

5 Key Insights About Buying Alcohol for Home Consumption

Insights and stats from women about alcohol purchase and brands

August 2020

Presented by Innovate Solutions and MyInsightsOnTime

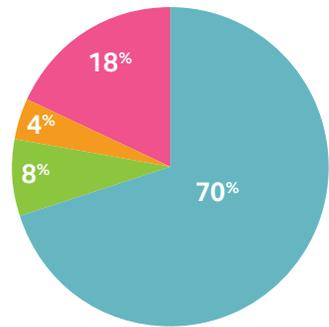


Key Stats

AN ONLINE QUANTITATIVE SURVEY OF 33 QUESTIONS WAS DISTRIBUTED VIA EMAIL TO 150 IRISH FEMALE CONSUMERS ACROSS THE COUNTRY. The survey was active for 5 days and the total number of complete responses was 94.

1. WHERE PEOPLE BUY ALCOHOL FOR HOME CONSUMPTION

Where would you most regularly buy alcohol for home consumption?

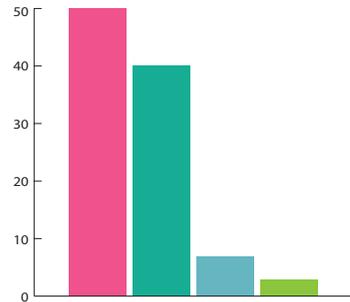


- Supermarket
- Local off-licence or wine shop
- Local convenience store
- Mix of other 3

70% of respondents buy alcohol for home consumption from the supermarket

2. HOW PRICE AFFECTS ALCOHOL BUYING DECISIONS

In terms of regular alcohol buying what prompts your buying decision?

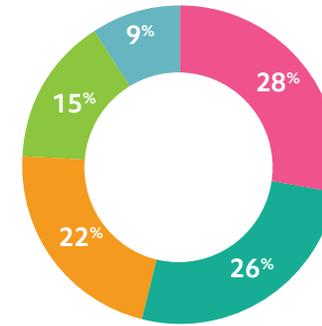


50% actively go where the cheapest offers are

- 50% actively go where the cheapest alcohol offers are
- 40% go to more than one store because they can't get all the alcohol brands they like in one place
- 7% are loyal to one store
- 3% shop where it is convenient

3. INFLUENCES FOR TRYING NEW ALCOHOL BRANDS

Why have you tried a new brand of alcohol in the last 6 months?

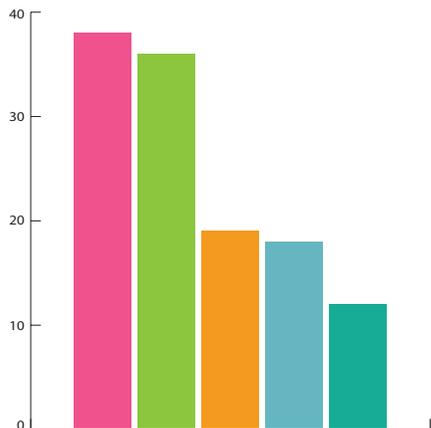


81% have tried a new brand of alcohol in the last 6 months

- A family member or friend recommended I taste theirs and I liked it
- Fancied something different
- Tried it based on a recommendation
- Saw the drink featured on social media or online
- It was on offer where they usually buy alcohol

4. FAITHFULNESS TO ALCOHOL BRANDS

Are you faithful to the same brand of alcohol for your usual drink?



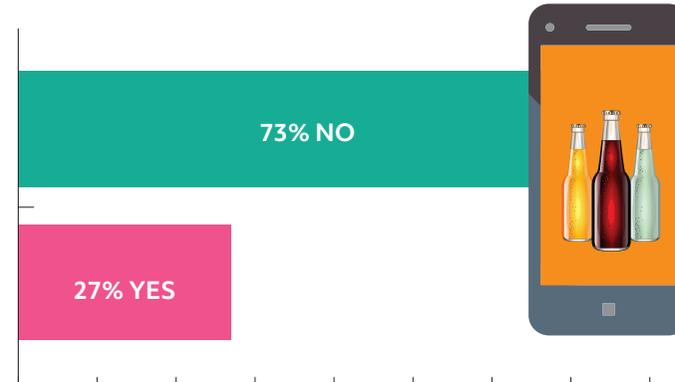
- 38% always buy the same brand of beer
- 36% always buy the same brand of vodka
- 19% always buy the same brand of gin
- 18% always buy the same brand of whiskey
- 12% always buy the same brand of wine

Only **12%** of consumers are faithful to the same brand of wine



5. ONLINE PURCHASING OF ALCOHOL

Have you ever bought alcohol online?



73% of consumers say they have never bought alcohol online



Key Insights

Online Focus Group carried out on **MyInsightsOnTime** private platform in August 2020 with 25 women panel participants from across Ireland.

Influences for Trying New Alcohol Brands



"I like to try new wines when Tesco do their 6 for €50 offer. Recently they had the Graham Norton wine so I tried that. I'm also influenced by recommendations from friends or family and reviews online".

Where People Buy Alcohol for Home Consumption



"I buy in Dunnes or Centra/ Londis, depending on where the offers are. I don't drink too much but when I do have some, I like to have a nice drink so I go for the branded drinks".

Faithfulness to Alcohol Brands



"We are loyal to Baileys at Christmas as none of the cheaper versions are as nice. Also would only buy Smirnoff or Grey Goose vodka, I am always afraid of alcohol levels in other vodka. Wine I mostly buy in Aldi but if looking for nice wine I buy Oyster Bay or Yellow Tail mainly because I like wines from that part of the world and they are at a reasonable but not overly cheap price point".

How Price Affects Alcohol Buying Decisions



"I very seldom drink at home but I'm a pink gin girl so that's all I'd be looking for regardless of price. My partner drinks wine so he usually looks for offers".

Online Purchasing of Alcohol



"I have bought alcohol with my online shopping during lockdown but never ordered from an alcohol website or anything like that! I suppose I kind of think of alcohol as a supermarket product that I get with my groceries and have never really considered looking for online wine sellers although I have seen some advertised but just never really thought of alcohol as something coming in the post."

Key Recommendations For Brands

Recommendation 1



Independent retailers need to look at ways to attract customers to buy from them, e.g. events that bring people in store, communications to tell them about special promotions, etc.

Recommendation 2



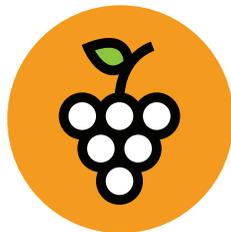
Consumers do their research online and will go where the offers are. Make sure your offers are visible and communicated well across your online channels.

Recommendation 3



Consumers are open to trying new brands. Recommendations from friends and family are the best way to influence consumers. What can you do to get consumers trying and recommending your brand i.e. home tastings, recipe ideas, taster sizes etc.

Recommendation 4



Consumers are less likely to be brand loyal to wine. Monitor sales patterns on grape varieties most purchased and see what offers you can get from suppliers for your customers on those wines with those varieties.

Recommendation 5



Online sales of alcohol are very low in Ireland. Look at ways of incentivising and communicating benefits to consumers of online ordering, e.g. different products they can't get through the supermarket, or discounts for case purchase etc.

If you need market research and independent consumer insights then **Innovate Solutions** and **MyInsightsOnTime** can help. Contact Aidan at 087 2494747 aidan@innovatesolutions.ie or Jill at 087 2299128, info@myinsightsontime.com