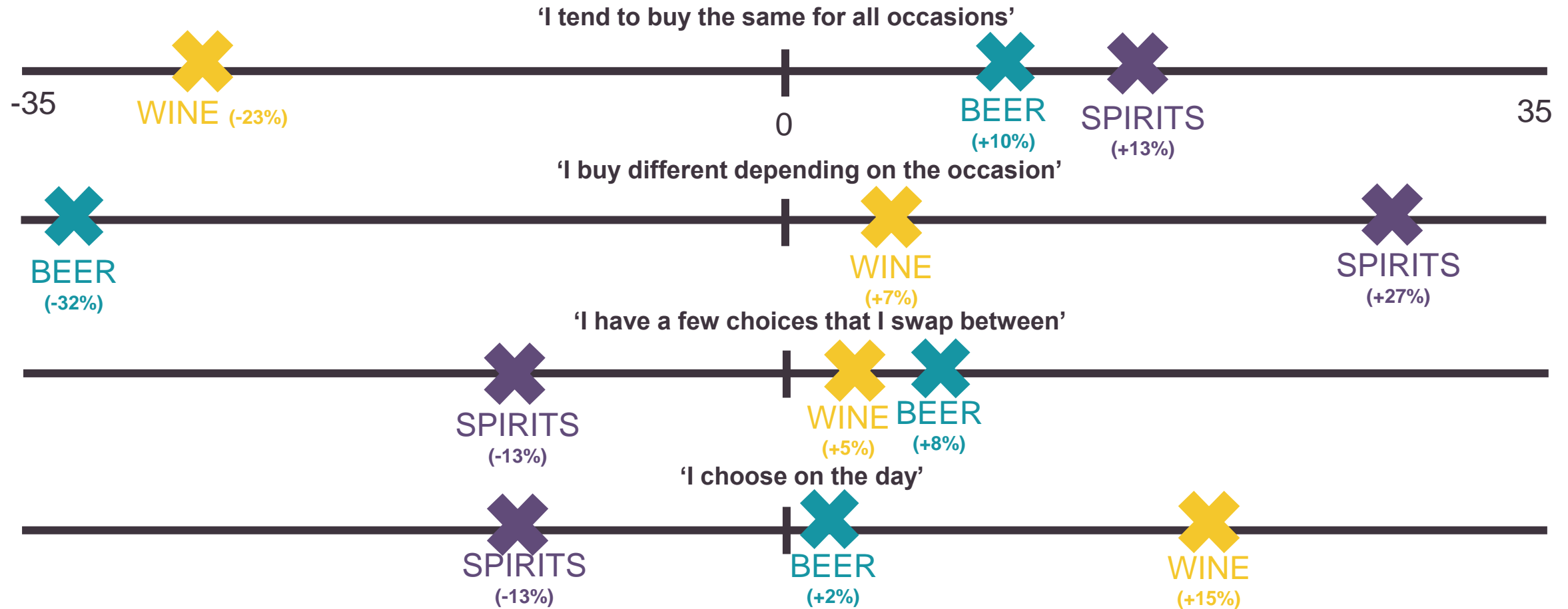
BEER SHOPPERS MOST RELUCTANT TO ONLINE ORDERING

Convenience stores have a great online opportunity across all categories. Online grocery ordering is set to be lasting legacy of Coronavirus. A shift in shopping local during Coronavirus has proved beneficial amongst wine and spirit shoppers as they are shopping at c-stores more.



WINE SHOPPERS ARE MORE LIKELY TO IMPULSIVELY CHOOSE ON THE DAY

How would you rate planning your purchases when shopping at a convenience store? % difference vs average



Source: Lumina Intelligence BWS Bespoke Survey

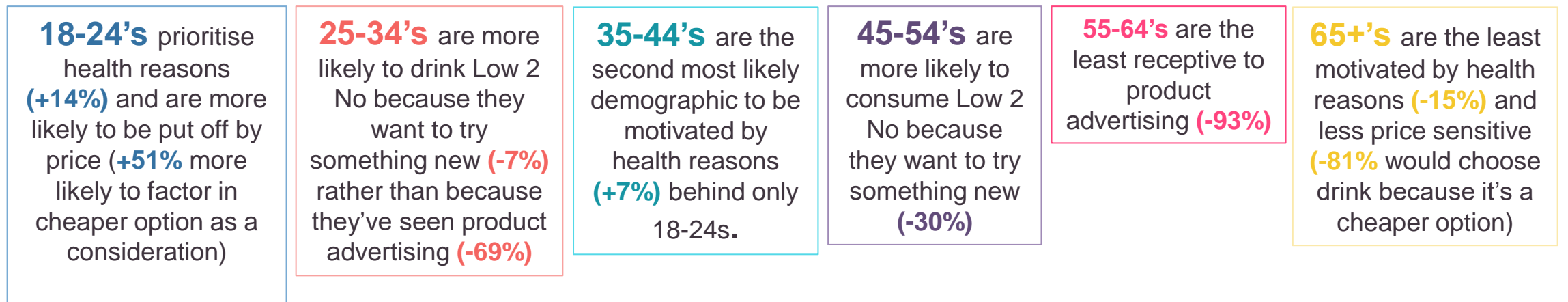
HEALTH REASONS THE MOST IMPORTANT TO LOW 2 NO DRINKERS

Younger shoppers are more health-conscious than their older counterparts. 18-24s and 35-44s are the most likely to be driven by health reasons, whereas 65 and overs are -15% less likely to be. There is the opposite pattern with price point as younger consumers are more likely to buy because it's a cheaper option vs. older consumers who are less price sensitive.

Most important factors considered when consuming Low 2 No

Health reasons	Try something new	Easy to consume in home	Given a free taster	Cheaper drink option	To break up the day	Out and about less often	Seen more product advertising
31%	25%	17%	17%	14%	7%	7%	7%

Largest over-indexes by age group:



Get in touch

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