

CHECK BREAKDOWN:**TREND CHECKS****CPG TRENDS**

- Respondents buy household and personal care items “more often in-stores,” but online has gained a bit in the last few years.
- Consumers signal that they will keep higher than normal inventory levels of groceries and personal care items going forward.
- Feedback around Gillette razors has held relatively consistent with the share who only use Gillette holding relatively flat q/q.
- Consumers continue to think they get strong value for their money with Gillette.

ENERGY DRINK TRENDS

Consumers have a slightly negative opinion on whether energy drinks are bad for them, but sentiment has held pretty consistent in the last few quarters.

HARD SELTZER TRENDS

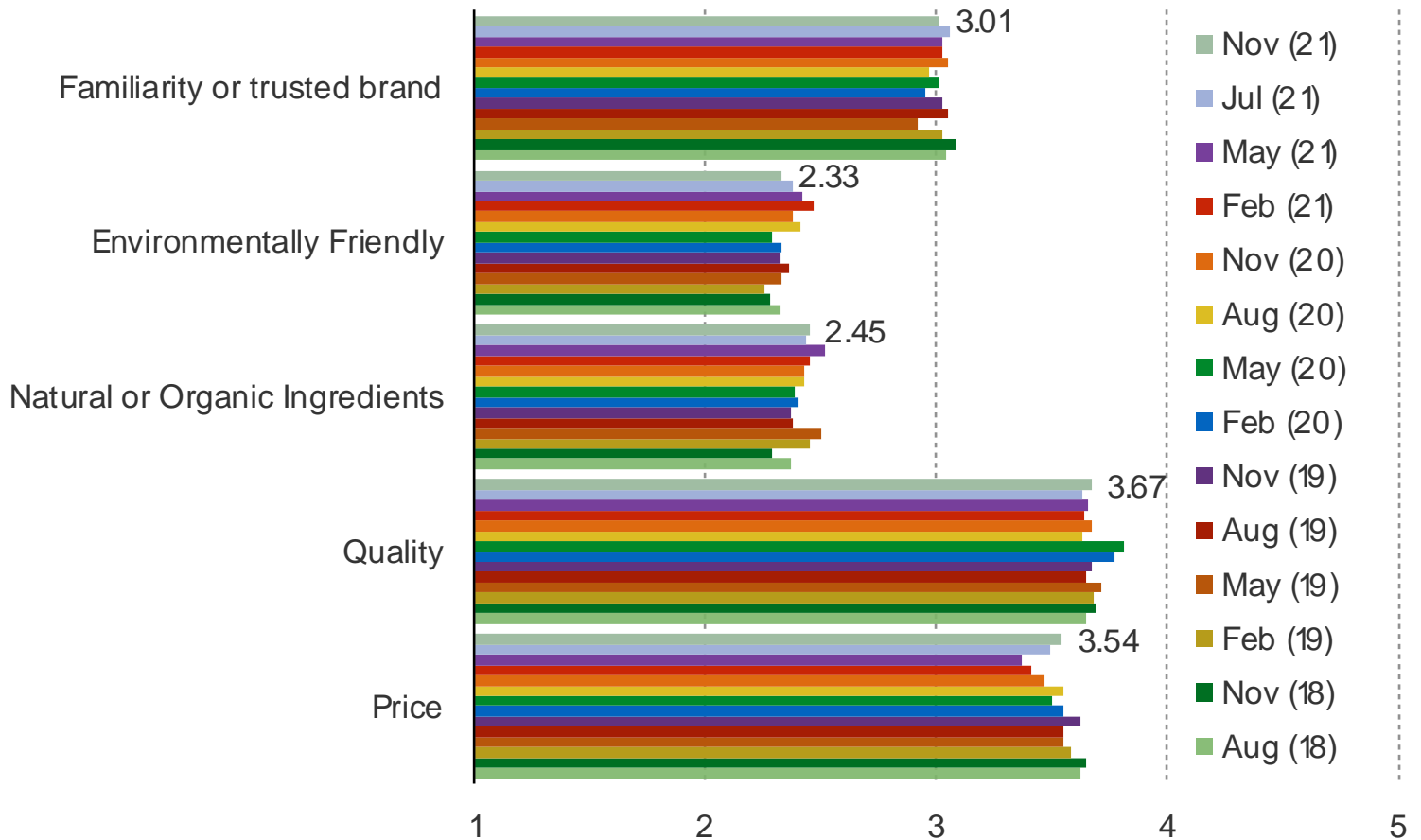
White Claw continues to be the most recognized brand when it comes to aided and unaided awareness. That said, White Claw’s NPS is lower relative to competitors (but higher than Truly’s NPS). Over the past two quarters, consumer expectations related to the % of their alcohol consumption that will come from hard seltzer has softened a touch (could be seasonally impacted feedback since we just headed out of the Summer).

Davids vs. Goliaths

CPGS OVERALL

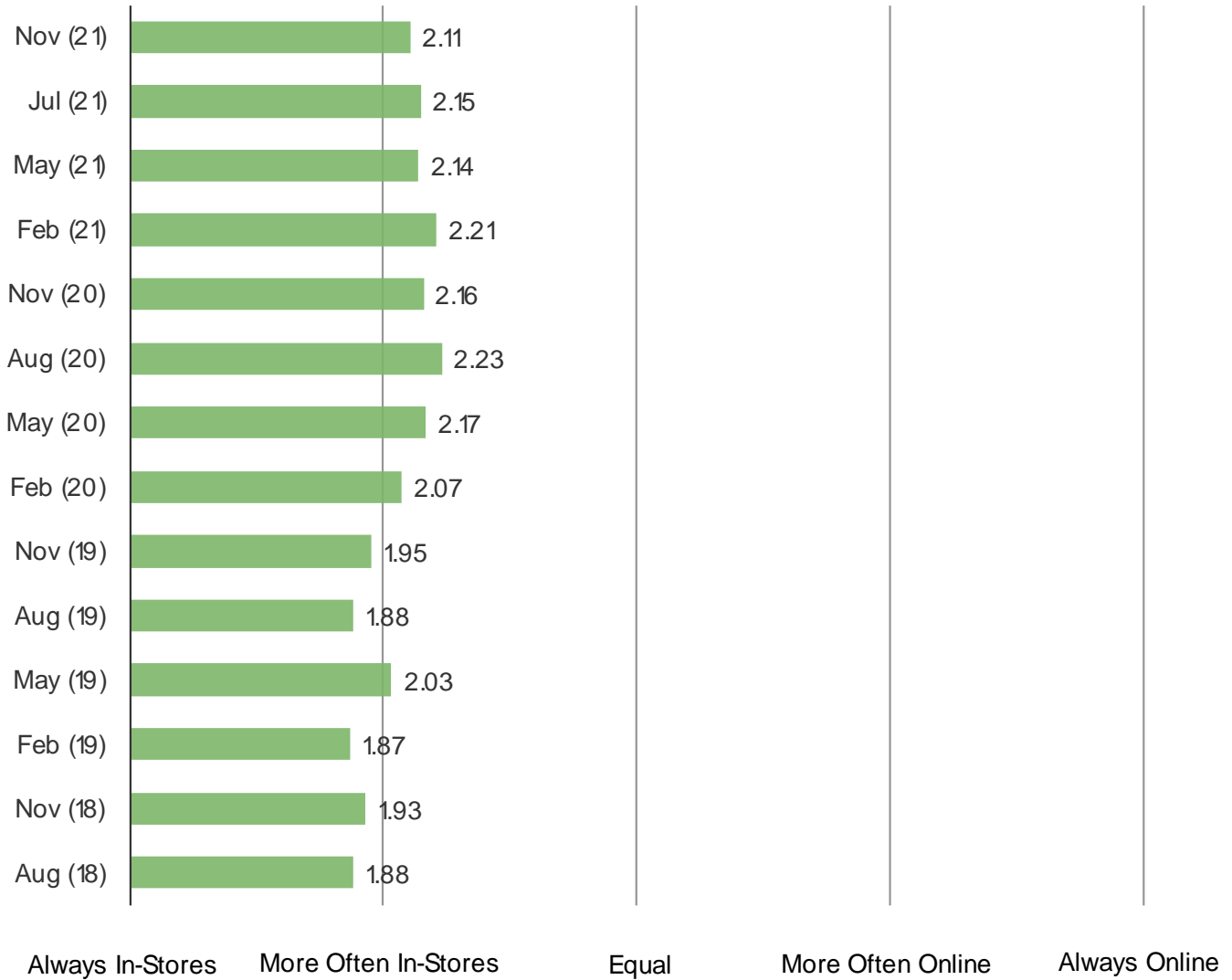
PLEASE RANK WHICH ARE MOST IMPORTANT TO YOU WHEN IT COMES TO PURCHASING PERSONAL CARE AND HOUSEHOLD ITEMS.

Posed to all respondents



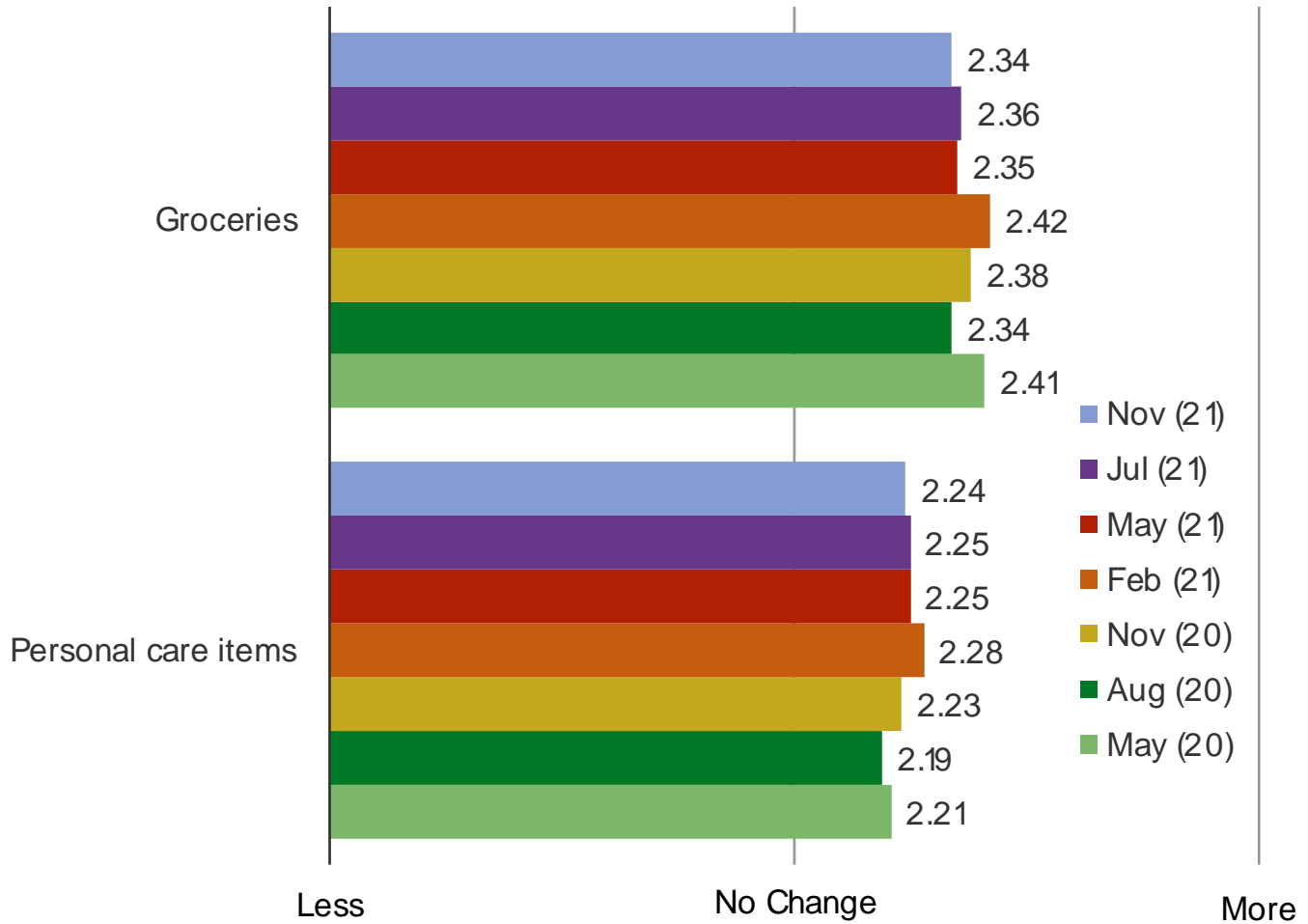
WHERE DO YOU BUY HOUSEHOLD AND PERSONAL CARE ITEMS?

Posed to all respondents



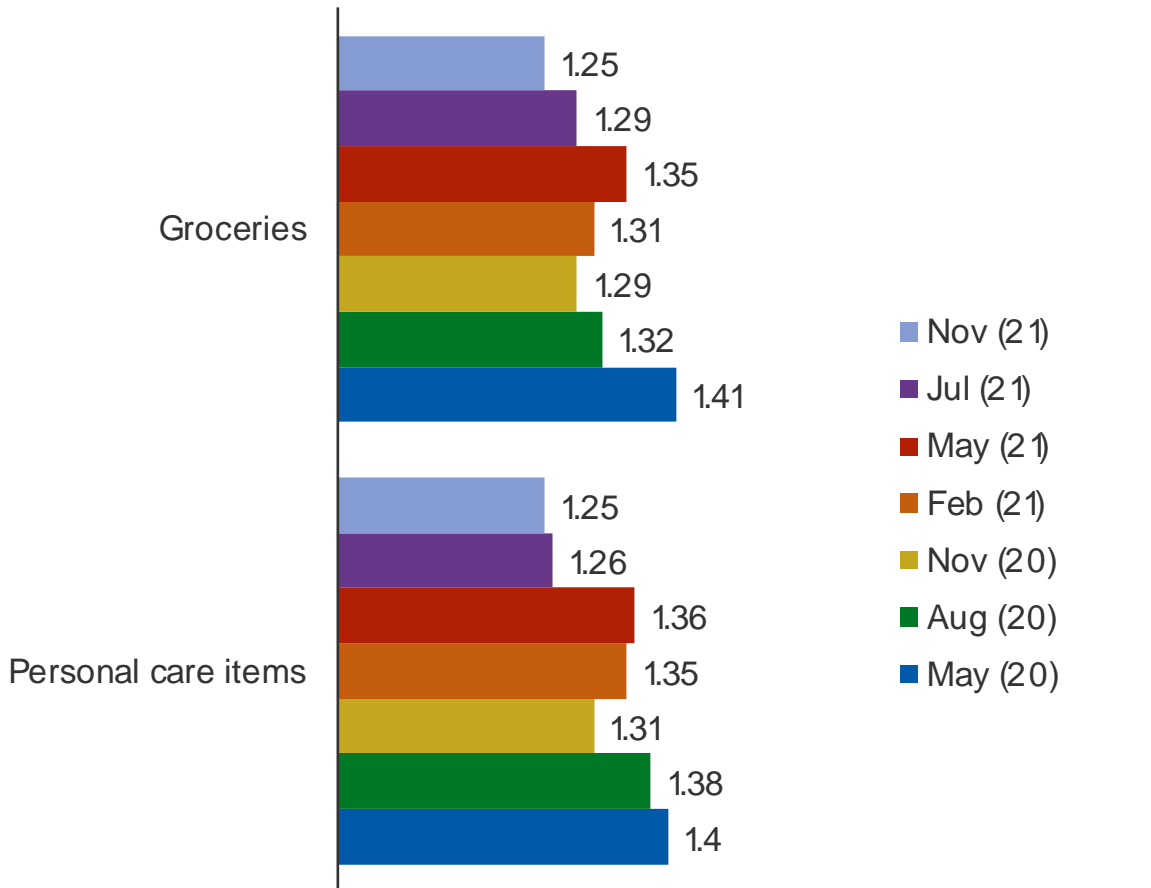
WHEN IT COMES TO BOTH PERSONAL CARE ITEMS AND GROCERIES, ARE YOU KEEPING MORE OR LESS INVENTORY IN YOUR HOME LATELY?

Posed to all respondents



GOING FORWARD, DO YOU PLAN TO CONTINUE KEEPING HIGHER THAN NORMAL INVENTORY ON ITEMS, OR WILL YOU WORK THROUGH YOUR INVENTORY BEFORE BUYING MORE?

Posed to respondents who are keeping higher than normal inventory

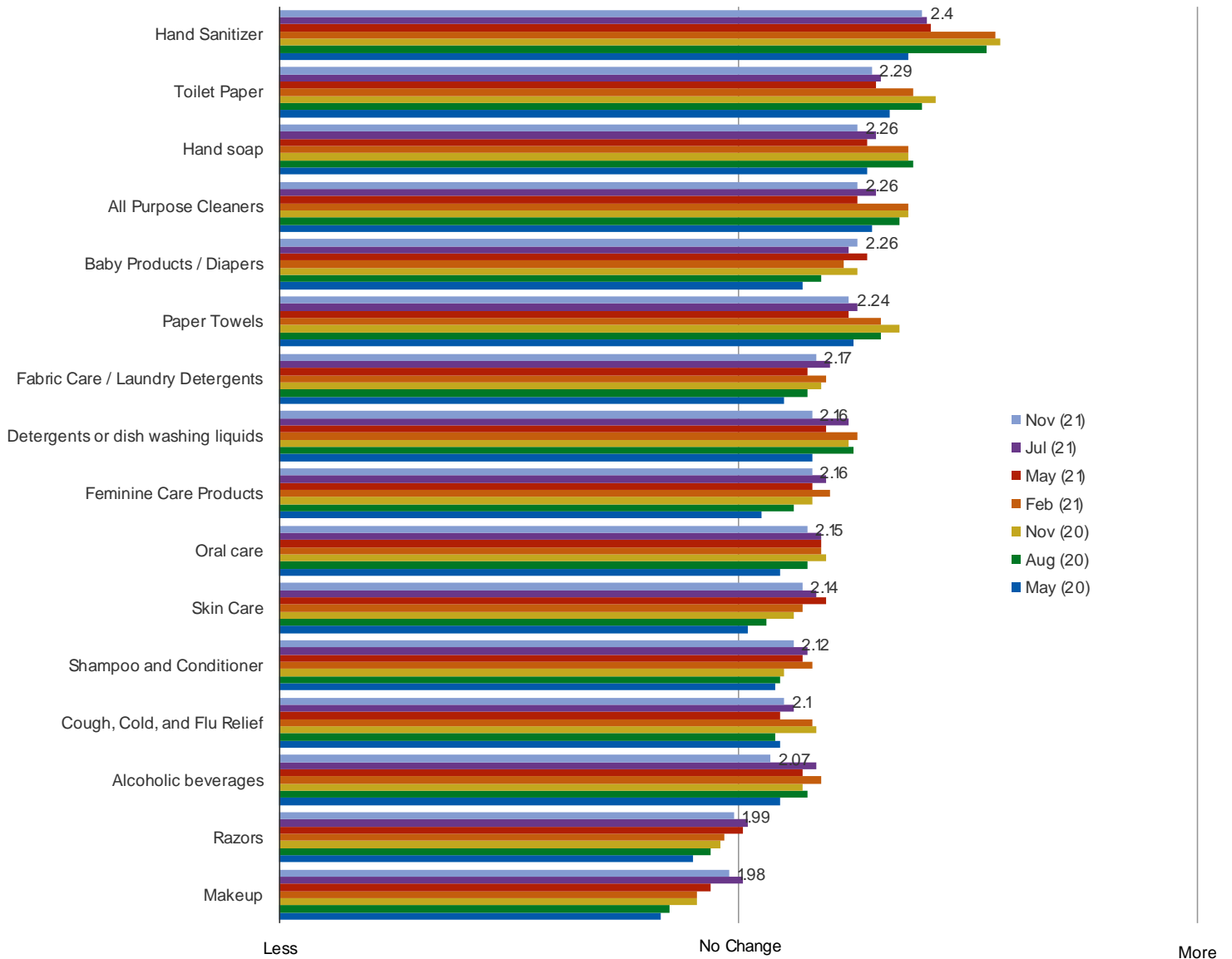


We will continue to keep higher than normal inventory going forward

We will work through our inventory back to normal before buying more

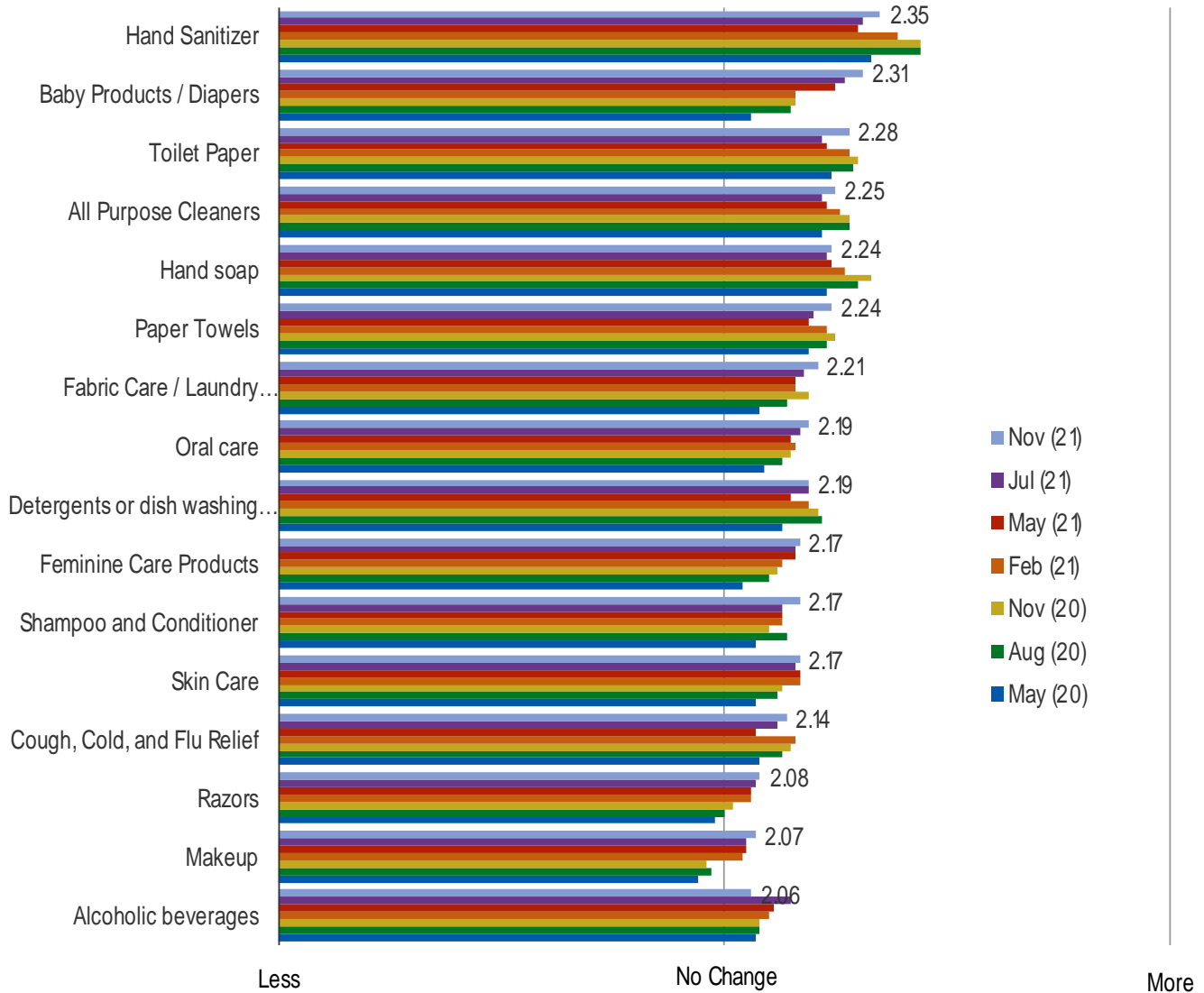
HAVE YOU RECENTLY CHANGED YOUR SPENDING ON THE FOLLOWING ITEMS YOU TYPICALLY SHOP FOR?

Posed to respondents who regularly or occasionally make purchase decisions on each.



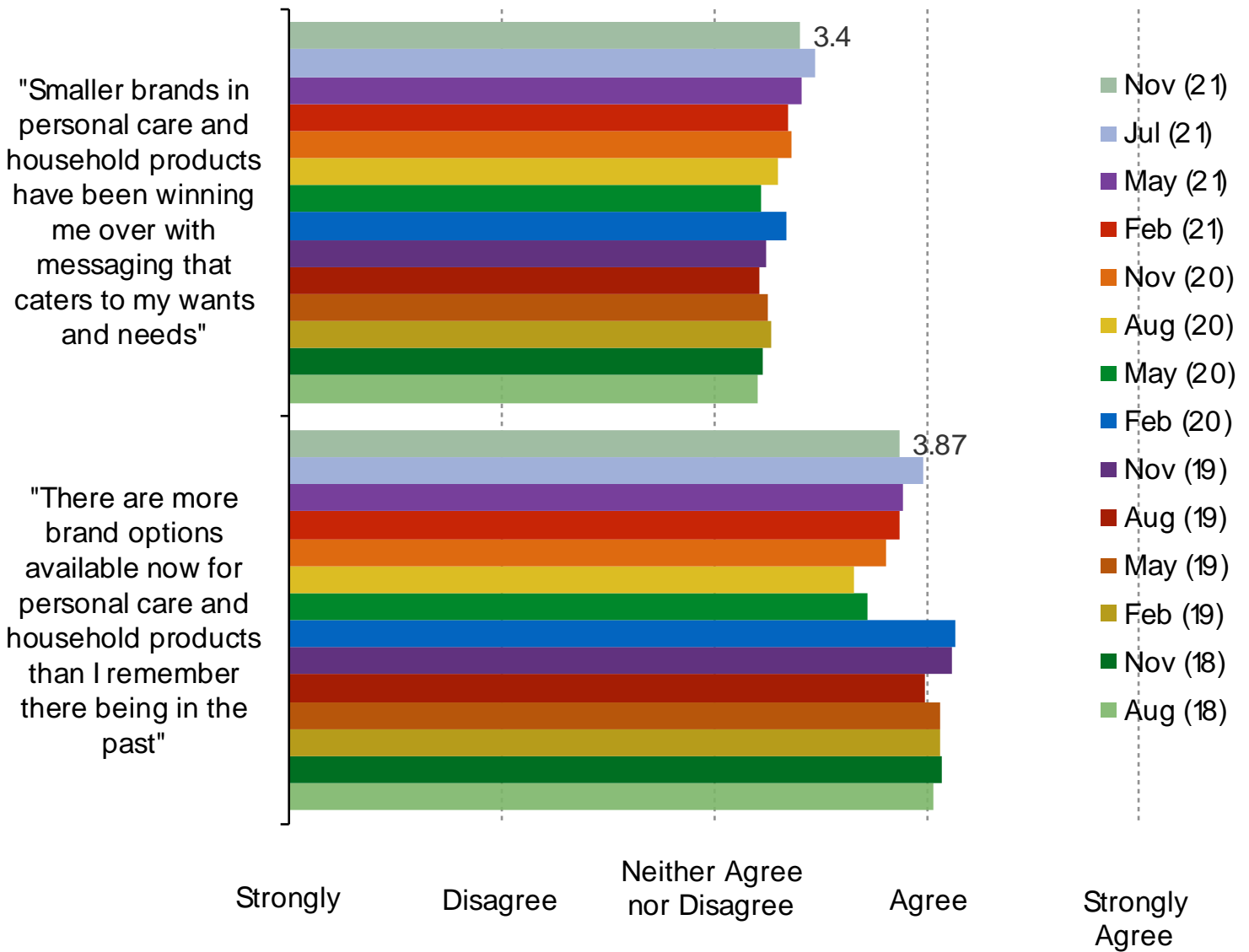
GOING FORWARD, TO YOU EXPECT TO SPEND MORE OR LESS THAN NORMAL ON THE FOLLOWING PRODUCTS?

Posed to respondents who regularly or occasionally make purchase decisions on each.



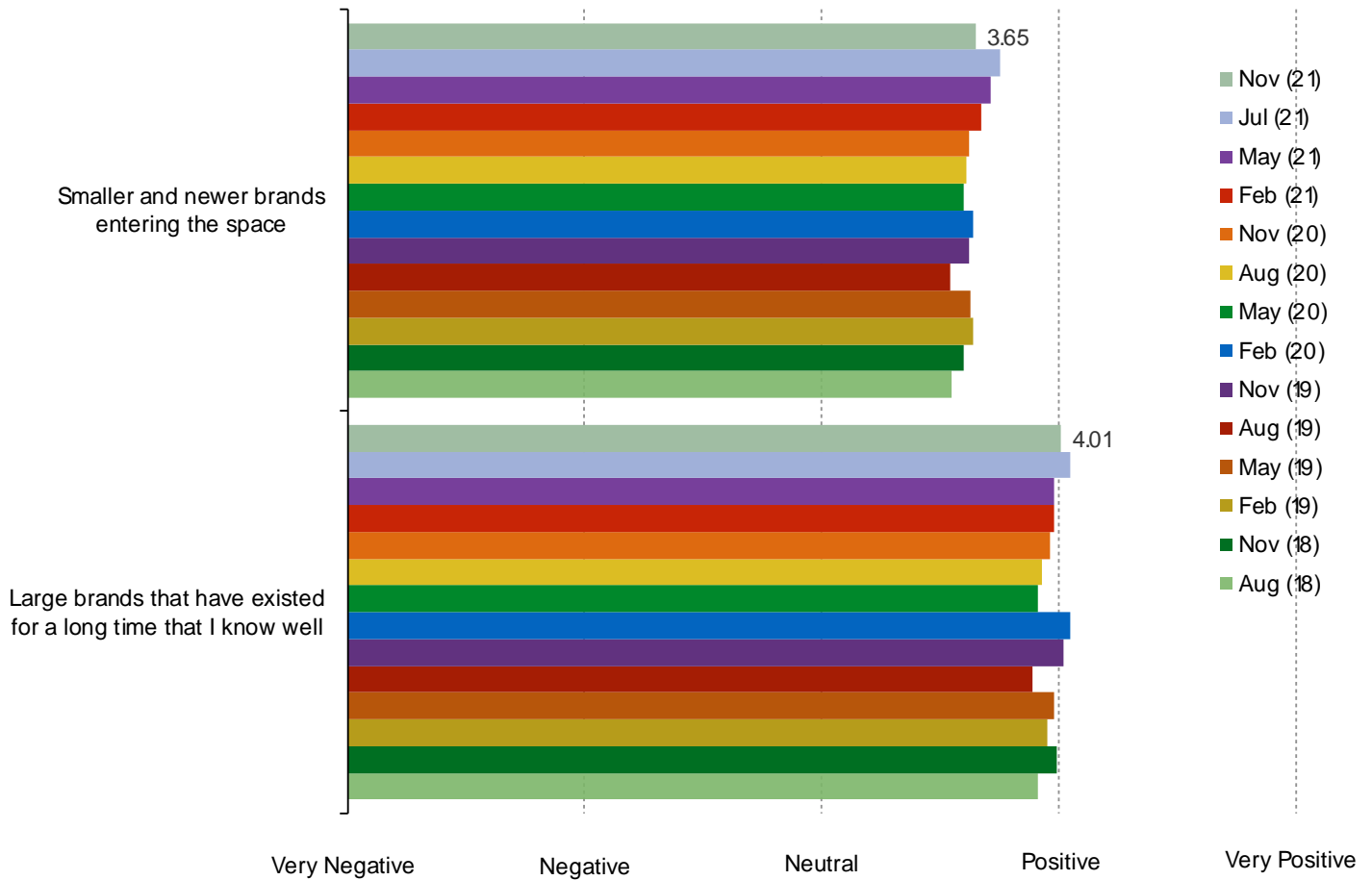
HOW MUCH DO YOU AGREE WITH THE FOLLOWING STATEMENTS?

Posed to all respondents



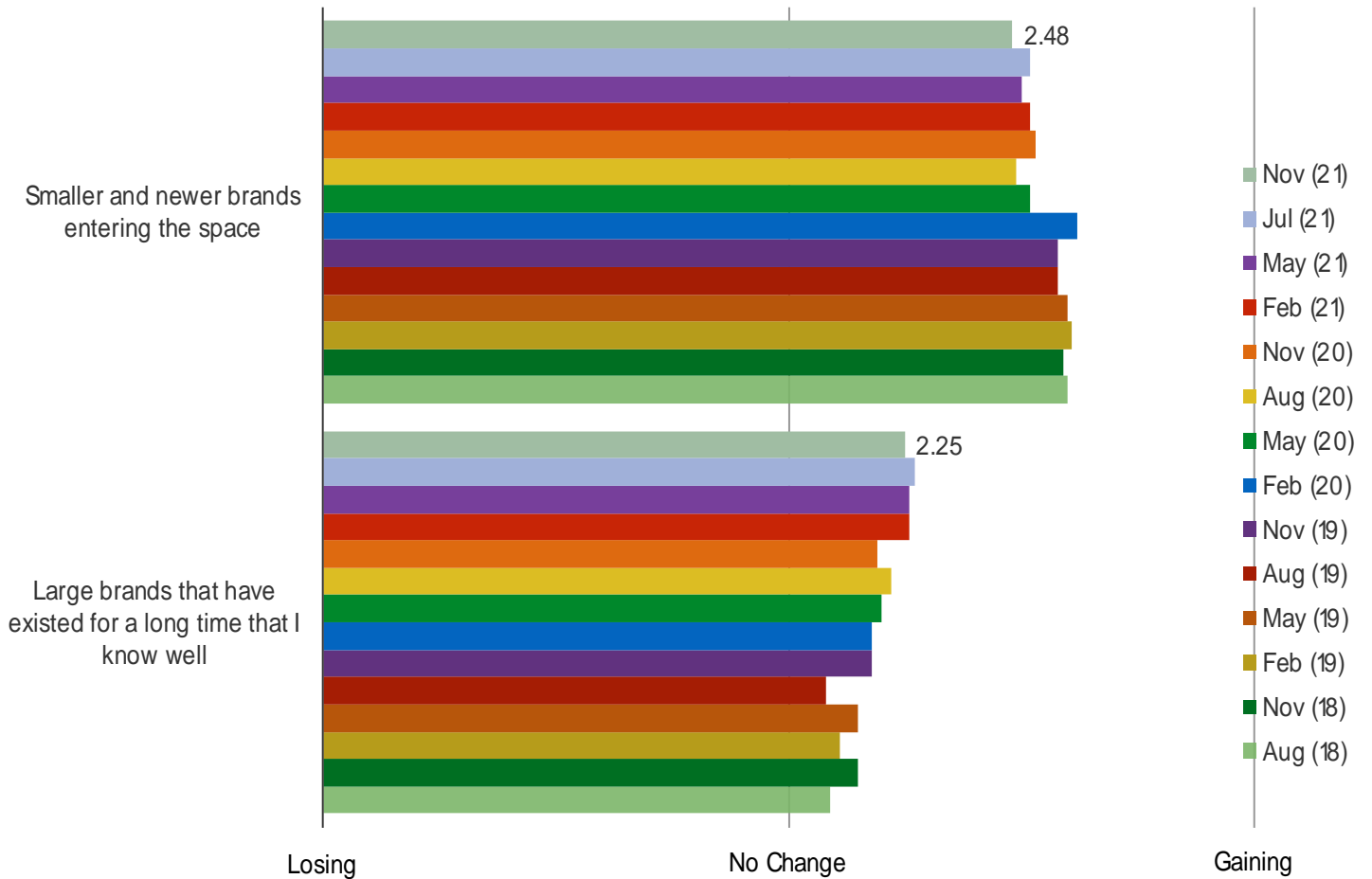
WHEN IT COMES TO HOUSEHOLD AND PERSONAL CARE PRODUCTS, WHAT IS YOUR OPINION OF THE FOLLOWING?

Posed to all respondents



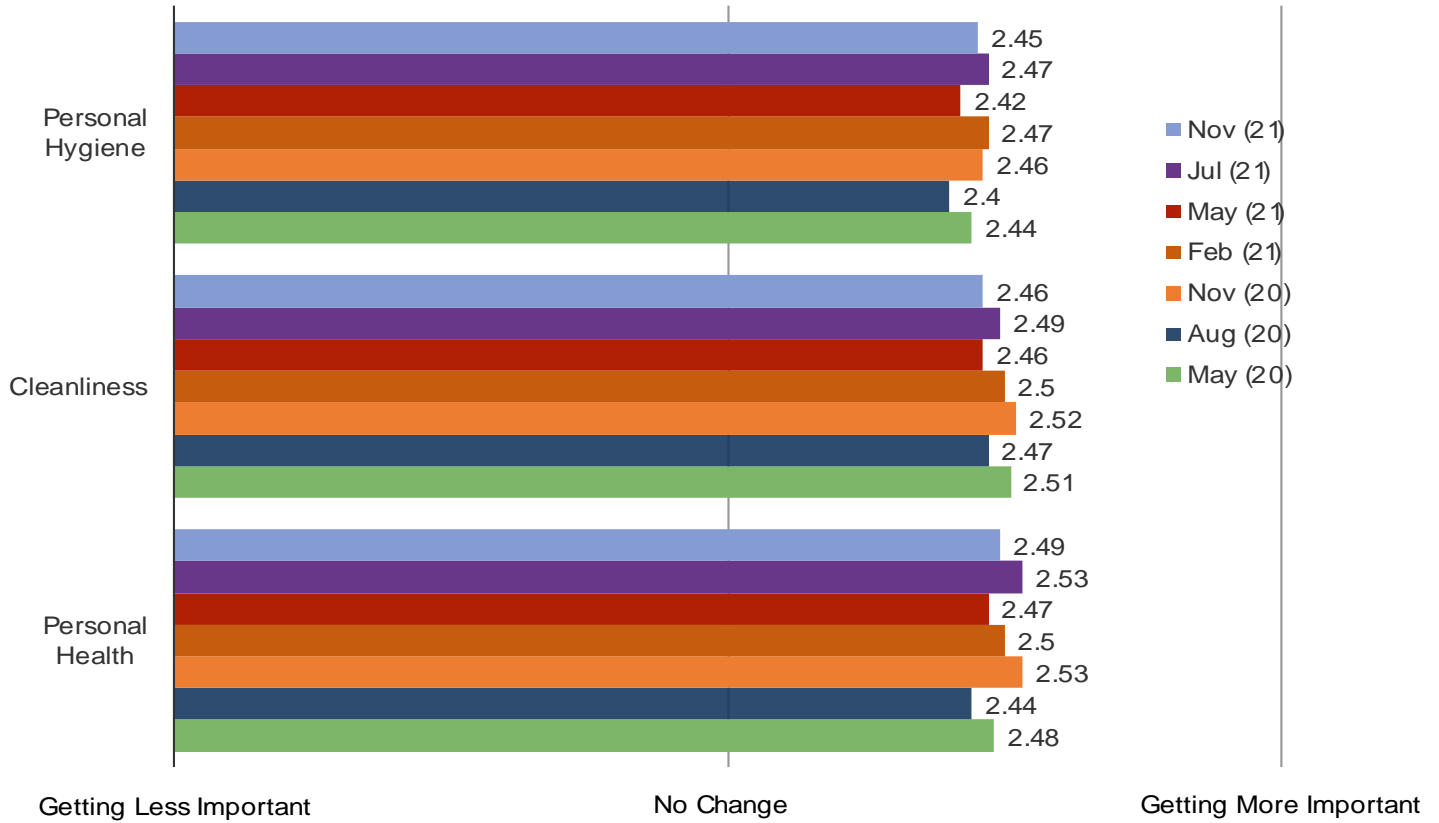
WHEN IT COMES TO HOUSEHOLD AND PERSONAL CARE PRODUCTS, DO YOU FEEL THE FOLLOWING ARE GAINING OR LOSING POPULARITY?

Posed to all respondents



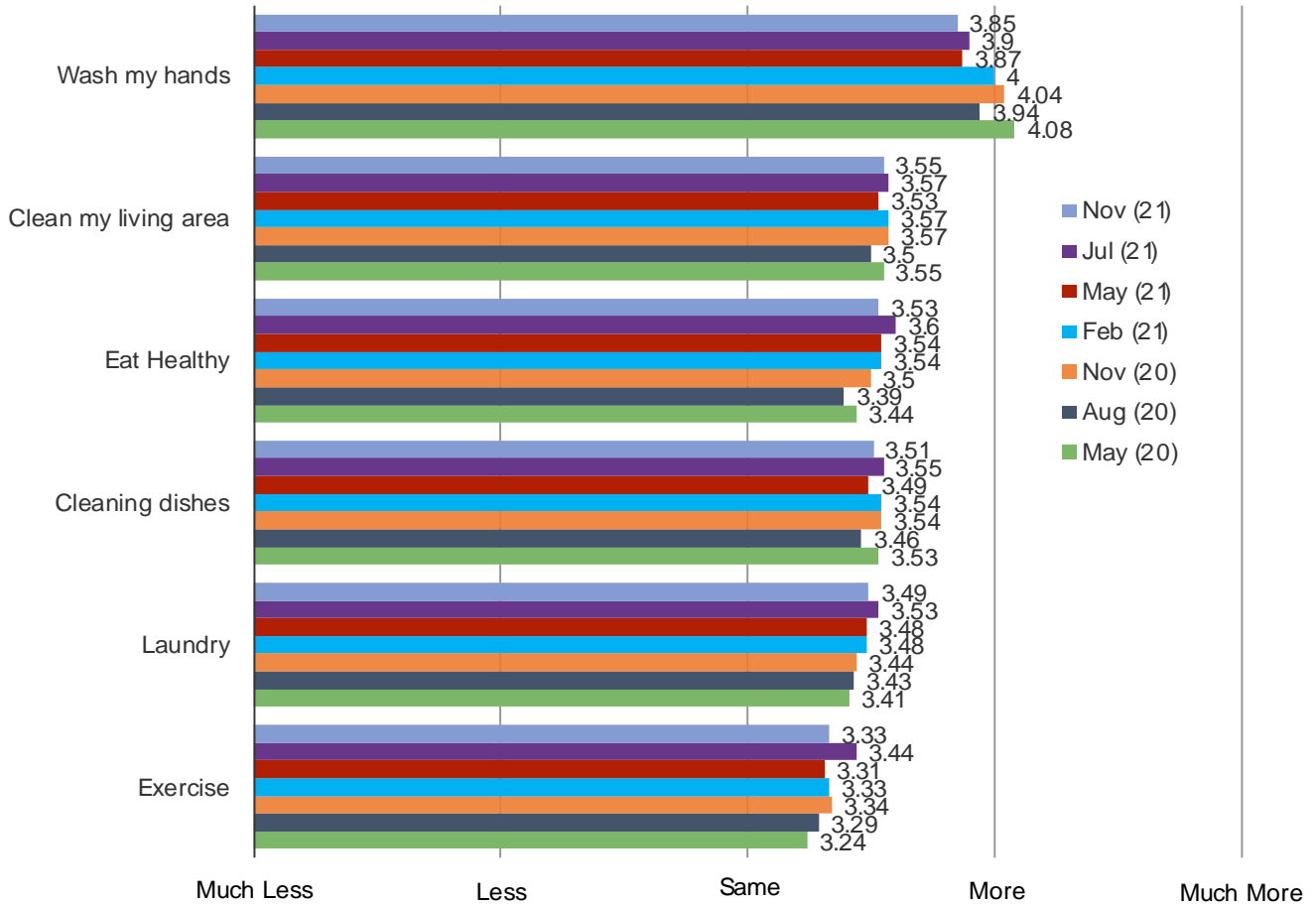
ARE THE FOLLOWING CURRENTLY GETTING MORE OR LESS IMPORTANT TO YOU?

Posed to all respondents.



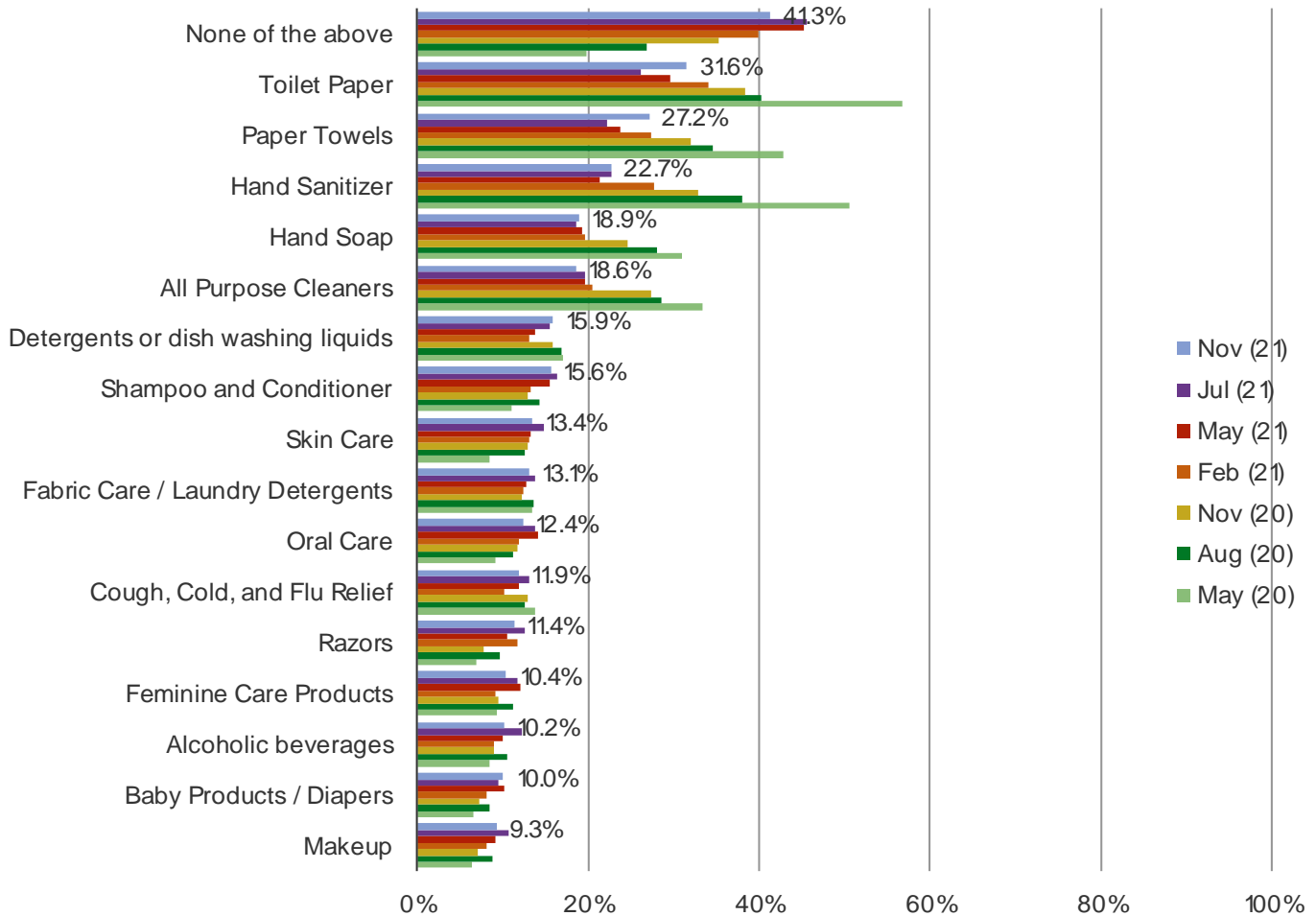
HAVE YOU RECENTLY CHANGED HOW OFTEN YOU DO THE FOLLOWING?

Posed to all respondents.



HAVE YOU HAD TROUBLE WITH INVENTORY OUTAGES OF ANY OF THE FOLLOWING TYPES OF PRODUCTS IN THE PAST MONTH? (SELECT ALL THAT APPLY)

Posed to all respondents.

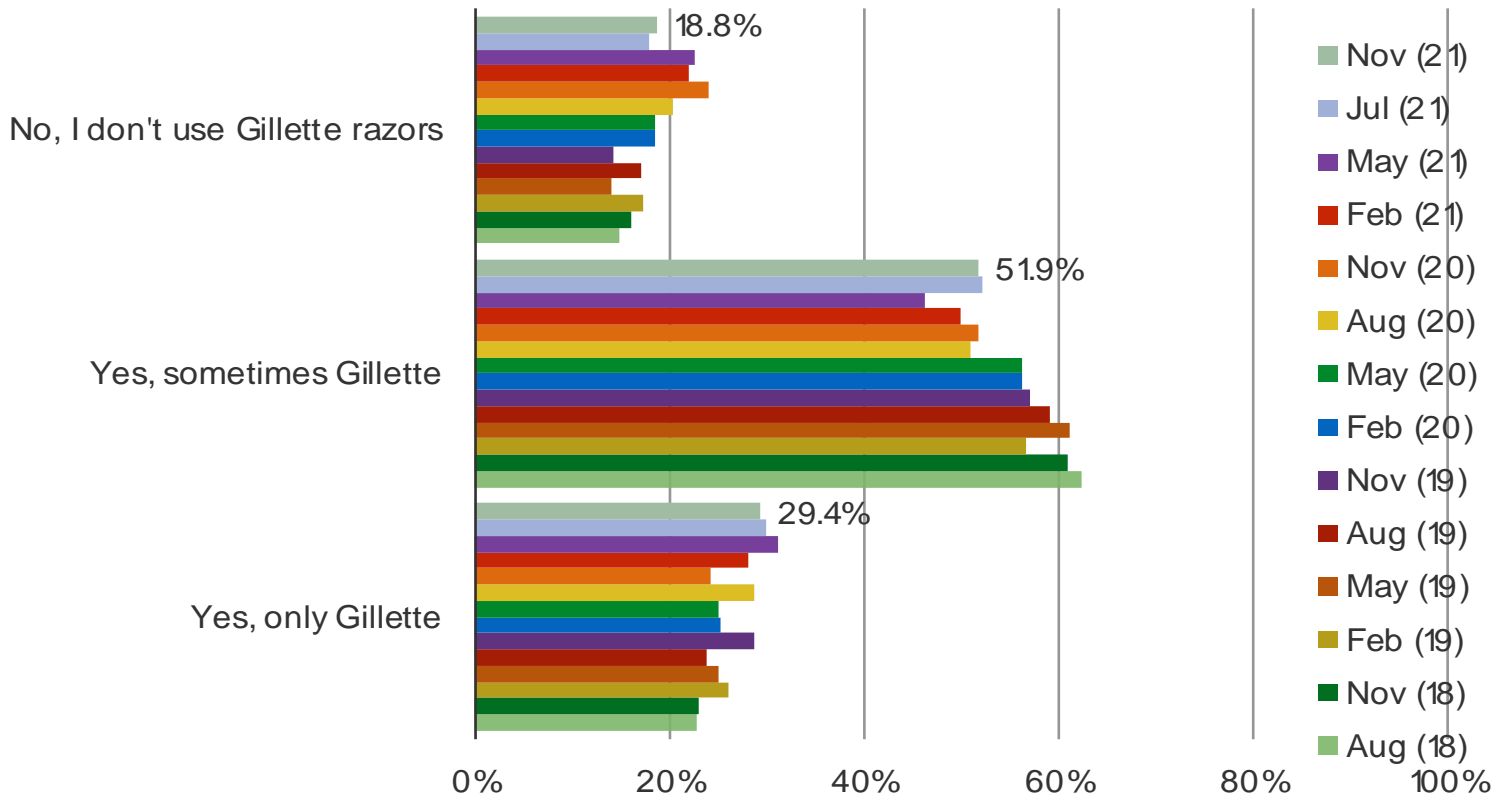


Davids vs. Goliaths

GILLETTE

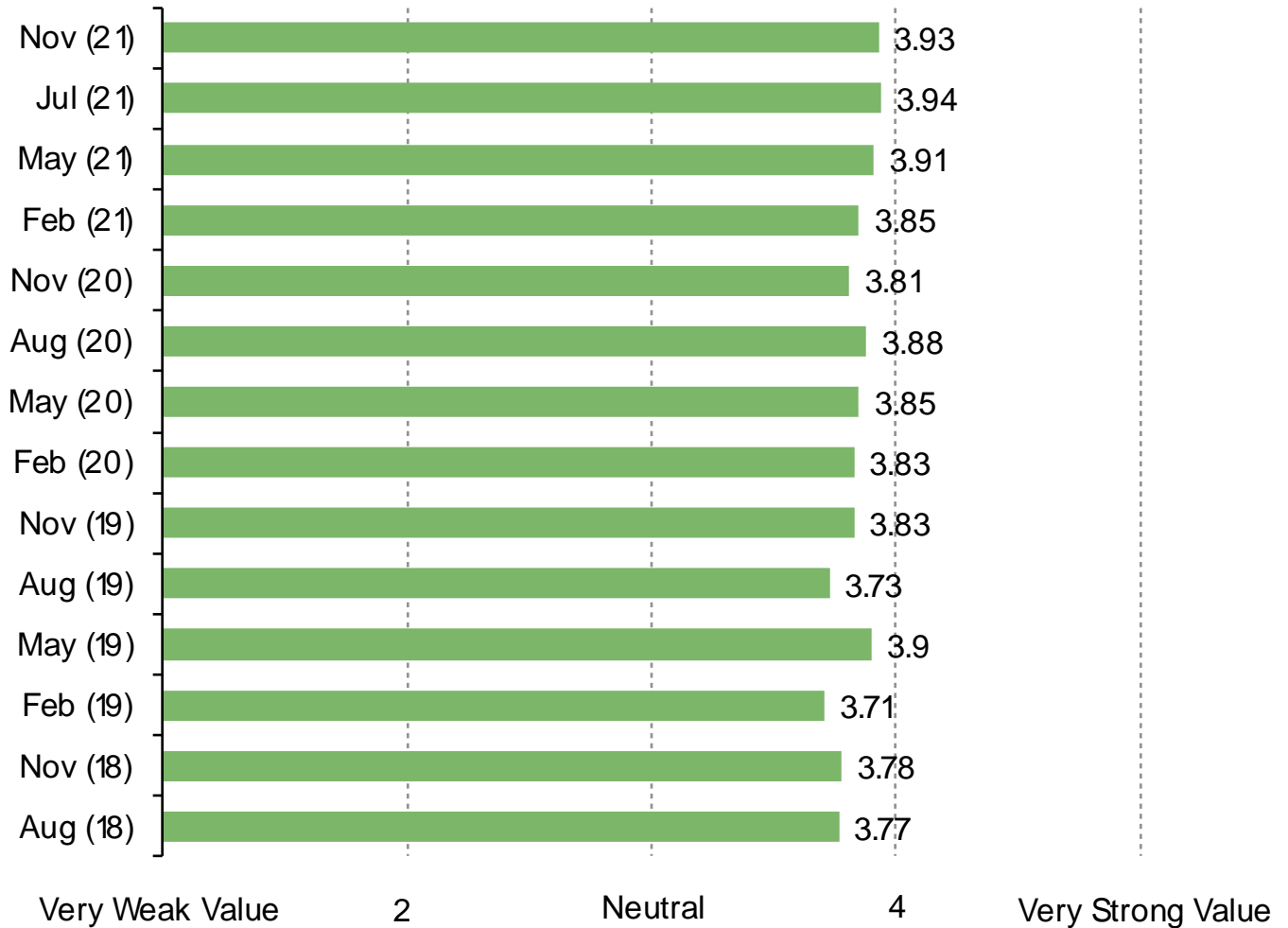
DO YOU USE GILLETTE RAZORS?

Posed to respondents who make purchase decisions on razors



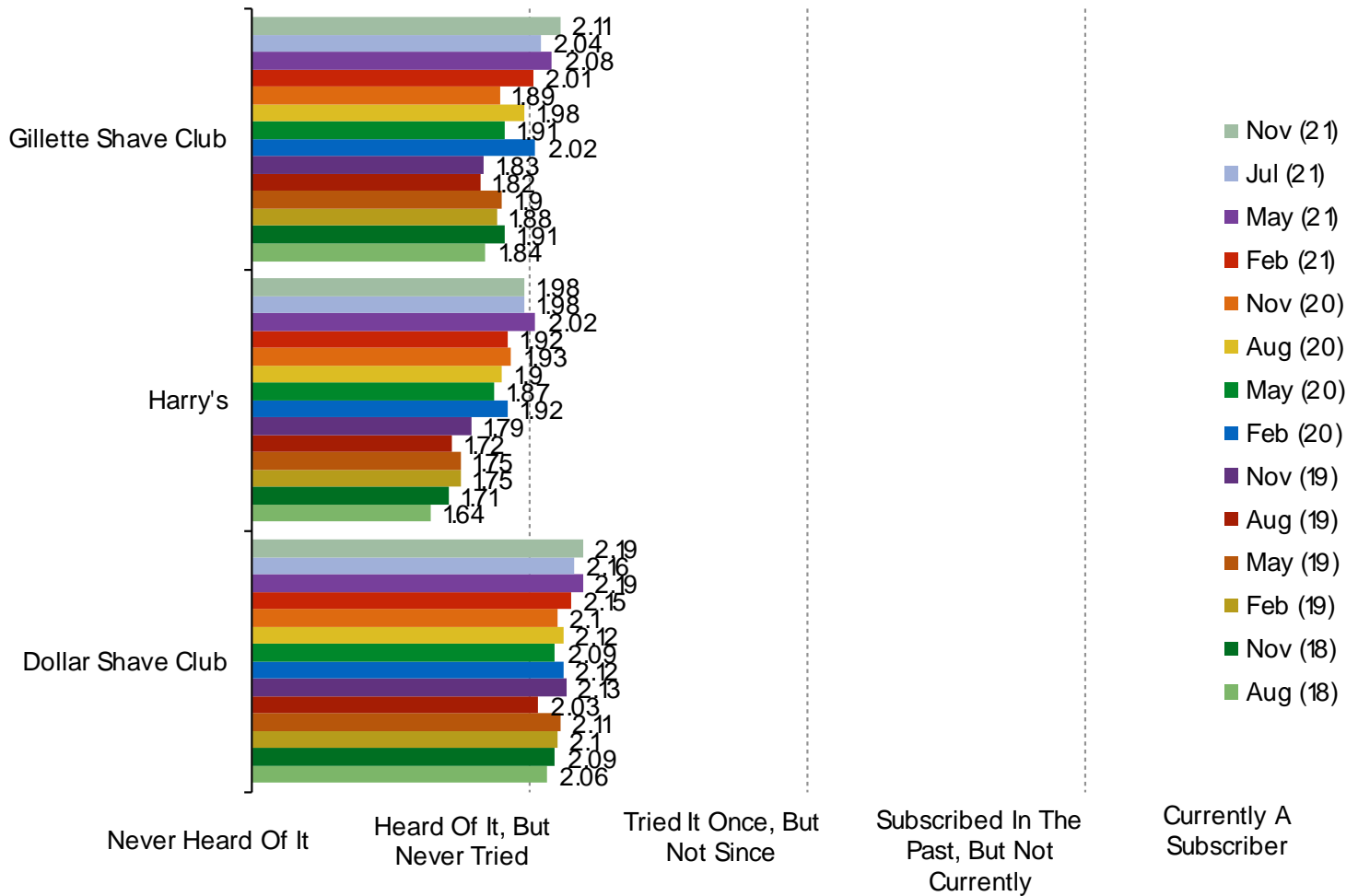
WHAT IS YOUR OPINION OF THE VALUE GILLETTE RAZORS OFFERS FOR THE PRICE?

Posed to respondents who make purchase decisions on razors



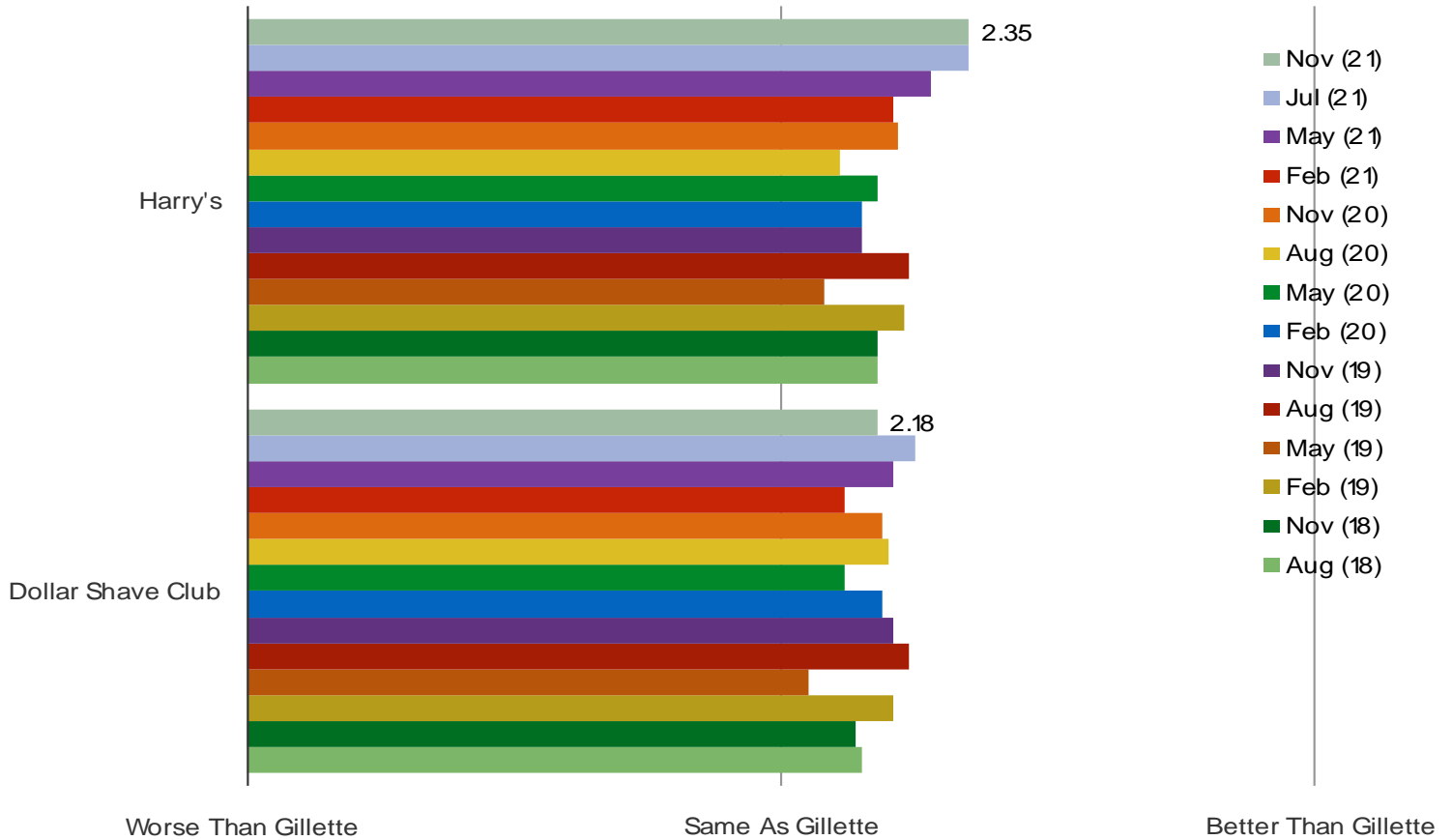
WHAT IS YOUR EXPERIENCE WITH THE FOLLOWING SHAVE CLUBS?

Posed to respondents who make purchase decisions on razors



WHAT IS YOUR OPINION OF THE FOLLOWING?

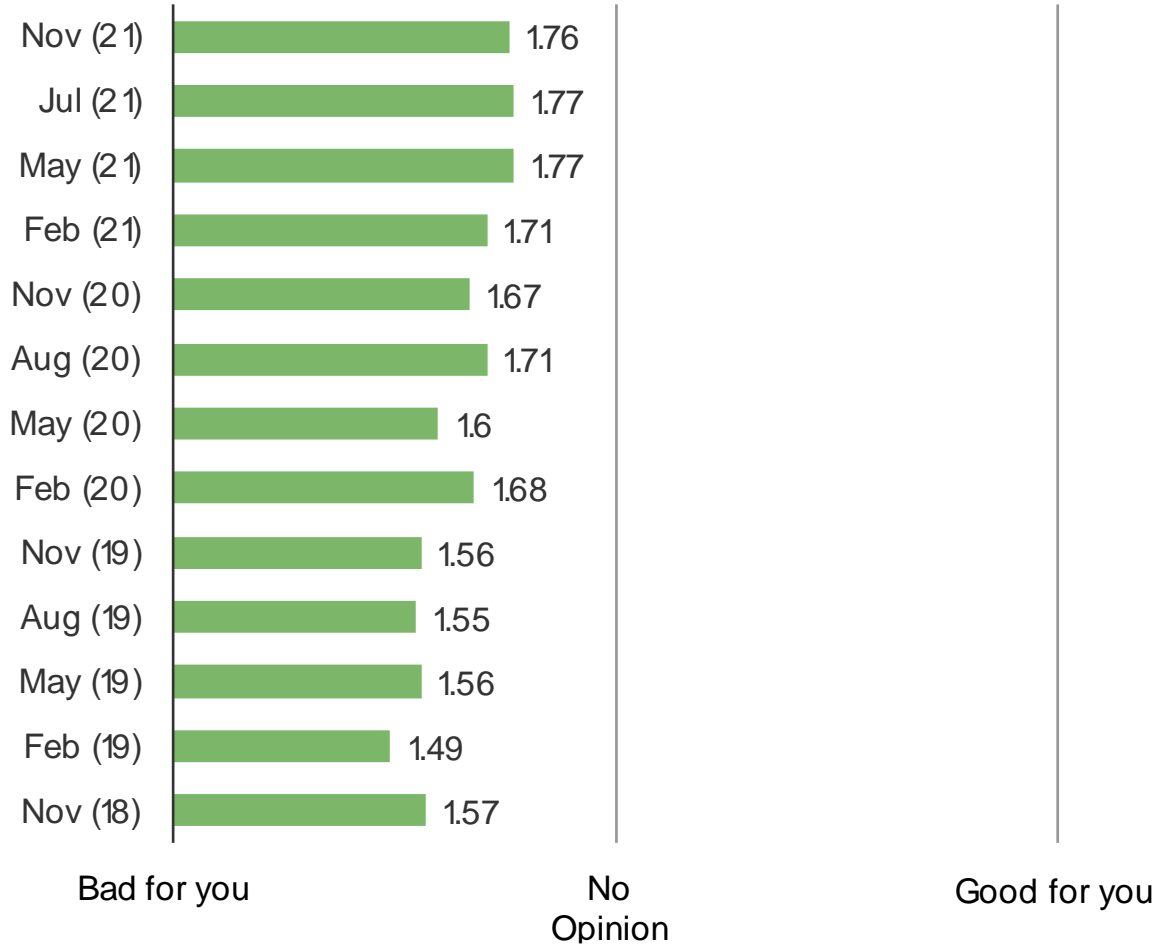
Posed to respondents who have at least tried Harry's and/or Dollar Shave Club



SODA AND ENERGY DRINKS

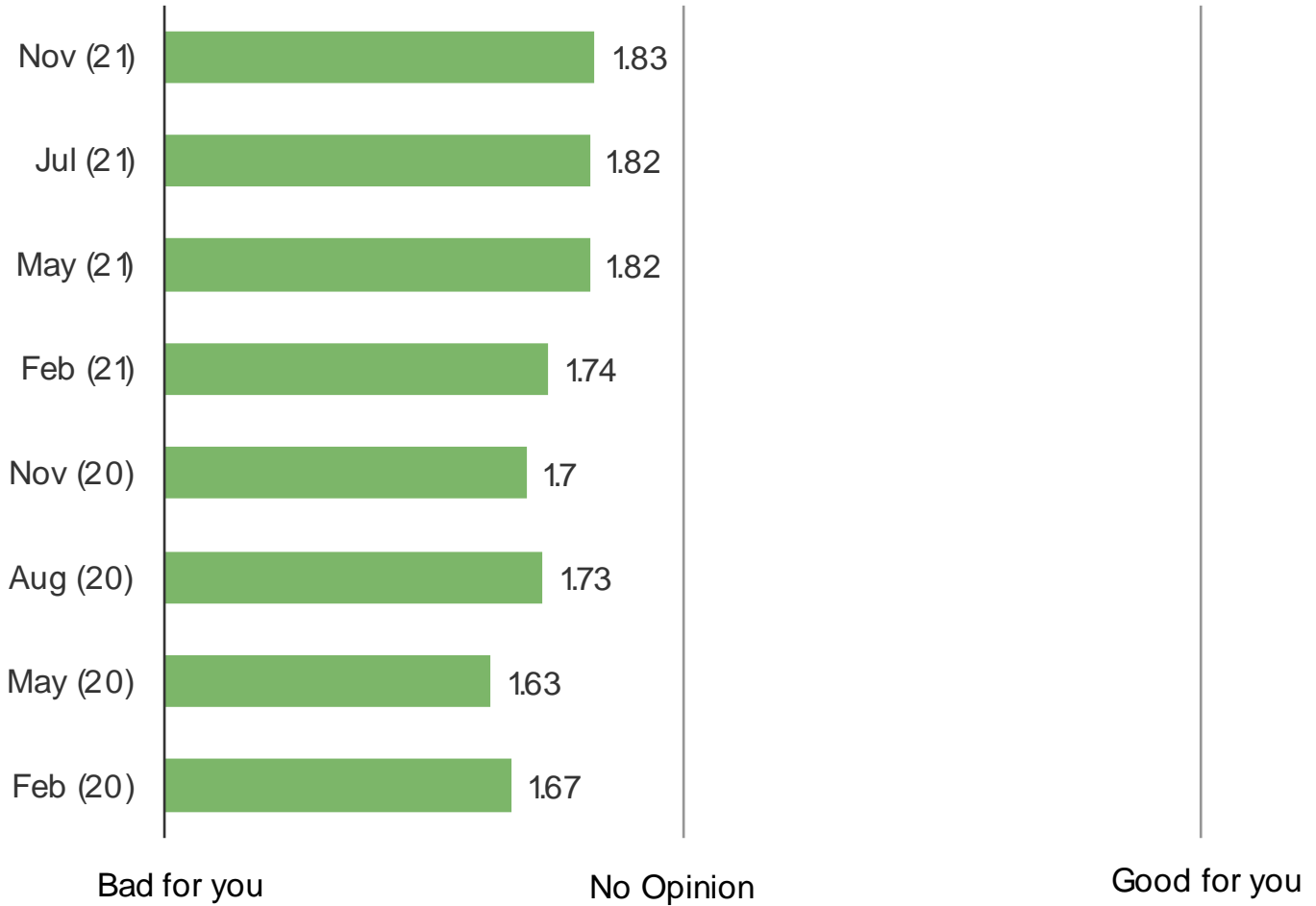
IN YOUR OPINION, IS SODA...

Posed to all respondents



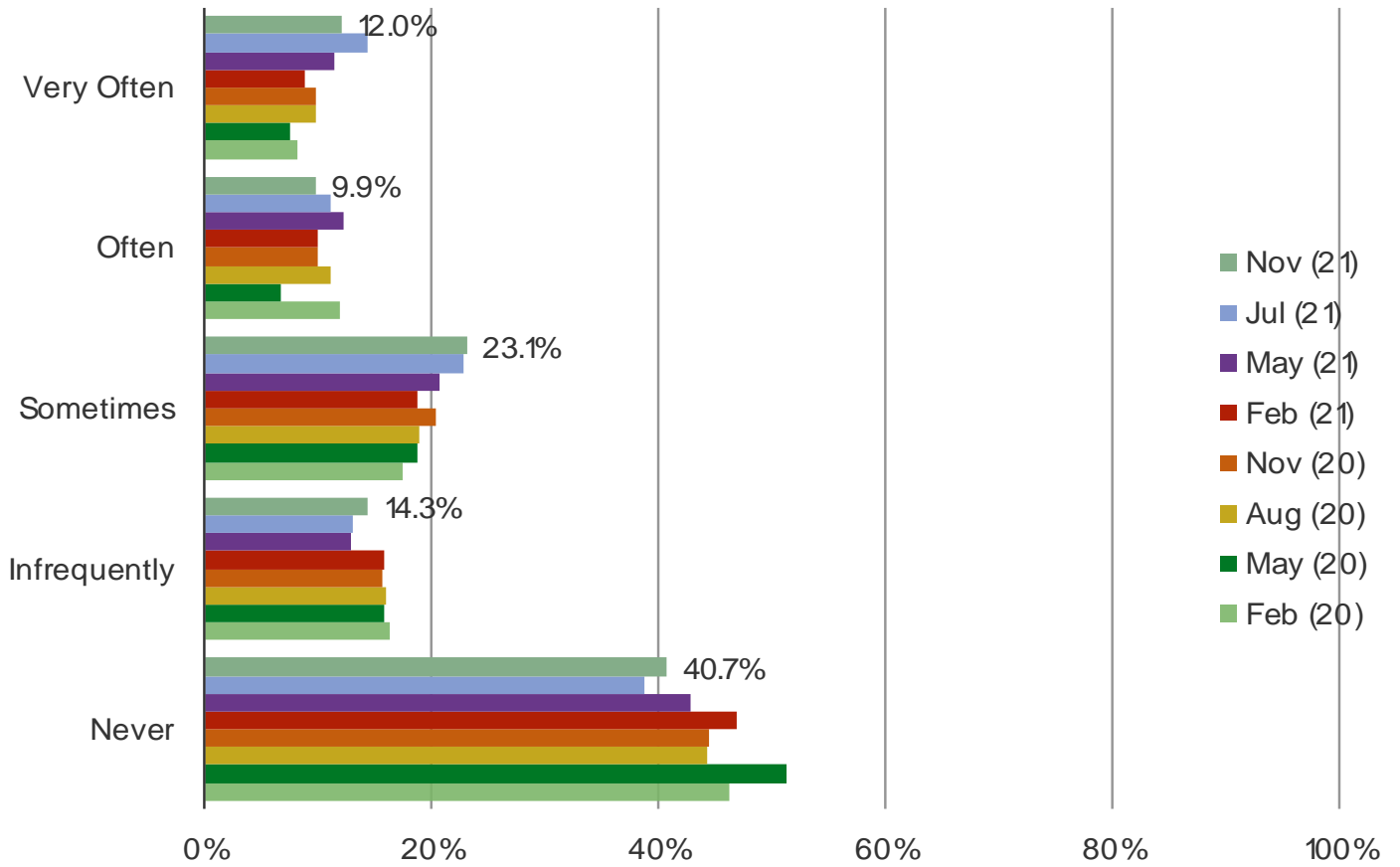
IN YOUR OPINION, ARE ENERGY DRINKS...

Posed to all respondents



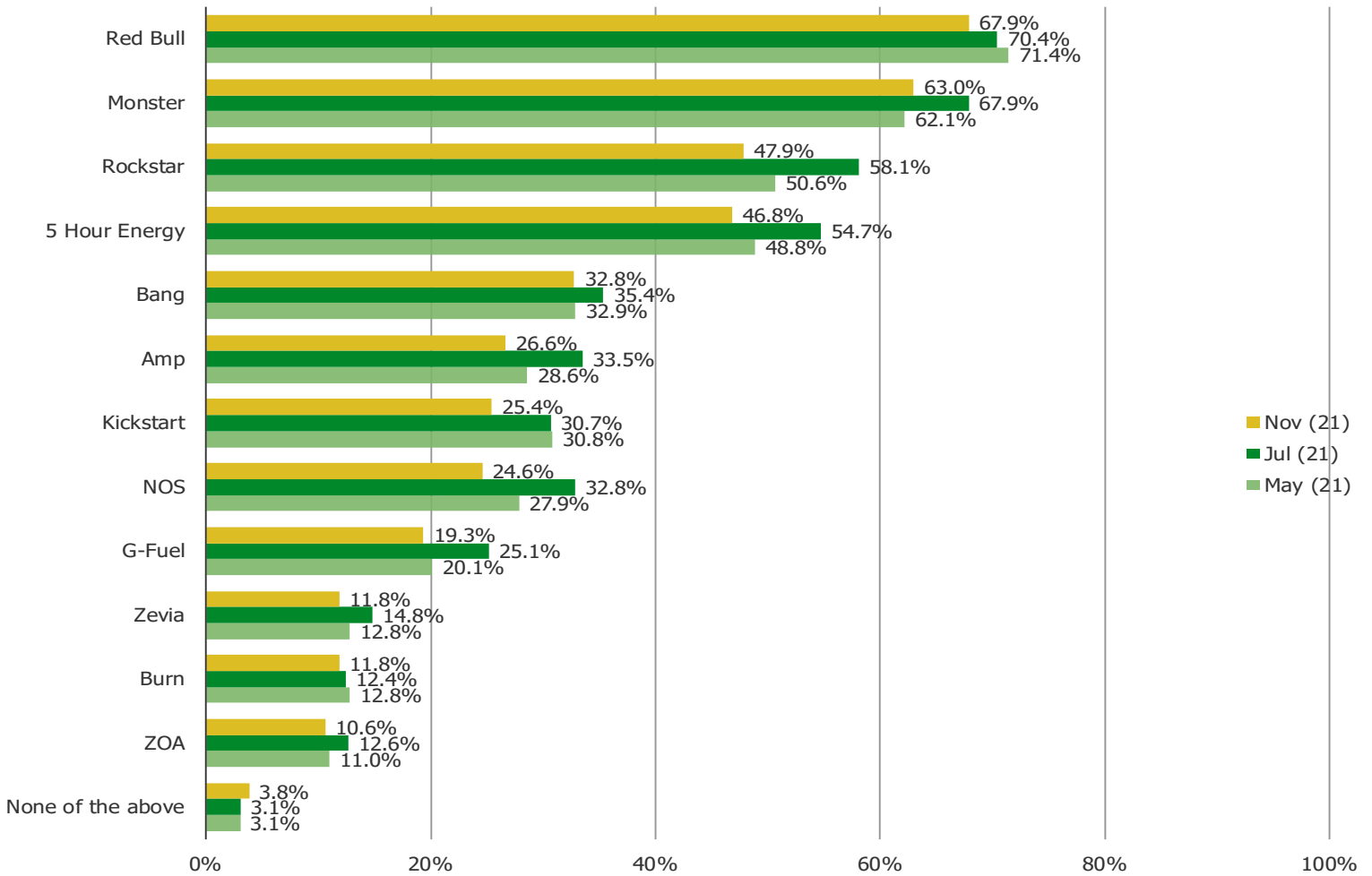
DO YOU CONSUME ENERGY DRINKS?

Posed to all respondents



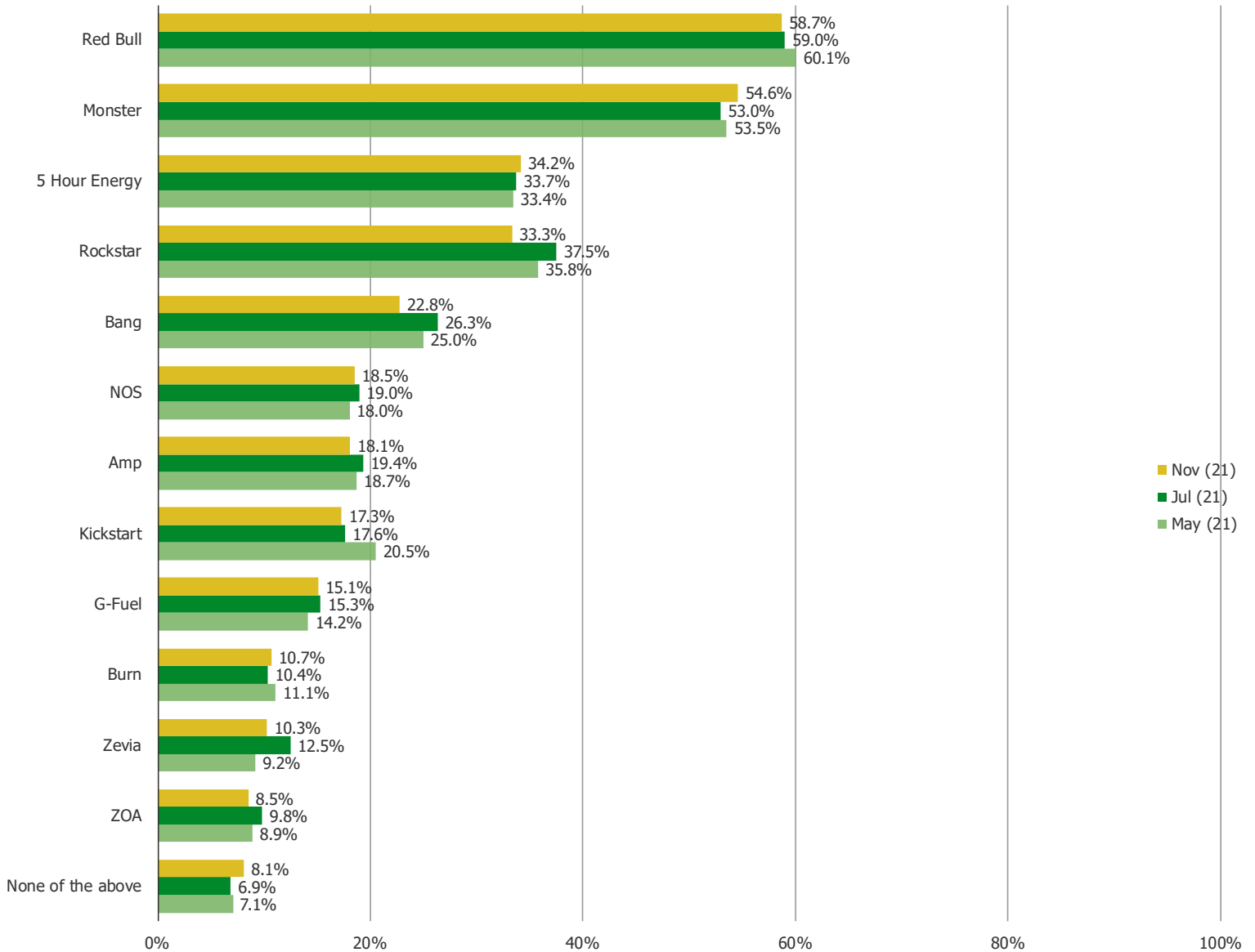
HAVE YOU HEARD OF ANY OF THE FOLLOWING ENERGY DRINK BRANDS? SELECT ALL THAT APPLY

Posed to all respondents who drink energy drinks at least infrequently.



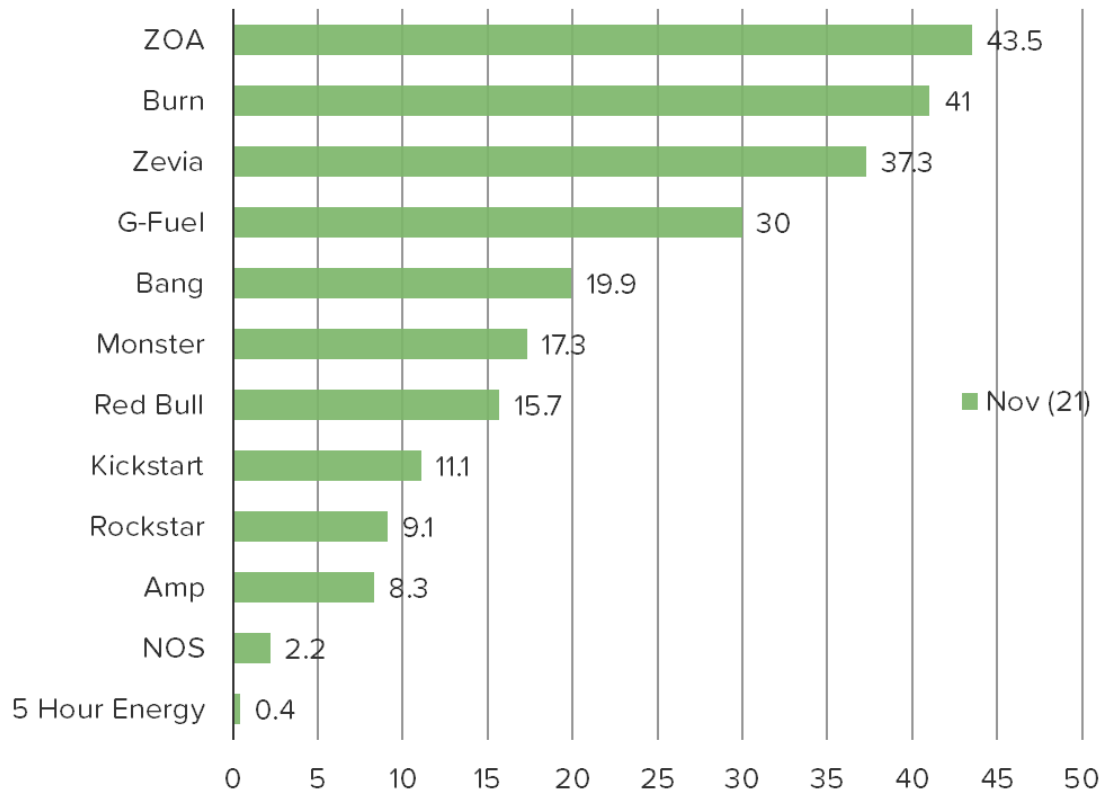
HAVE YOU EVER HAD/DRANK ENERGY DRINKS FROM ANY OF THE FOLLOWING BRANDS? SELECT ALL THAT APPLY

Posed to all respondents who drink energy drinks at least infrequently.



HOW LIKELY WOULD YOU BE TO RECOMMEND THE FOLLOWING TO A FRIEND OR COLLEAGUE?

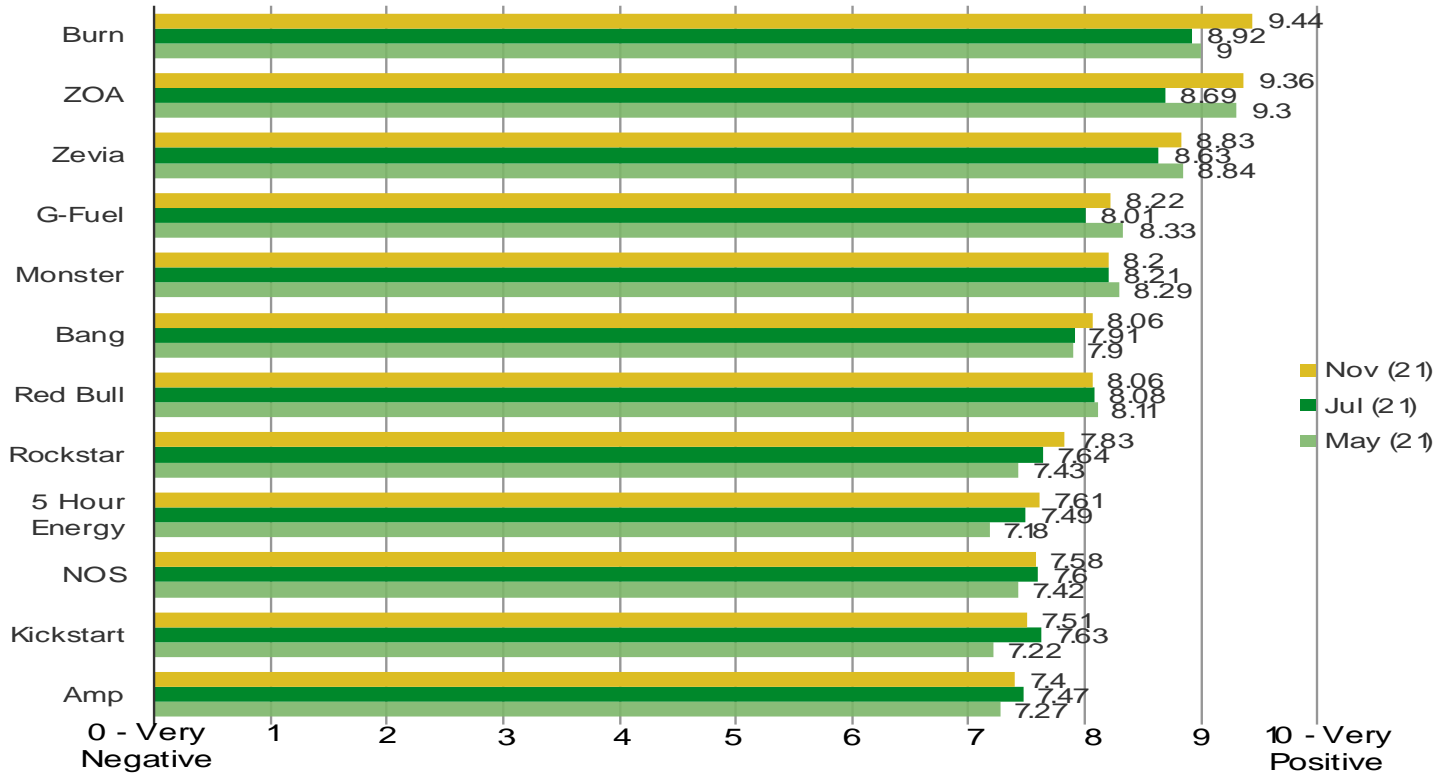
Posed to all respondents who drink the below energy drinks.



	N=
Red Bull	428
Monster	398
Rockstar	243
NOS	135
Burn	78
ZOA	62
G-Fuel	110
5 Hour Energy	249
Bang	166
Amp	132
Zevia	75
Kickstart	126

WHAT IS YOUR OPINION OF THE FOLLOWING?

Posed to all respondents who are aware of the below energy drinks.

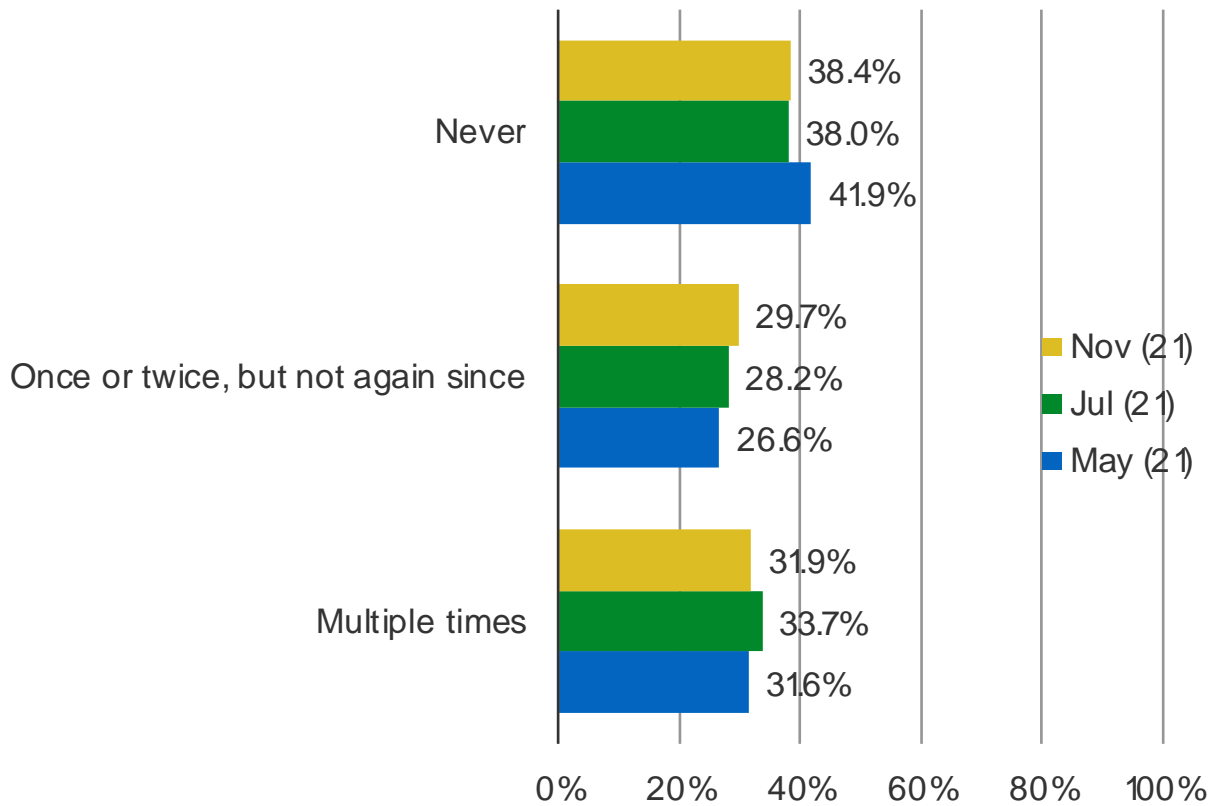


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HARD SELTZER

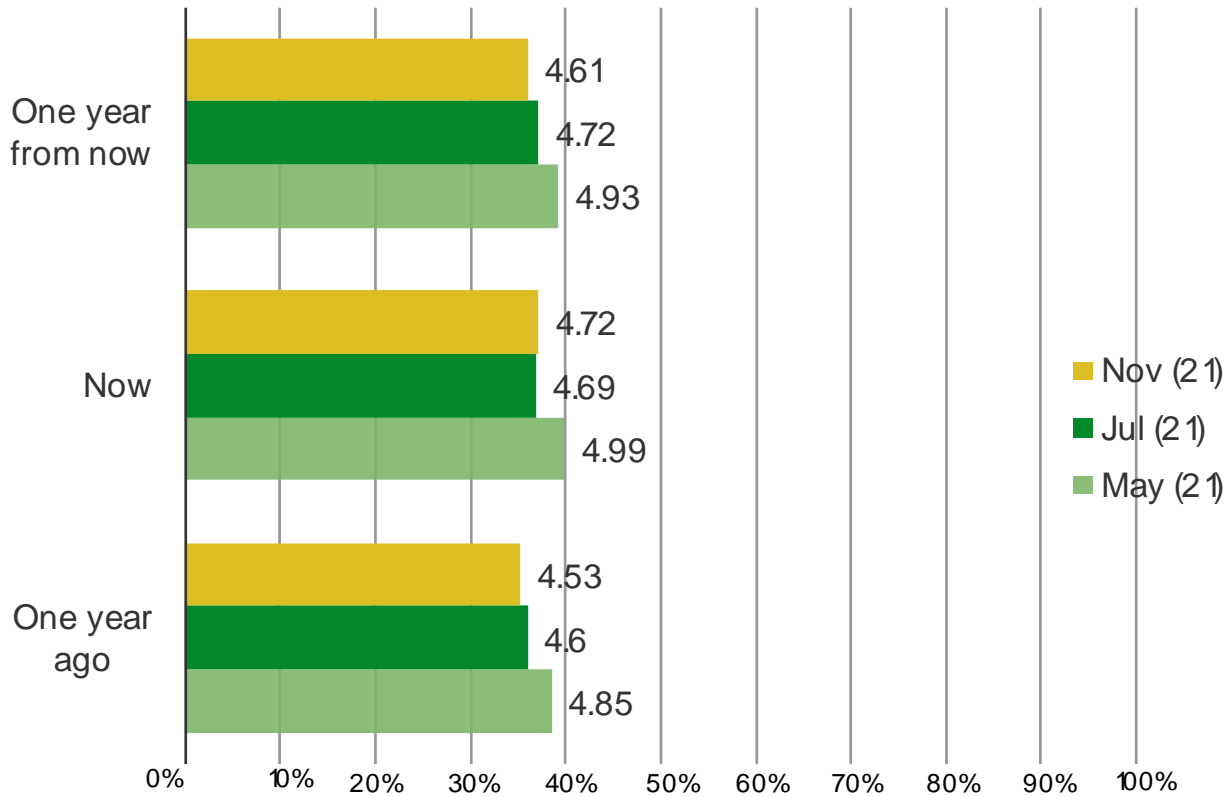
HAVE YOU EVER CONSUMED HARD SELTZER BEVERAGES? IE - CARBONATED WATER/SELTZER BEVERAGES WITH ALCOHOL IN IT.

Posed to all respondents.



WHAT PERCENTAGE OF YOUR ALCOHOL CONSUMPTION WOULD YOU ESTIMATE GOES TO HARD SELZTER?

Posed to all respondents who drink hard seltzer.



WHEN YOU THINK OF HARD SELTZER BRANDS, WHICH COMES TO MIND FIRST?

Posed to all respondents who drink hard seltzer.

November 2021

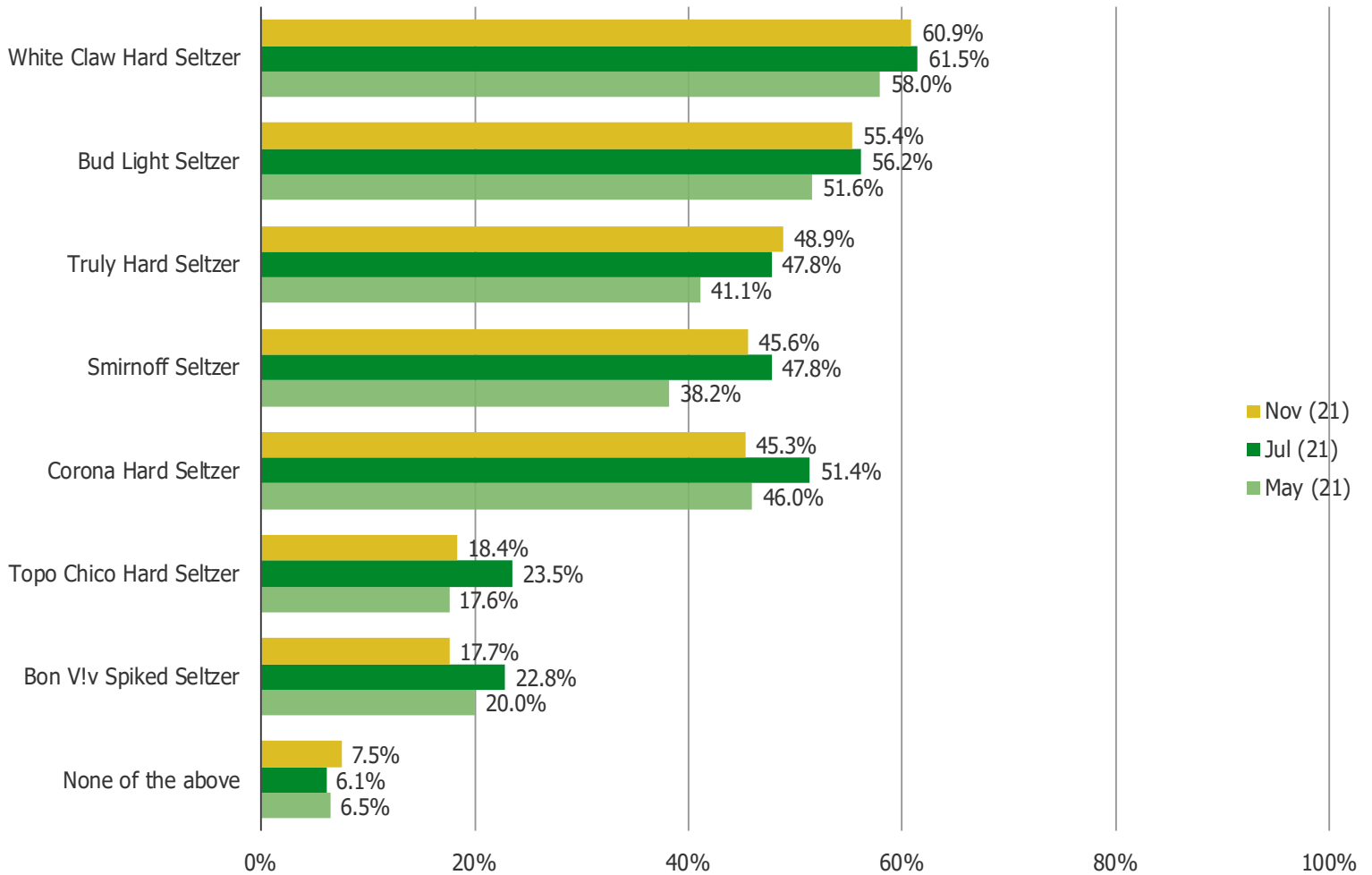


July 2021



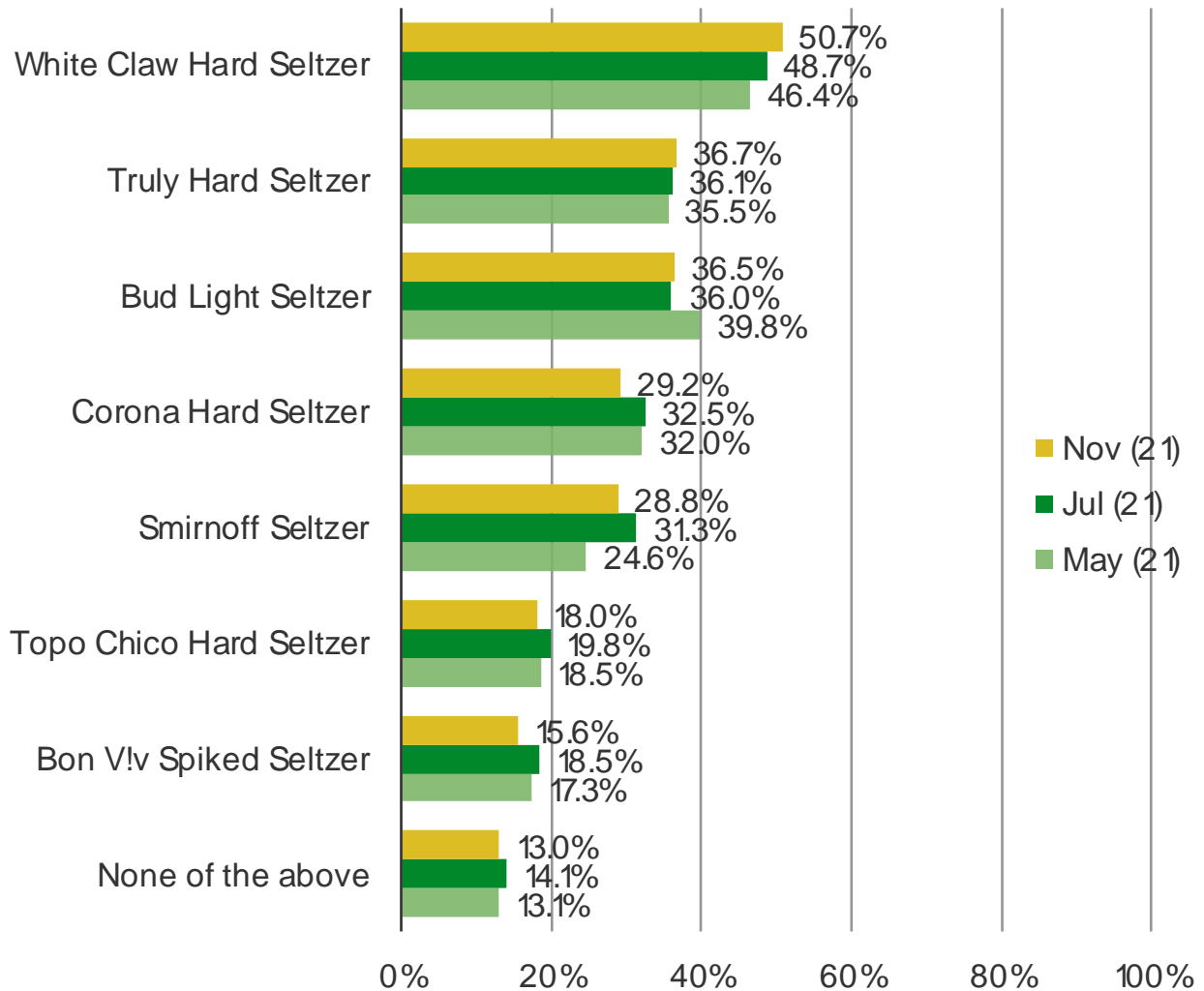
ARE YOU AWARE OF ANY OF THE FOLLOWING BRANDS? SELECT ALL THAT APPLY

Posed to all respondents who drink hard seltzer.



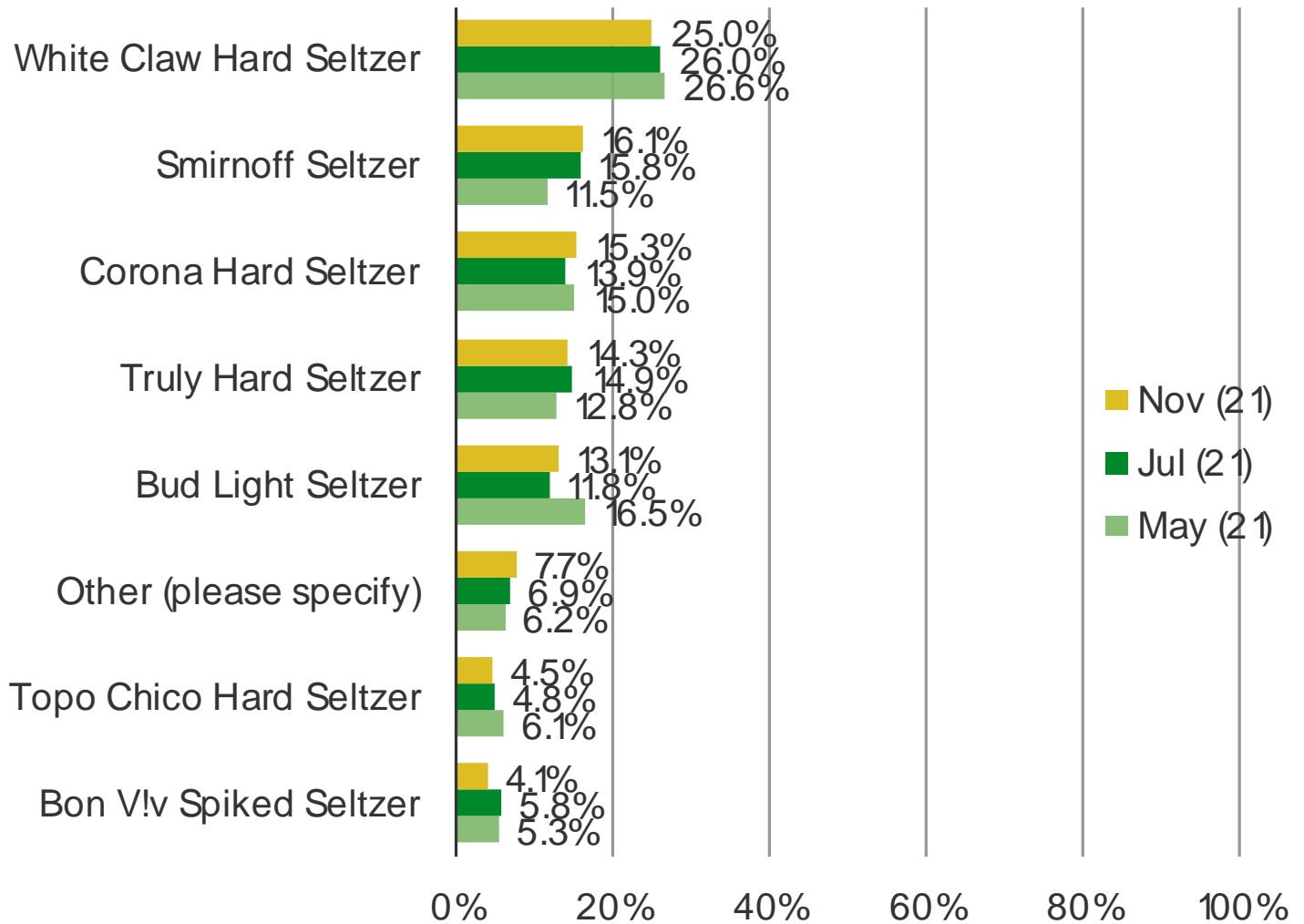
HAVE YOU EVER TRIED HARD SELTZER FROM ANY OF THE FOLLOWING BRANDS? SELECT ALL THAT APPLY

Posed to all respondents who drink hard seltzer.



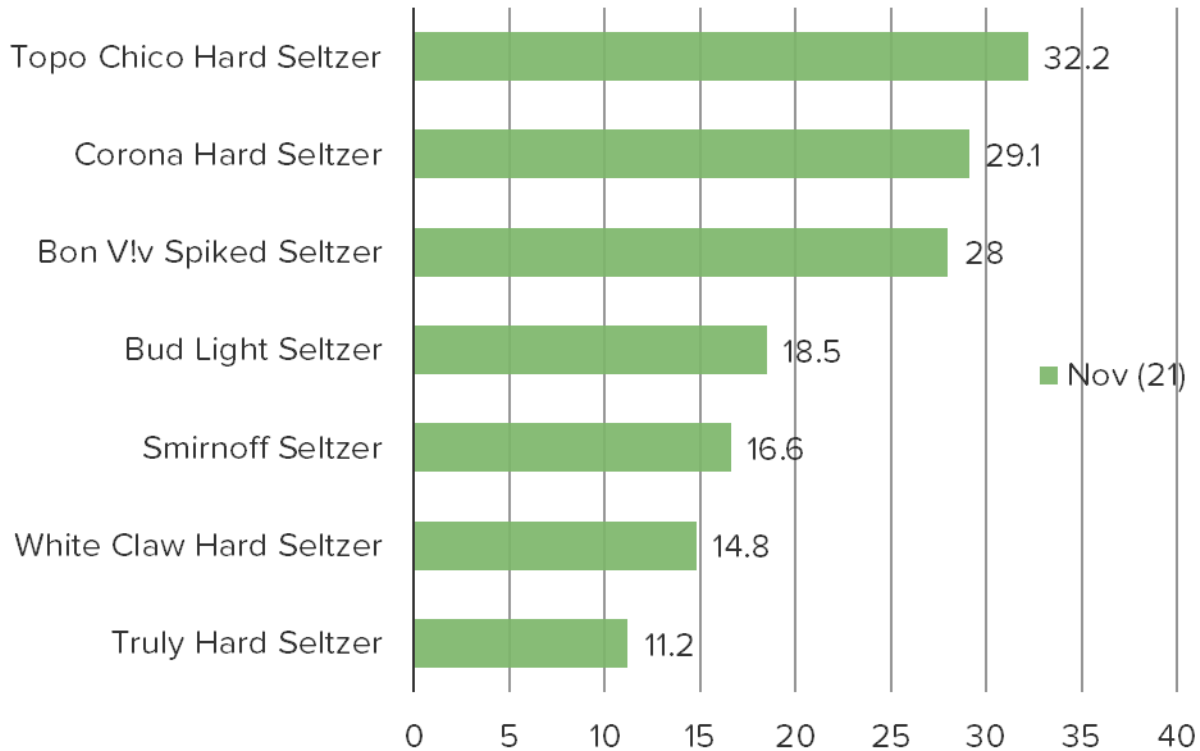
IN YOUR OPINION, WHICH BRAND IS BEST FOR HARD SELTZER? SELECT ALL THAT APPLY

Posed to all respondents who drink hard seltzer.



HOW LIKELY WOULD YOU BE TO RECOMMEND THE FOLLOWING TO A FRIEND OR COLLEAGUE?

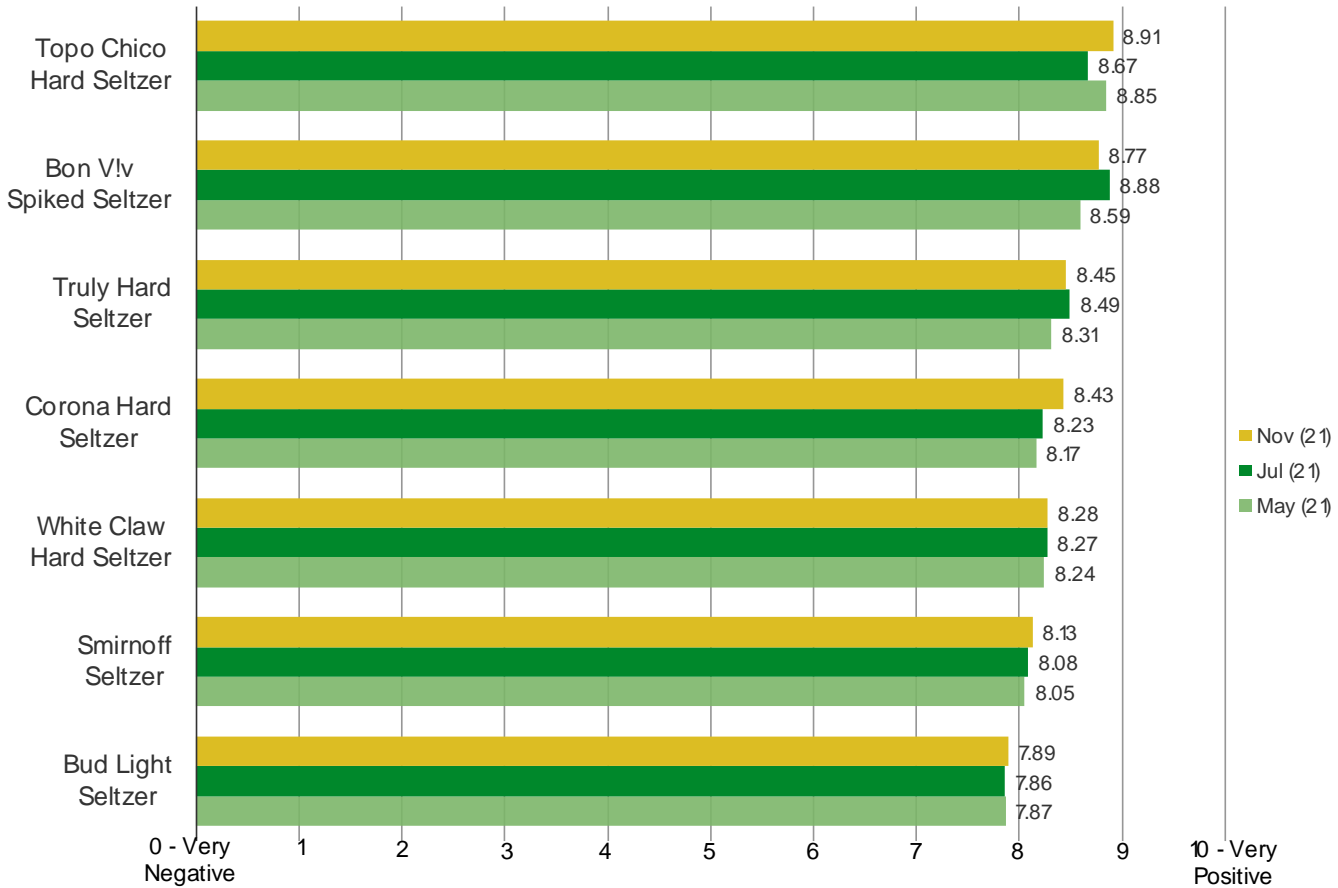
Posed to all hard seltzer drinkers who have tried each of the following.



	N=
Topo Chico Hard Seltzer	136
White Claw Hard Seltzer	384
Bon V!v Spiked Seltzer	118
Truly Hard Seltzer	277
Corona Hard Seltzer	220
Bud Light Seltzer	275
Smirnoff Seltzer	217

WHAT IS YOUR OPINION OF THE FOLLOWING BRANDS FOR THEIR HARD SELTZER PRODUCTS?

Posed to all hard seltzer drinkers who have heard of each of the following.



	N=
Topo Chico Hard Seltzer	136
White Claw Hard Seltzer	384
Bon V!v Spiked Seltzer	118
Truly Hard Seltzer	277
Corona Hard Seltzer	220
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