

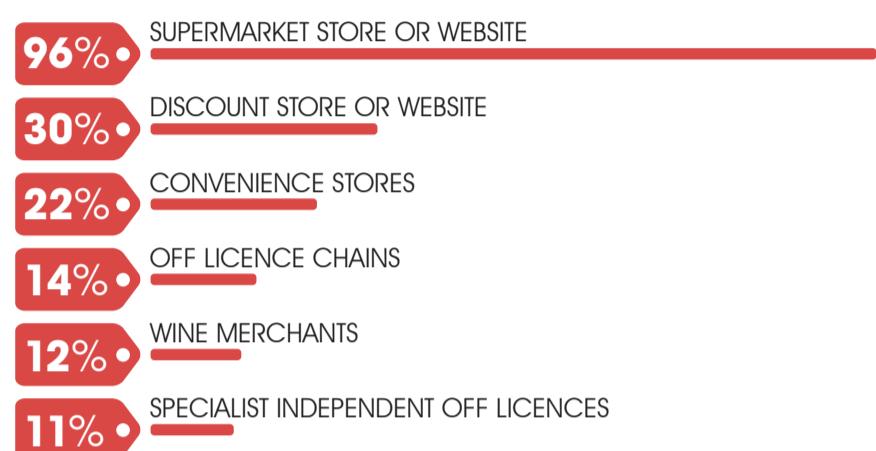
# Alcohol purchasing: the consumer perspective

## What are UK consumers buying?

### PERCENTAGE OF MONTHLY PURCHASE BY CATEGORY



### WHICH RETAIL OUTLETS ALCOHOL IS PURCHASED FROM

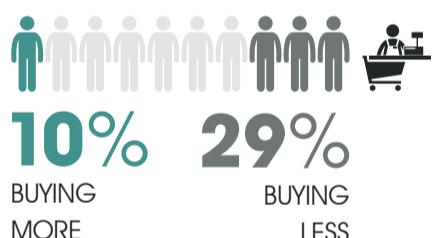


### PURCHASES THAT TEND TO BE MADE TOGETHER



## How has purchasing changed?

### CLAIMED ALCOHOL PURCHASING VS PREVIOUS YEAR (CROSS CATEGORY AVERAGE)



### PERCEPTION OF ALCOHOL PRICES VS PREVIOUS YEAR (CROSS CATEGORY AVERAGE)



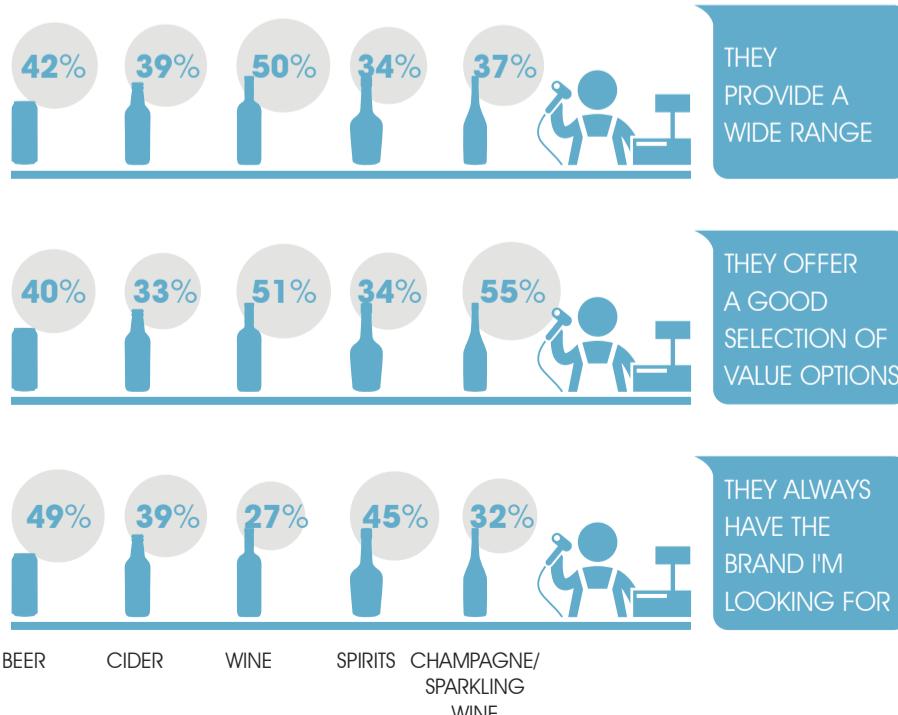
## How do independents fare?

### LIKELIHOOD TO USE INDEPENDENT RETAILERS OR WINE MERCHANTS (SUBJECT TO PROXIMITY, PRICING AND RANGE)



## What are consumers looking for from retailers?

### WHAT SHOPPERS WANT FROM A RETAILER IN SPECIFIC CATEGORIES A 'TOP 3' ATTRIBUTE FOR THAT CATEGORY



### WHAT SHOPPERS DESIRE FROM RETAILERS



### FURTHER INFORMATION

We would be delighted to discuss our findings with you in more detail. For more information on Ipsos Marketing and the Consumer Perspective study we have conducted, please contact: [Stephen.yap@ipsos.com](mailto:Stephen.yap@ipsos.com)