



# The Monthly Focus: BWS

Euros offer sales boost for at home consumption occasions  
June 2024



## Category Challenges in Context

As shoppers stock up for at home gatherings and occasions, big events like the Euros offer BWS categories the perfect opportunity for a boost in sales.

The Euros has brought swathes of the nation together in hope of success and celebration (as well as nail-biting angst!), and there's one thing that's certain to be coming home: booze and it's no/low alternatives!

Of course, it's not just about the Euros. There are 365 days in a year, each one of those days offering a unique opportunity to capture shopper spend for at home events and occasions. And with Wimbledon just starting, festival season and the Olympics just around the corner, the opportunities are ample.

Shoppers who are buying for an occasion will often behave differently to when they are buying for day-to-day use and as such, we see different dynamics playing out in the aisle. In this Monthly Focus we'll explore how you can tap into opportunities that would be otherwise unseen when viewing a category at an all-shoppers level.

So how do BWS categories tap into the occasion opportunity and ensure they are always front of mind for shoppers preparing for celebration?

As we might expect to see, off-shelf locations and promotions no doubt have a role to play. We can see in Figure 1 that social occasions shoppers are much more likely to buy because of a promotion and much more likely to be influenced by pre-store triggers (e.g. advert). This demonstrates a clear opportunity to link in store communications to any above the line activity to seal the deal in-store. It is also of note that occasion shoppers are more likely to buy off shelf, not at the main aisle. This is where theatre can be used to create an enjoyable shopping experience away from the main aisle, using the right emotional cues to influence shoppers in a more impulsive setting.

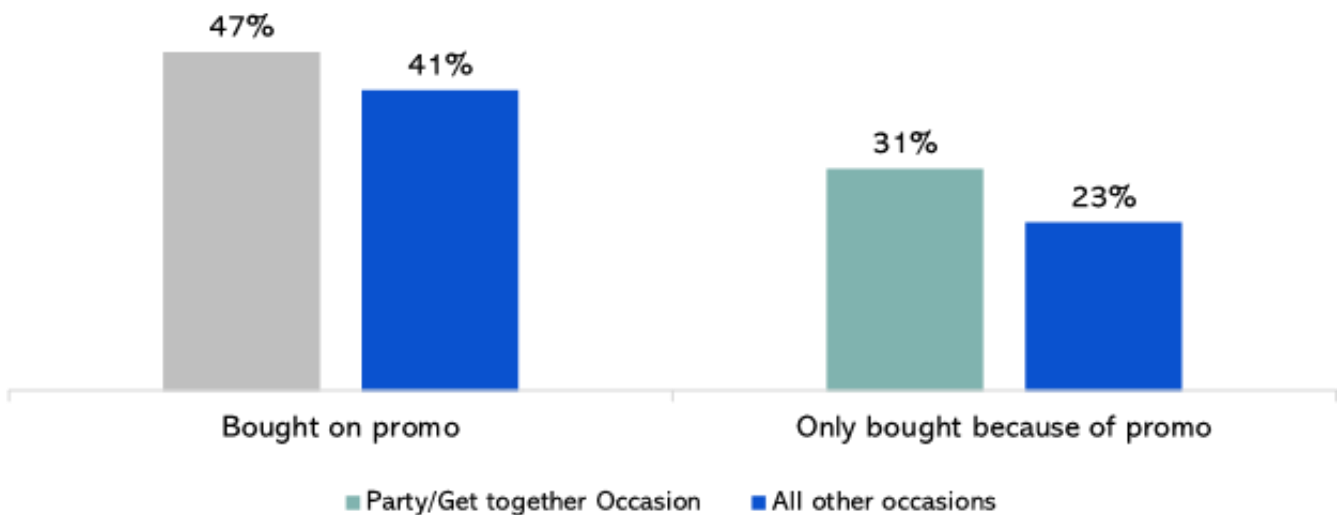


Figure 1: % bought on promotion and selected reason, Total BWS, Q1 2024, Total Grocery

However, whilst promotions clearly play a role, the opportunity for true category growth can really only be seen when we look deeper into the needs and motivations of these social occasions BWS shoppers.

To do this, let's first take a look at what BWS shoppers say is important to them when buying their category for an occasion / party or get together with friends and family.

Figure 2 shows us that when buying for a social occasion, shoppers tell us that innovation and enjoying the shopping experience is more important to them. This could suggest that shoppers want to bring something different, perhaps a talking point, an icebreaker, or something to impress at the occasion, and want the shopping experience to reflect this sentiment. A little theatre to promote new products for the occasion would therefore not go amiss.

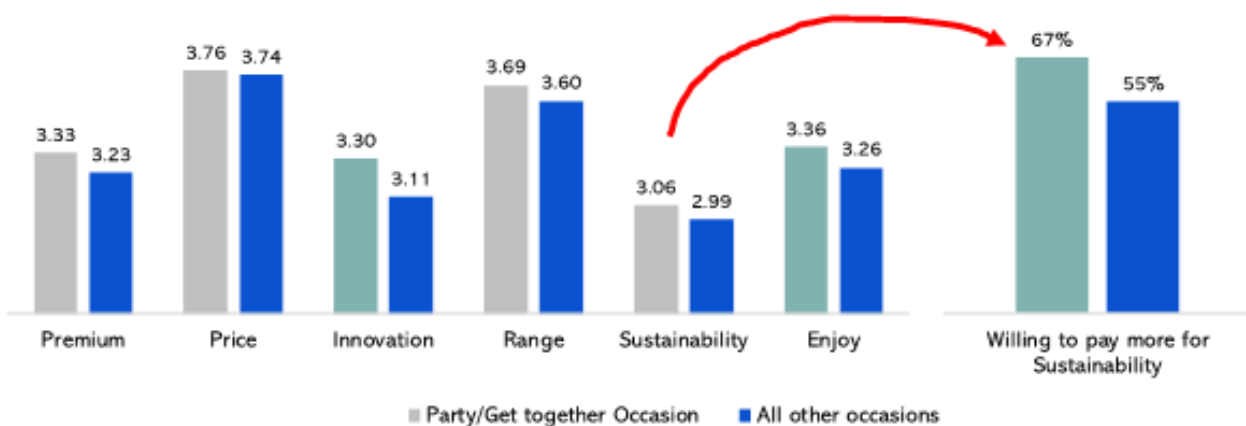


Figure 2: Selected shopper priorities, Total BWS, Q1 2024, Total Grocery

We can also see that sustainability is more important for occasions shoppers (if only by a fraction) however, what is significantly different is these shoppers' willingness to pay more for it. This perhaps indicates that these shoppers want the products they're taking to a party to reflect their ideals and they want to demonstrate this with what they bring to the occasion.

Building on the importance placed on enjoying the shopping experience we can see that social occasion shoppers are significantly less satisfied with Execution, and in particular Layout. They also want to spend time browsing. This indicates that they are open to exploration and suggests an opportunity to engage and possibly to trade up is currently being missed. See Figure 3 and 4.

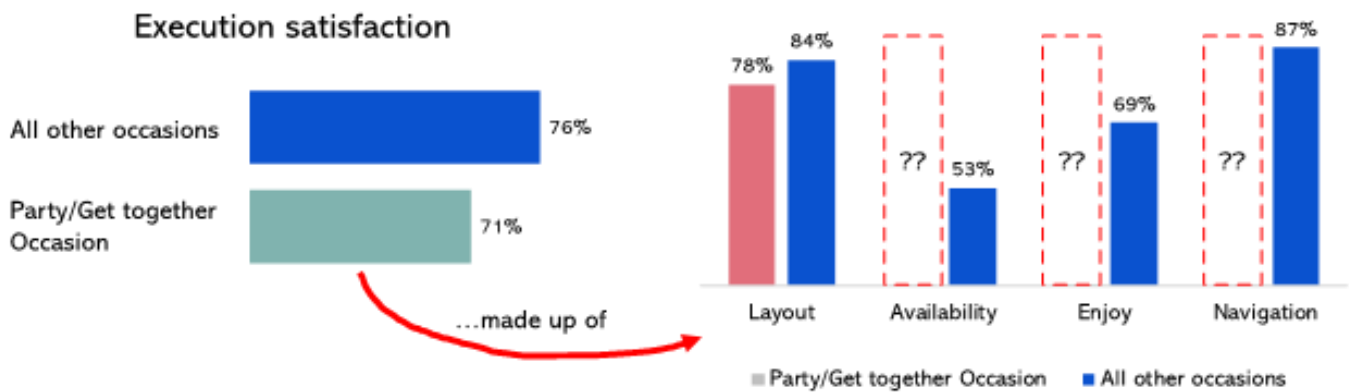


Figure 3: Combined 'execution' satisfaction and breakdown, Total BWS, Q1 2024, Total Grocery

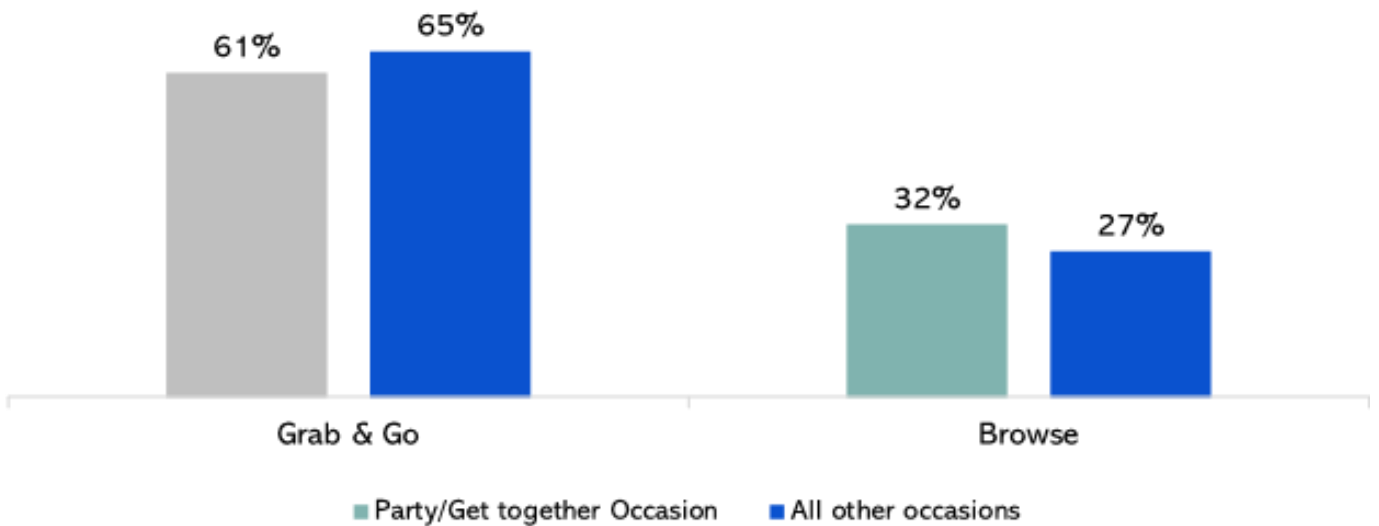


Figure 4: Shopping mode summary, Total BWS, Q1 2024, Total Grocery

And finally, looking at what social occasions shoppers want as an improvement to the category, the top requested improvement, significantly more than other occasions, is pack sizes, so it's important not to miss the opportunity to get the right packs in front of them. Packs that are suitable to take to an occasion. See Figure 5.

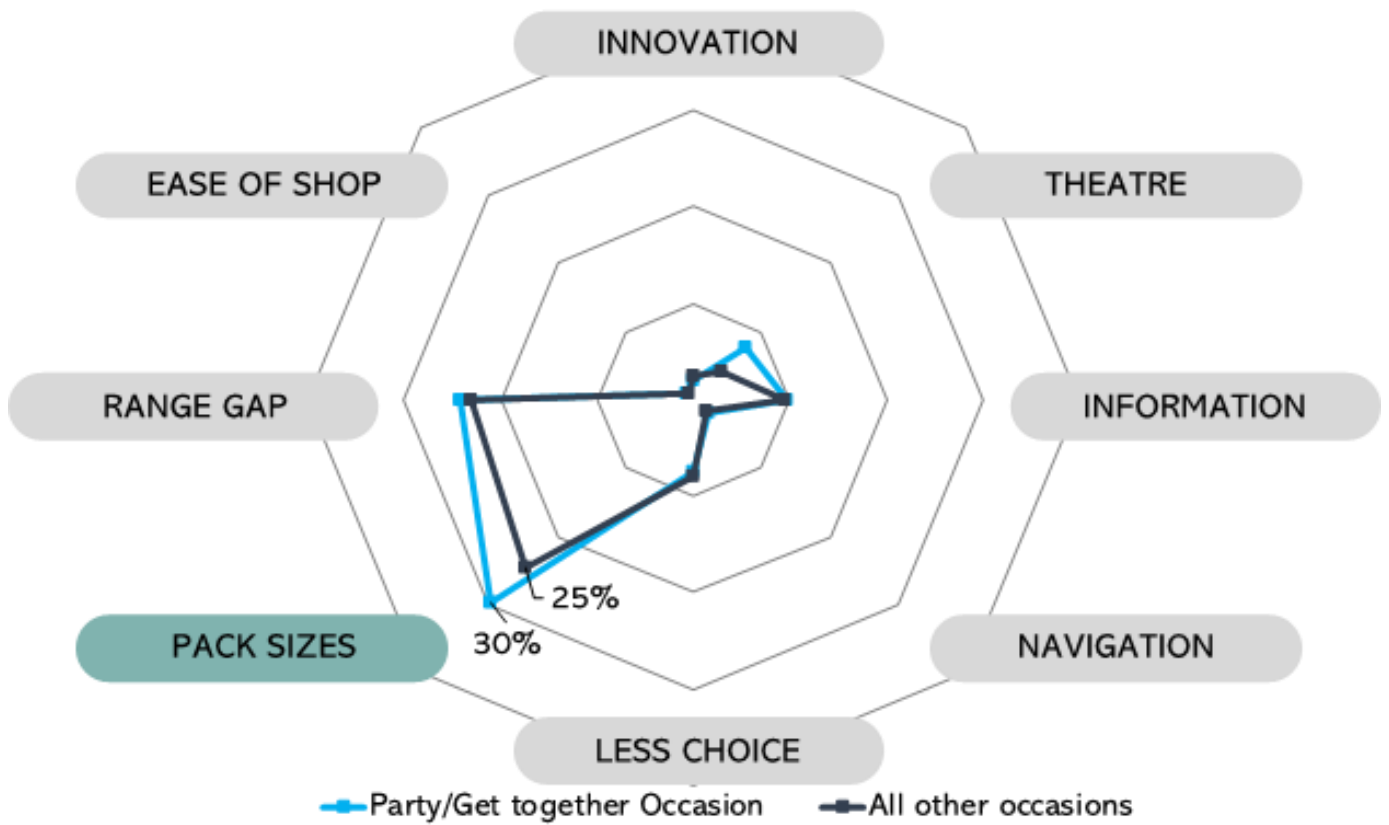


Figure 5: Shopper desired improvements – top priority, Total BWS, Q1 2024, Total Grocery

In summary, using just a few charts we can see that despite promotions and off shelf locations being the most obvious place to look for quick wins, category teams who are looking for long term category growth can find this opportunity by looking at where the needs and expectations of social occasions shoppers are not being met.

This opportunity could well be found in the main aisle, in better execution, more appropriate pack sizes, with innovation, sustainability and theatre all strong levers for securing trade-up and growth that goes beyond the quick wins that can be achieved with promotions (which can in fact erode the long term potential of their category).