

Beer Category Snapshot

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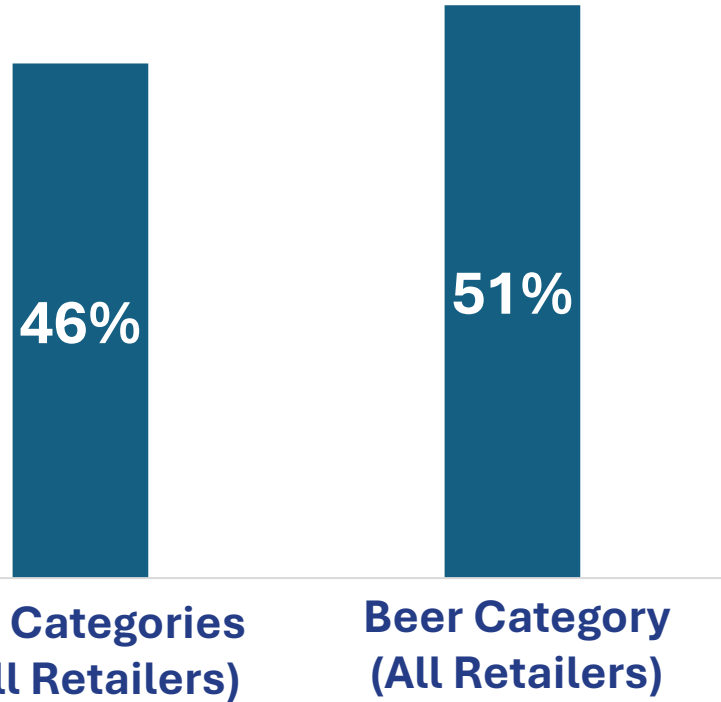
July 2024

Beer Category includes Beer, Cider, Flavored Beer and Malt Beverages



Beer shoppers are pickier than the average shopper and are more likely to walk away and go to another store if they can't find what the beer they want

% of Shoppers who would Walk Away



Response	Beer Shopper Index*
I would have gone <u>to another store</u>	136
I would have <u>gone back</u> to RETAILER later/another day	93
I would have <u>bought something else instead of Beer</u> in RETAILER	113
I would have <u>bought nothing</u>	108

Think about the size/amount and type/flavor or brand you bought. If this had not been available, which of these would you have most likely done?

Source: Shopper Intelligence Survey; Year to end of Q1 2024; All Categories, All Retailers sample = 143,264 Shoppers; Beer Category sample = 1160 Shoppers (who have shopped in the last 7 days)

*% of Beer Shoppers indexed to All Categories /All Retailers

Beer shoppers are more likely to ask for more innovation, a wider assortment, and better shelf layout and signage

Beer Shopper Index *



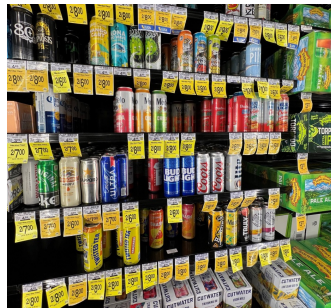
27% Innovation: Introduce new types, flavors and brands

106



23% Assortment Gap: Stock brands/products I like that aren't sold in a RETAILER

120



17% Shelf Signage: Improve signage at the shelf

115

If you had to improve Beer in RETAILER, which ones would you choose?

Source: Shopper Intelligence Survey; Year to end of Q1 2024; All Categories, All Retailers sample = 143,264 Shoppers; Beer Category sample = 1160 Shoppers (who have shopped in the last 7 days); % of Shoppers

*% of Beer Shoppers indexed to All Categories /All Retailers

So what, now what?

Beer shoppers are finicky and more likely to leave and go to another store if they can't find what they want. They seek more innovation and a wider assortment.

Recommendations:

1. Examine your NPD pipeline and invest in different ways to highlight newness
2. Optimize assortment and fill any gaps in need states or key sellers and limit out of stocks
3. Improve merchandising and signage to help shoppers find what they are looking for more easily



Want to Learn More?



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Shopper Intelligence provides retailers and suppliers with unique insights to make category decisions and plans that drive sales, loyalty and a competitive edge.

Our platform, powered by the largest global shopper survey, unlocks “the why” behind every purchase; going far behind “the what” of traditional POS, loyalty and scan data sources.

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