

BESPOKE SURVEYS

CPGs, Energy Drinks, and Hard Seltzer Vol 17

1,250+ US Consumers, Balanced to Census

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

- Over time, consumers have shifted their preferences for shopping for household and personal care items more in the direction of shopping online. However, they, on net, still favor shopping in stores for household and personal care items.
- Consumers have been and continue to dial back their expectations around how much inventory of grocery and personal care items that they keep on hand (both groceries and personal care items).

ENERGY DRINK TRENDS

- Burn and Celsius command the strongest Net Promoter Scores in our trackers and are ahead of Monster, Red Bull, and 5 Hour Energy when it comes to NPS.
- Grocery stores and convenience stores remain the top two places that consumers use to shop for energy drinks. Amazon is a major channel as well but trails behind grocery stores and convenience stores.

HARD SELTZER TRENDS

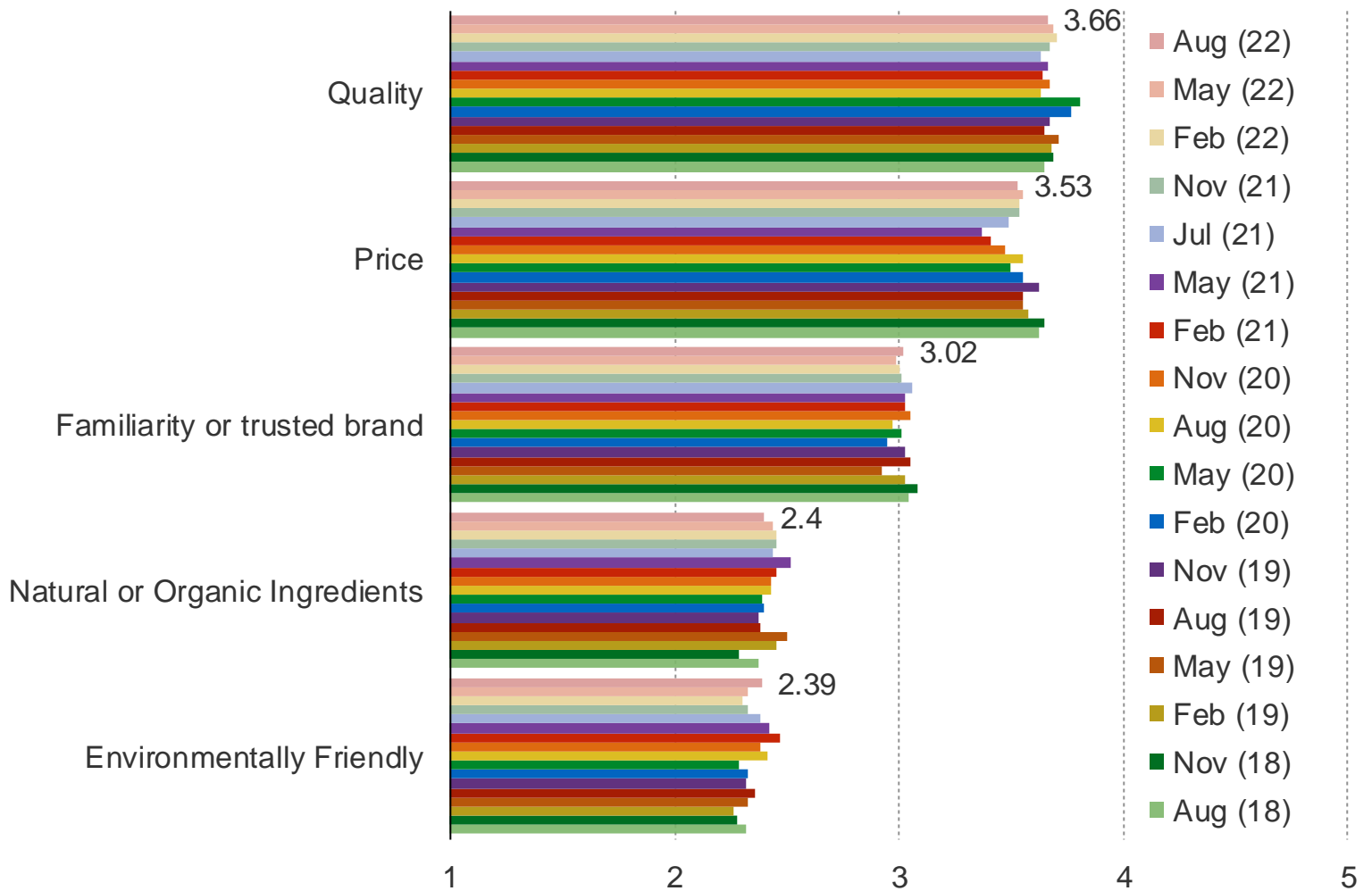
Data around future hard seltzer consumption continues to soften with readings at series lows. White Claw continues to lead when it comes to aided awareness, ahead of Bud Light Seltzer and Truly.

Dauids vs. Goliaths

CPGS OVERALL

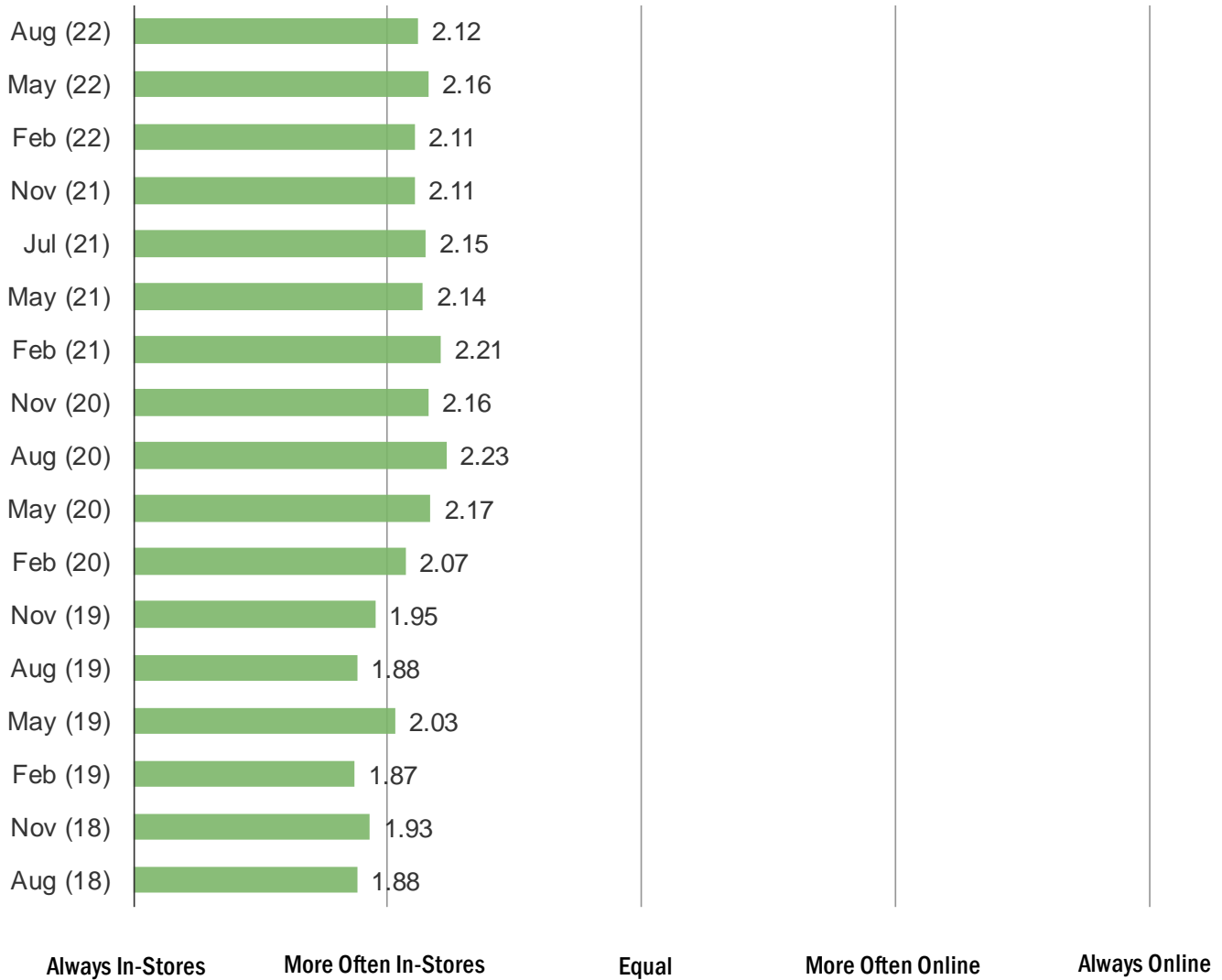
PLEASE RANK WHICH ARE MOST IMPORTANT TO YOU WHEN IT COMES TO PURCHASING PERSONAL CARE AND HOUSEHOLD ITEMS.

Posed to all respondents



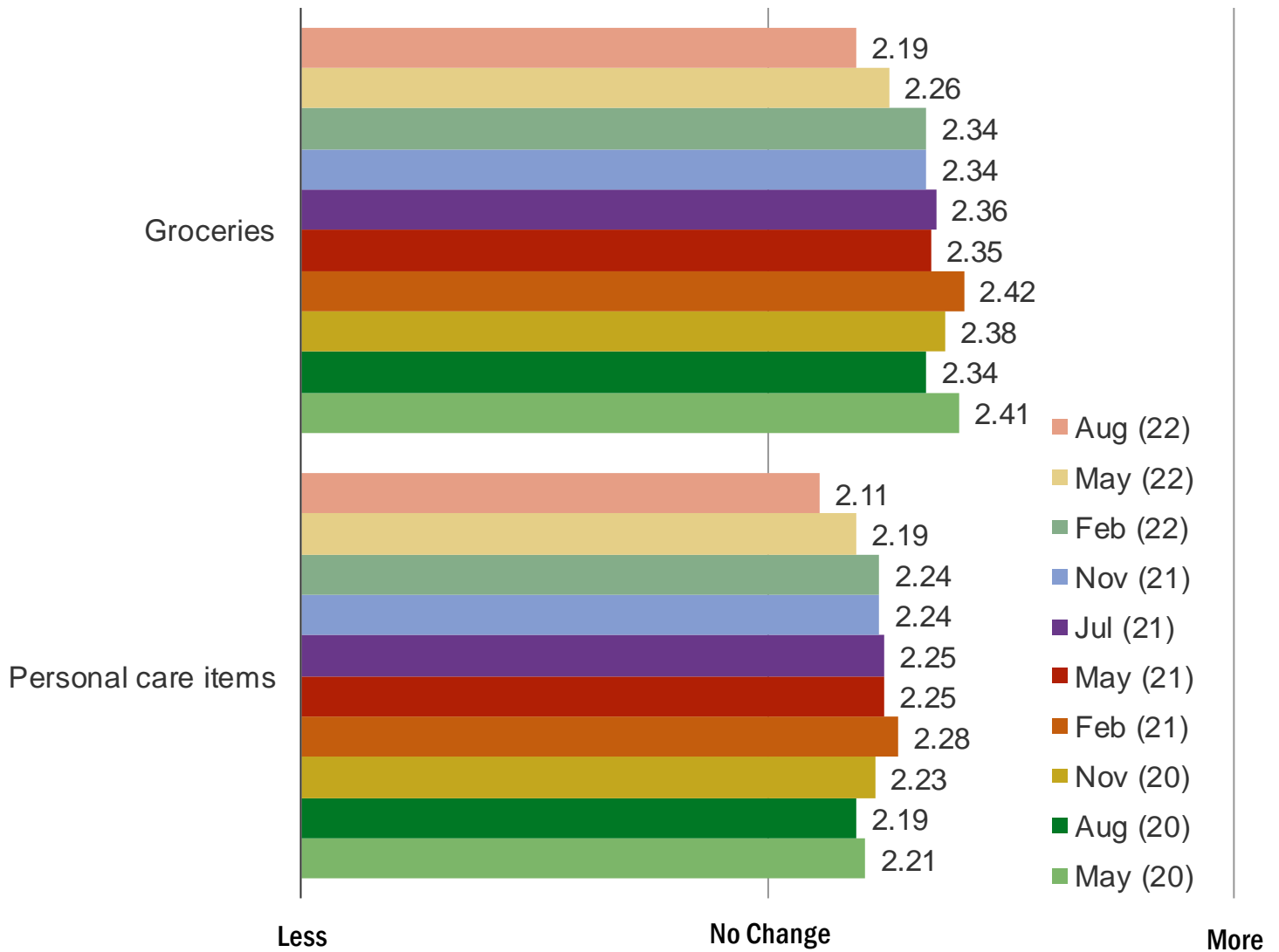
WHERE DO YOU BUY HOUSEHOLD AND PERSONAL CARE ITEMS?

Posed to all respondents



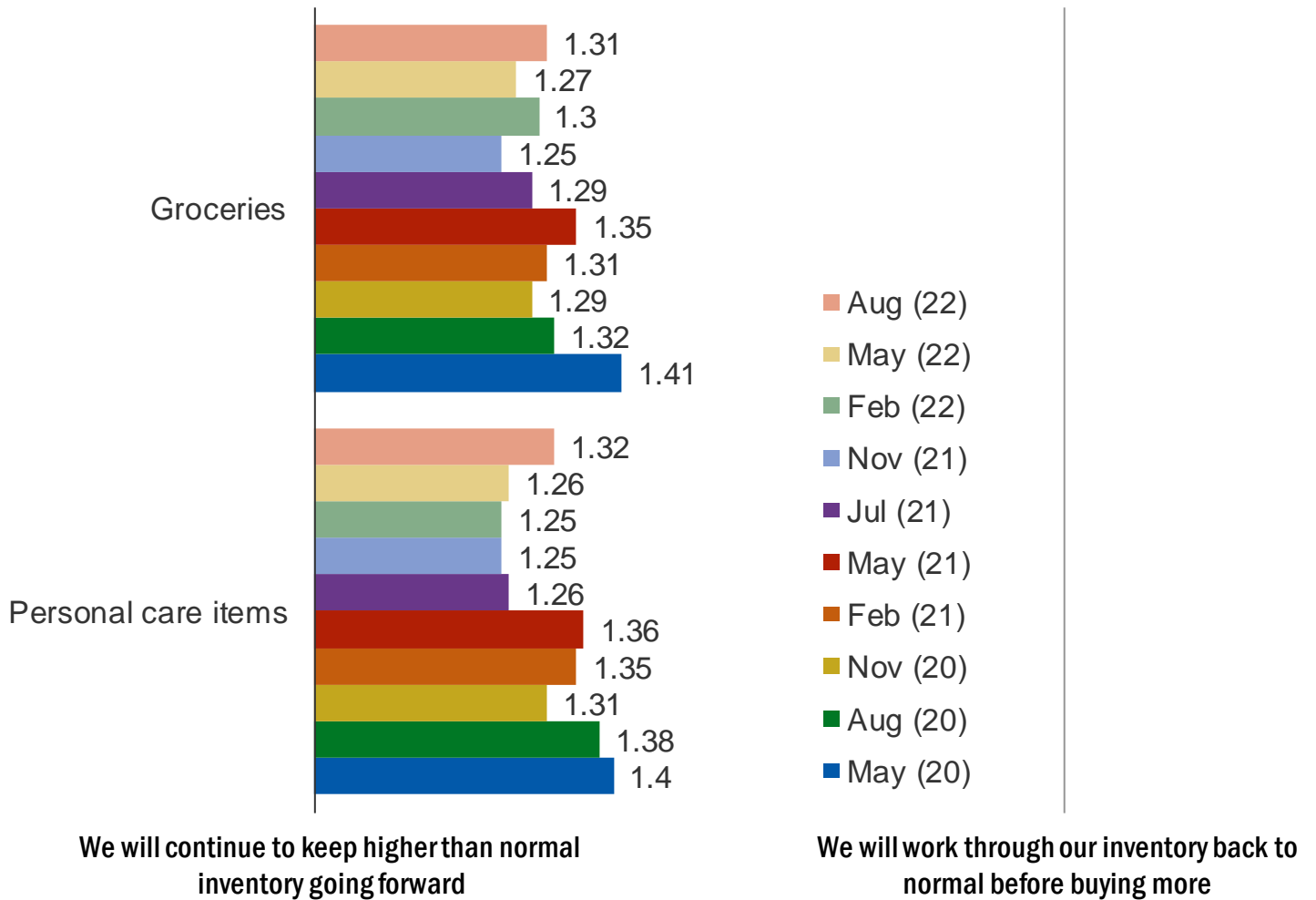
WHEN IT COMES TO BOTH PERSONAL CARE ITEMS AND GROCERIES, ARE YOU KEEPING MORE OR LESS INVENTORY IN YOUR HOME LATELY?

Posed to all respondents



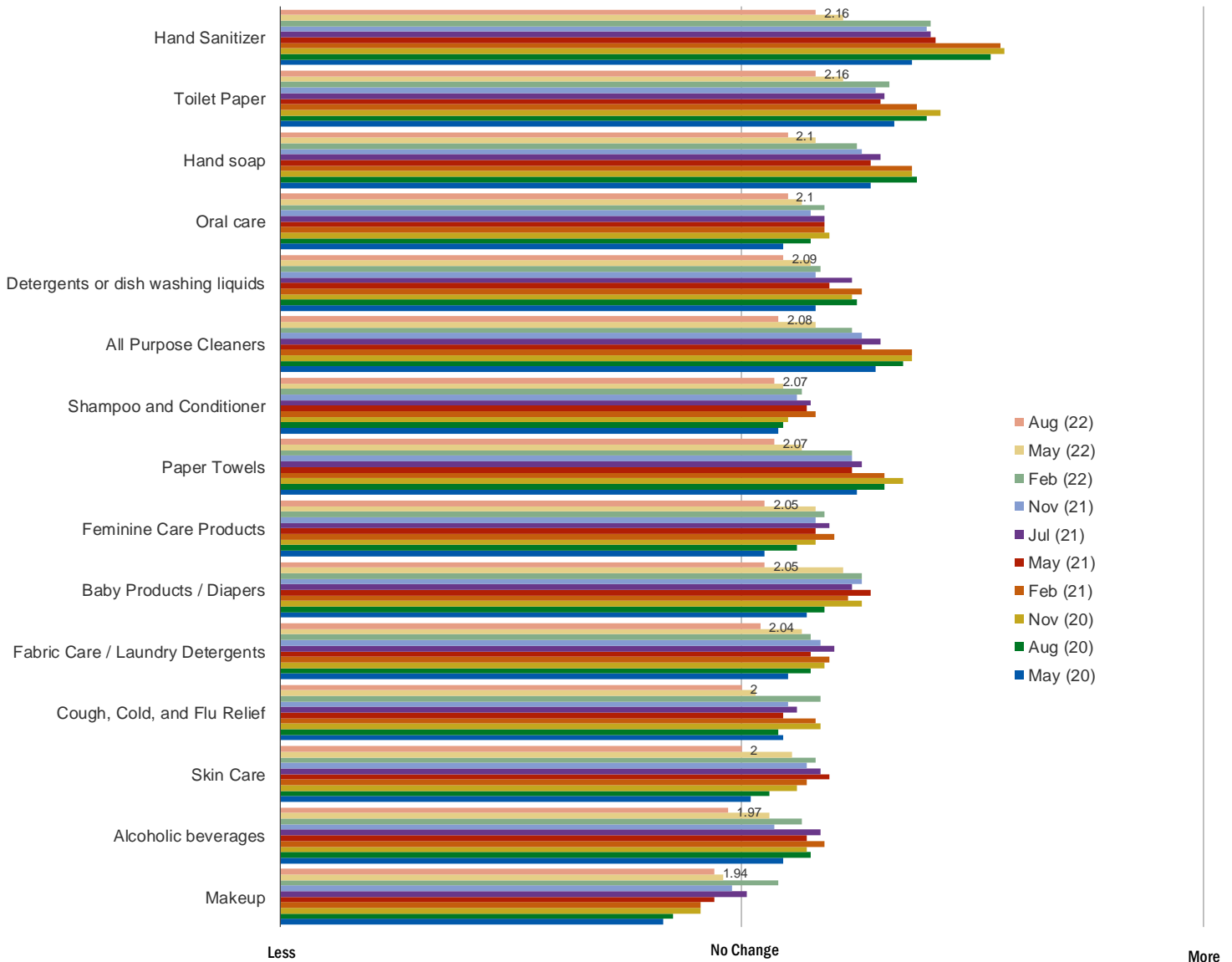
GOING FORWARD, DO YOU PLAN TO CONTINUE KEEPING HIGHER THAN NORMAL INVENTORY ON ITEMS, OR WILL YOU WORK THROUGH YOUR INVENTORY BEFORE BUYING MORE?

Posed to respondents who are keeping higher than normal inventory



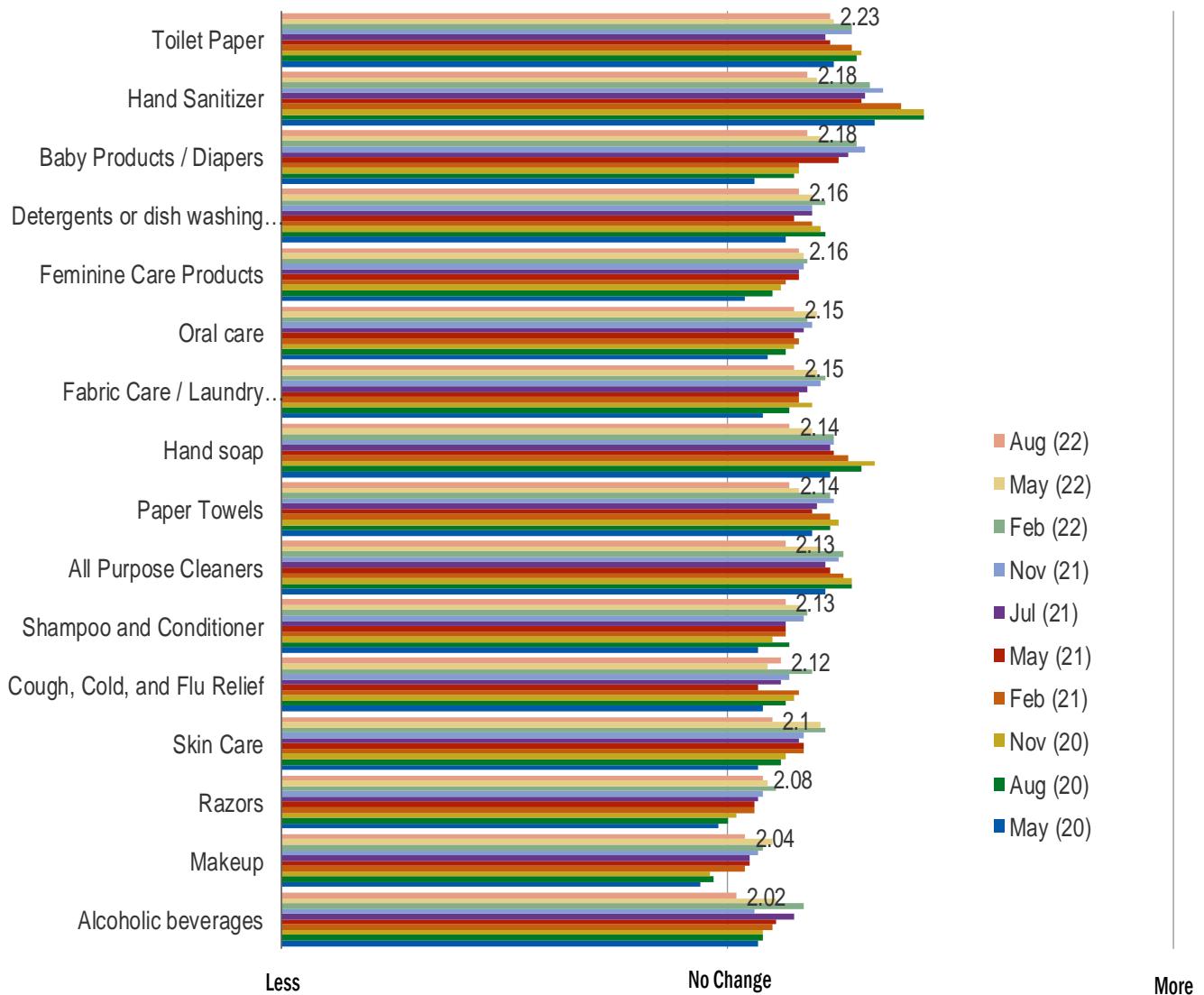
HAVE YOU RECENTLY CHANGED YOUR SPENDING ON THE FOLLOWING ITEMS YOU TYPICALLY SHOP FOR?

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



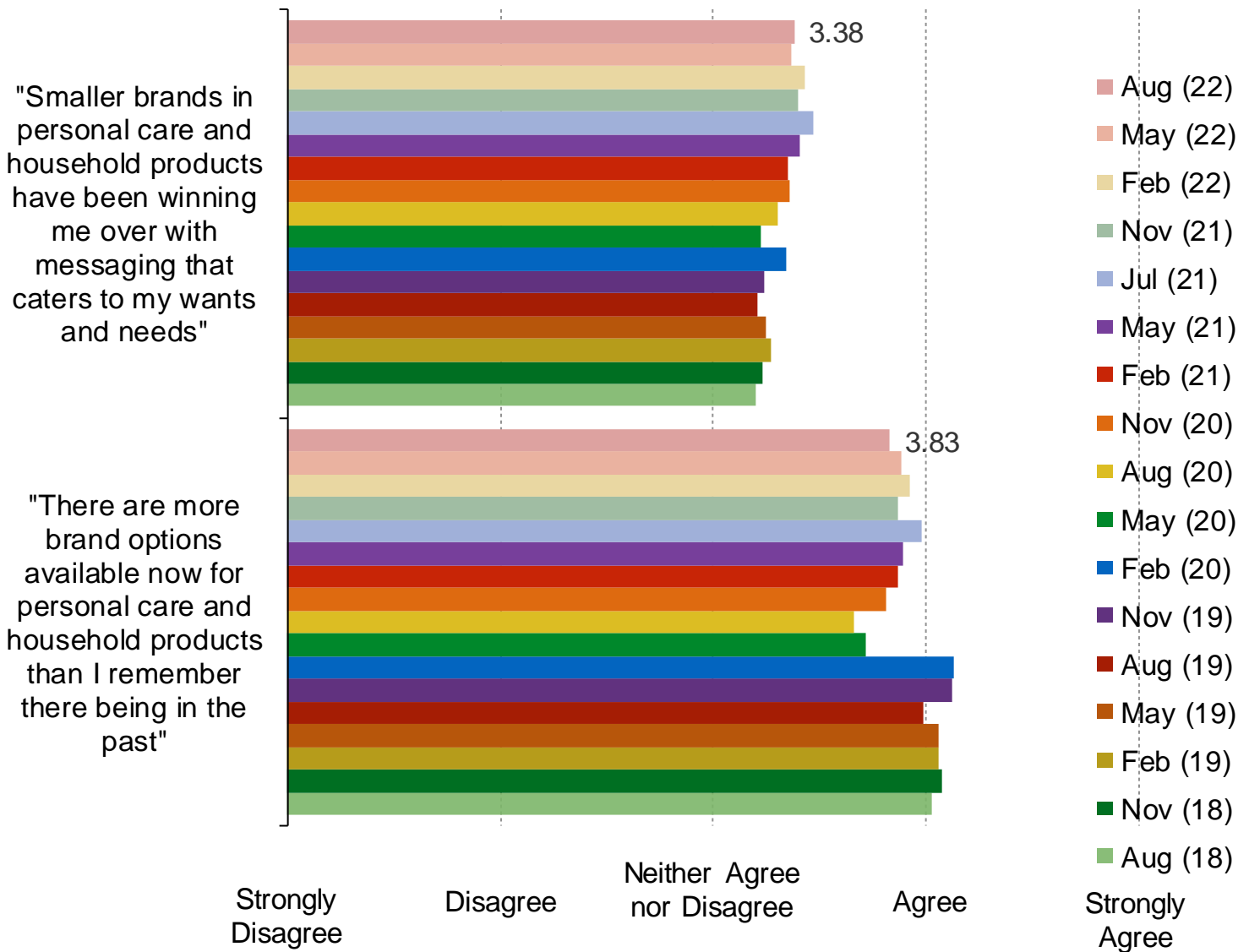
GOING FORWARD, TO YOU EXPECT TO SPEND MORE OR LESS THAN NORMAL ON THE FOLLOWING PRODUCTS?

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



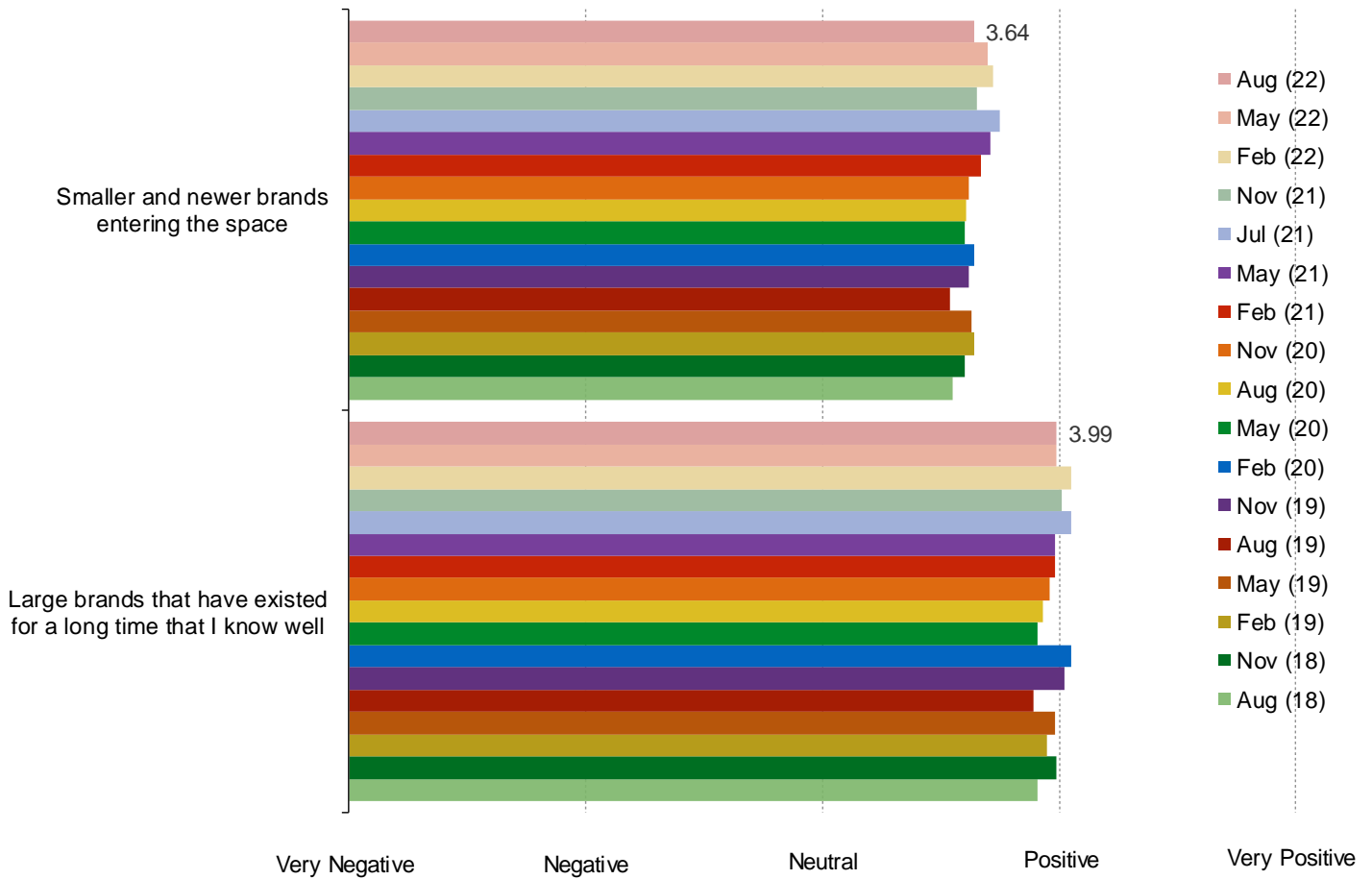
HOW MUCH DO YOU AGREE WITH THE FOLLOWING STATEMENTS?

Posed to all respondents



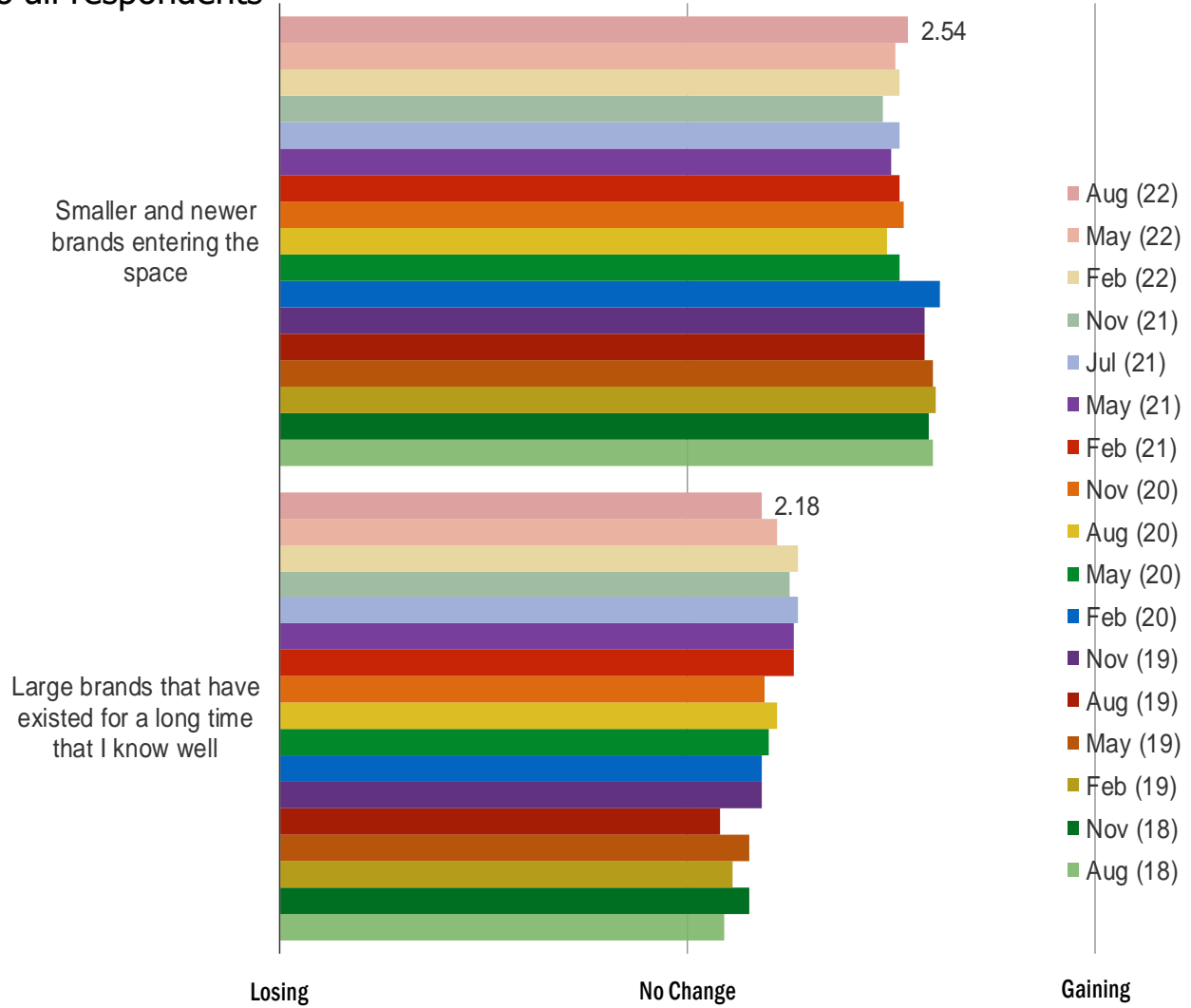
WHEN IT COMES TO HOUSEHOLD AND PERSONAL CARE PRODUCTS, WHAT IS YOUR OPINION OF THE FOLLOWING?

Posed to all respondents



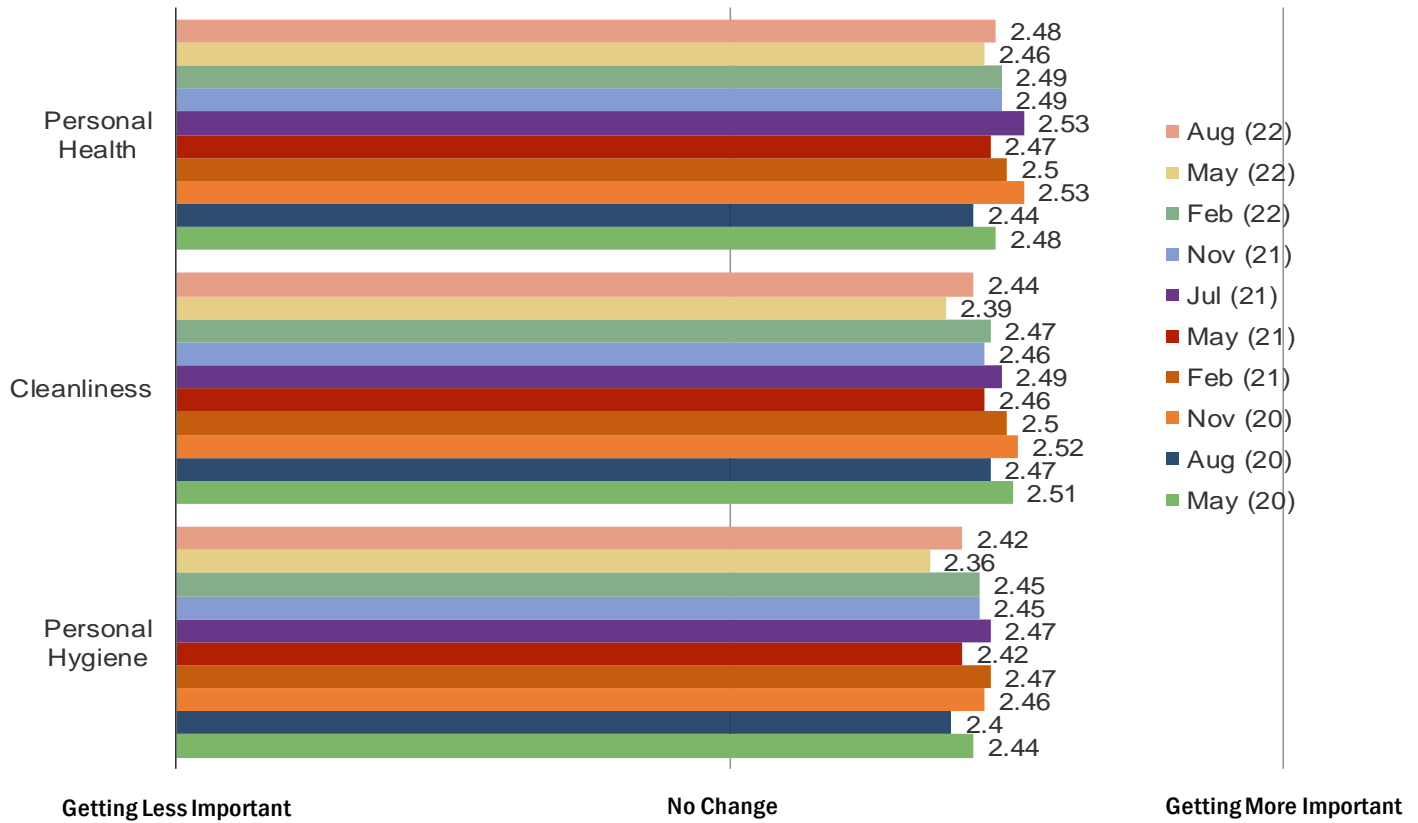
WHEN IT COMES TO HOUSEHOLD AND PERSONAL CARE PRODUCTS, DO YOU FEEL THE FOLLOWING ARE GAINING OR LOSING POPULARITY?

Posed to all respondents



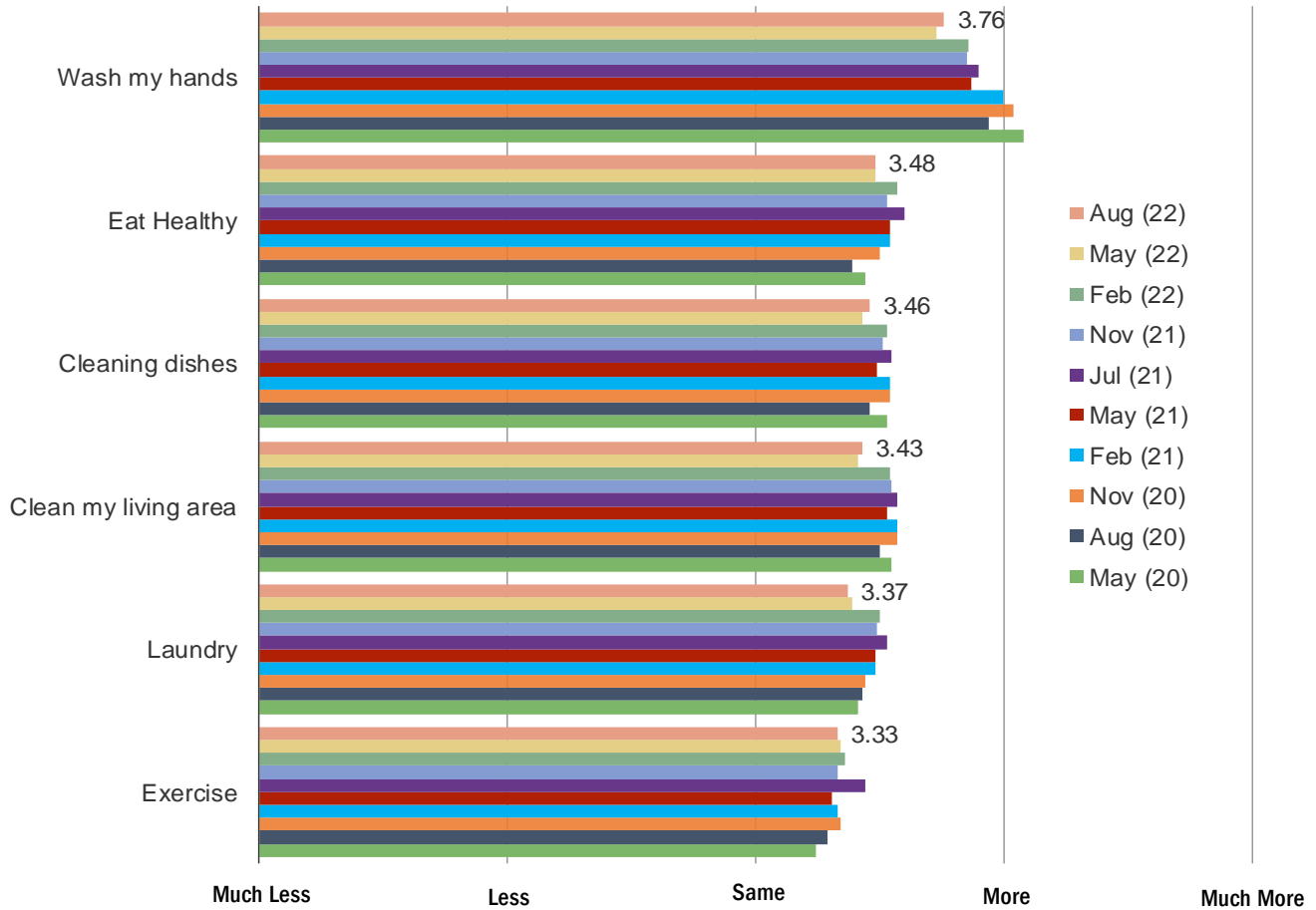
ARE THE FOLLOWING CURRENTLY GETTING MORE OR LESS IMPORTANT TO YOU?

Posed to all respondents.



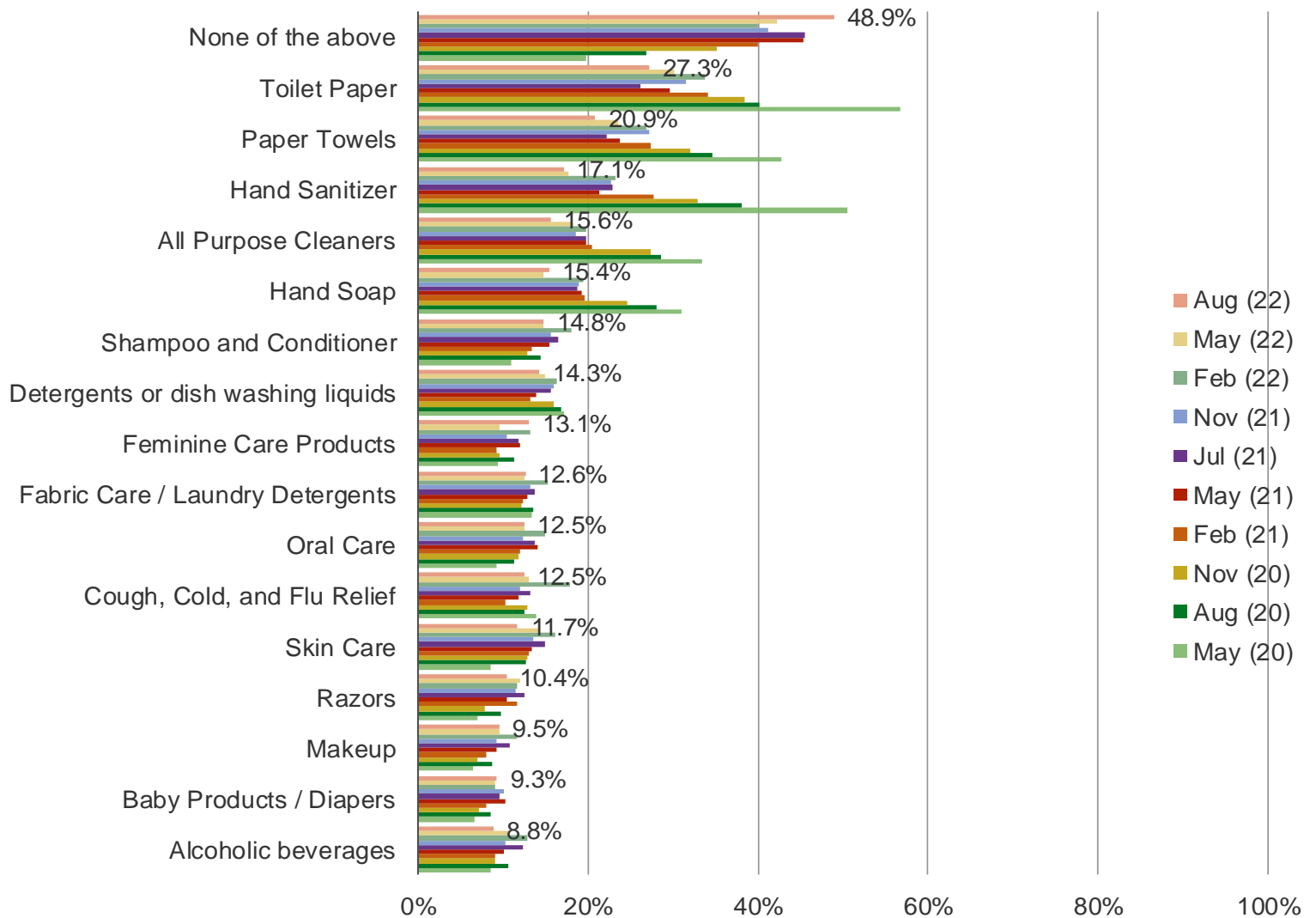
HAVE YOU RECENTLY CHANGED HOW OFTEN YOU DO THE FOLLOWING?

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.

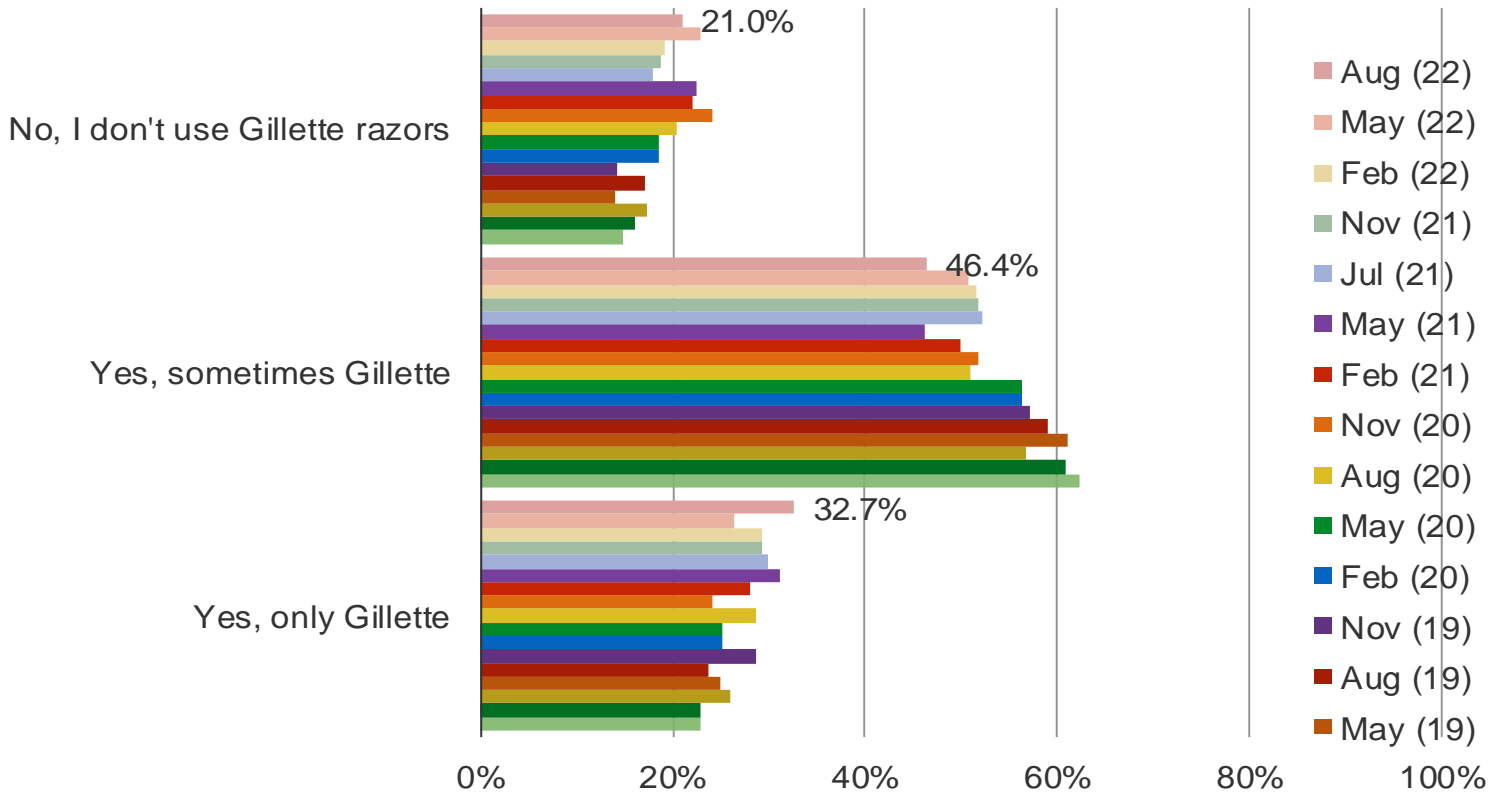


Davids vs. Goliaths

GILLETTE

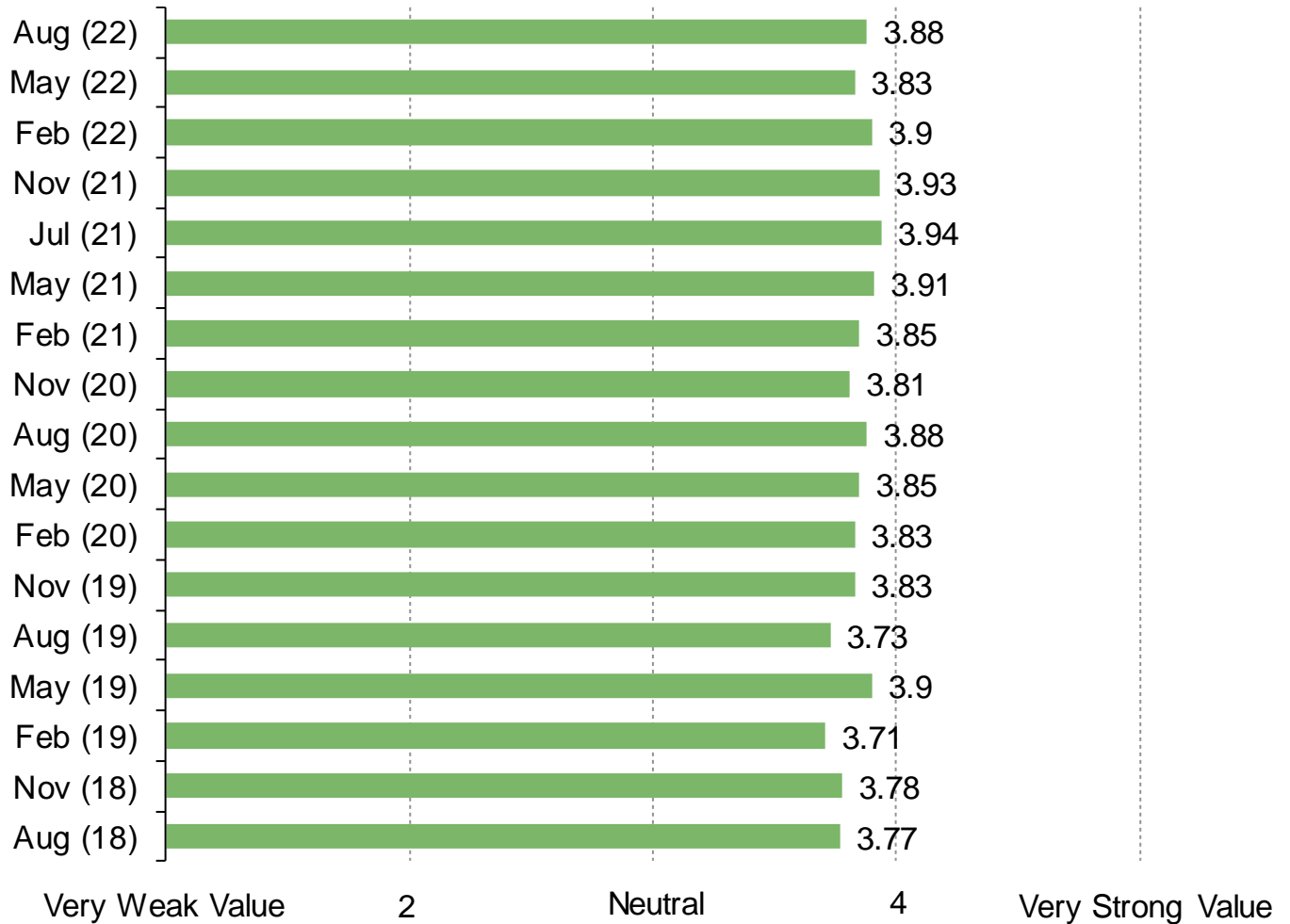
DO YOU USE GILLETTE RAZORS?

Posed to respondents who make purchase decisions on razors



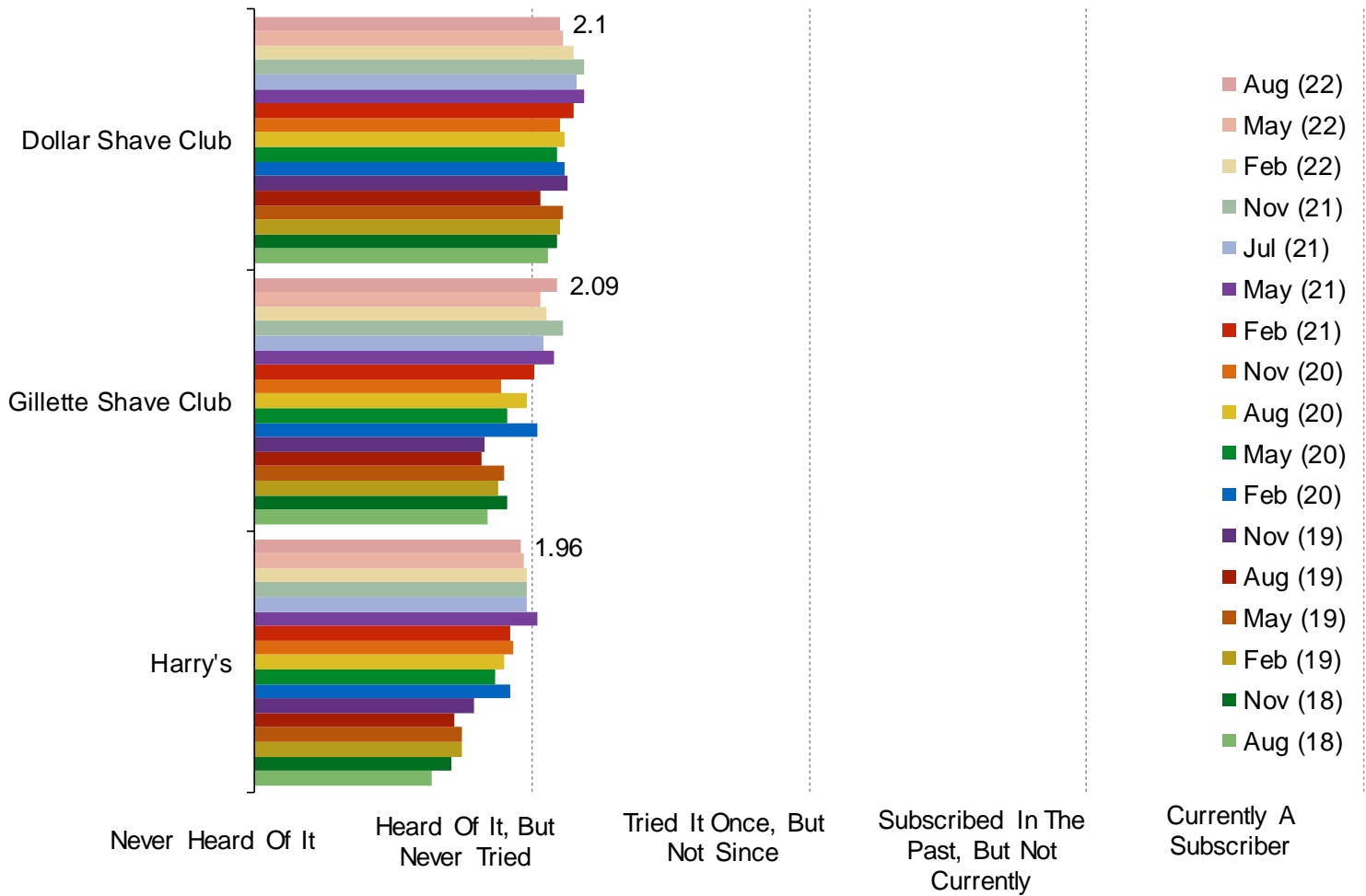
WHAT IS YOUR OPINION OF THE VALUE GILLETTE RAZORS OFFERS FOR THE PRICE?

Posed to respondents who make purchase decisions on razors



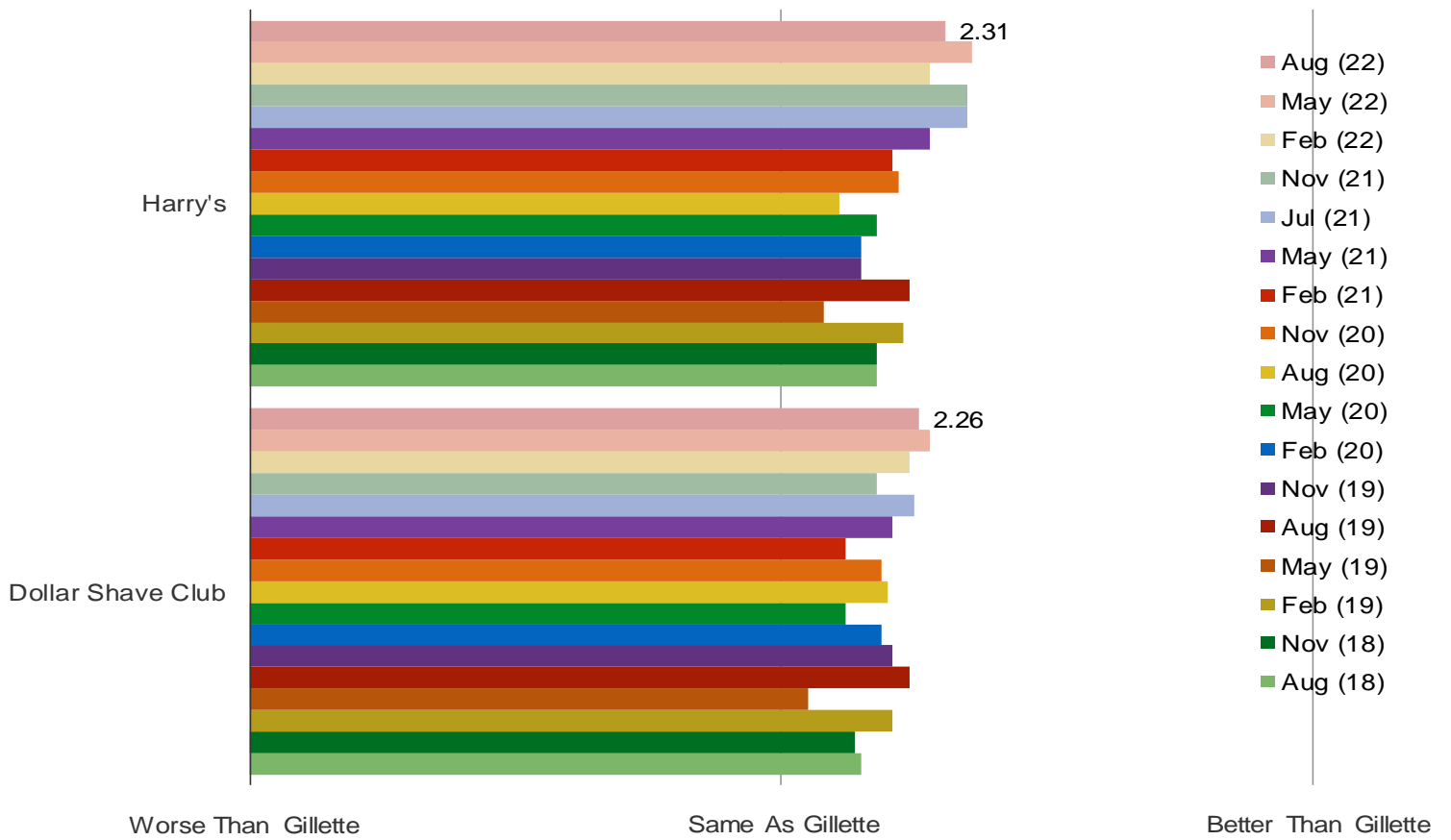
WHAT IS YOUR EXPERIENCE WITH THE FOLLOWING SHAVE CLUBS?

Posed to respondents who make purchase decisions on razors



WHAT IS YOUR OPINION OF THE FOLLOWING?

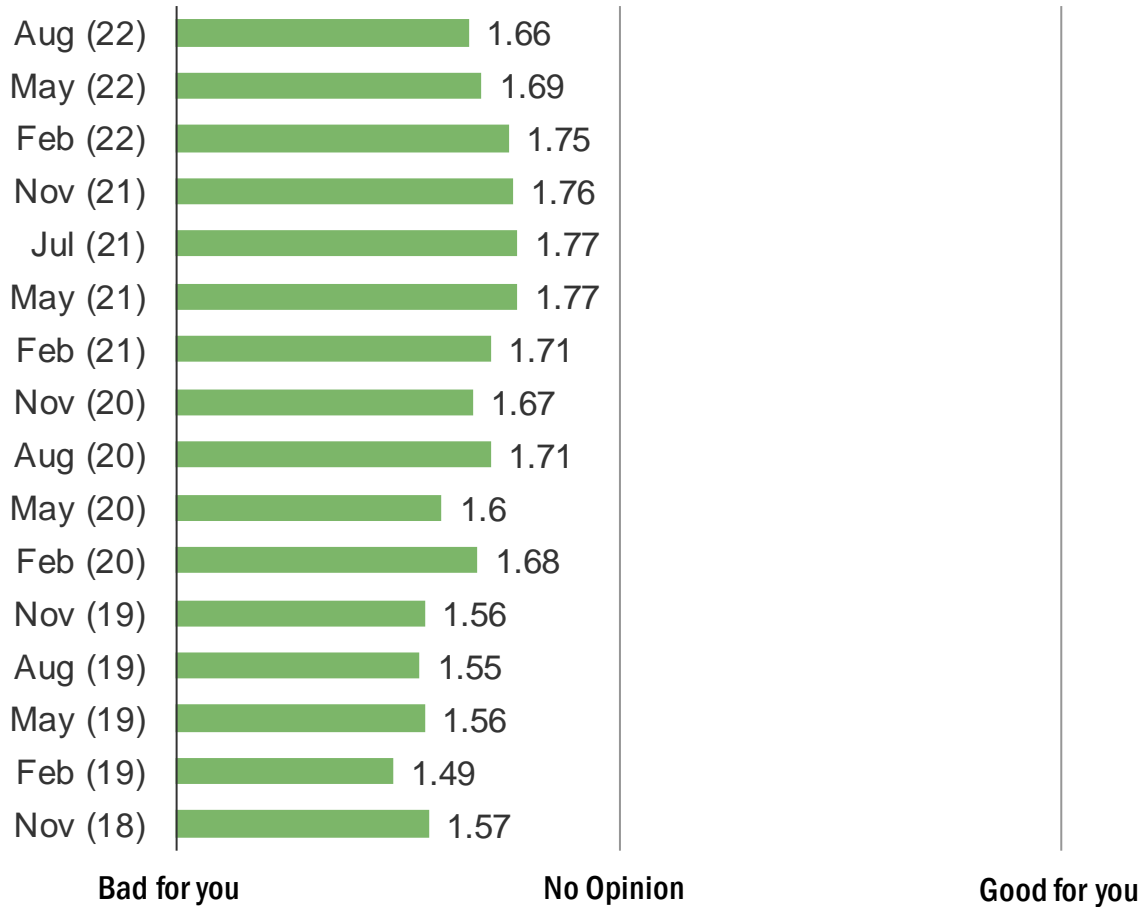
Posed to respondents who have at least tried Harry's and/or Dollar Shave Club



SODA AND ENERGY DRINKS

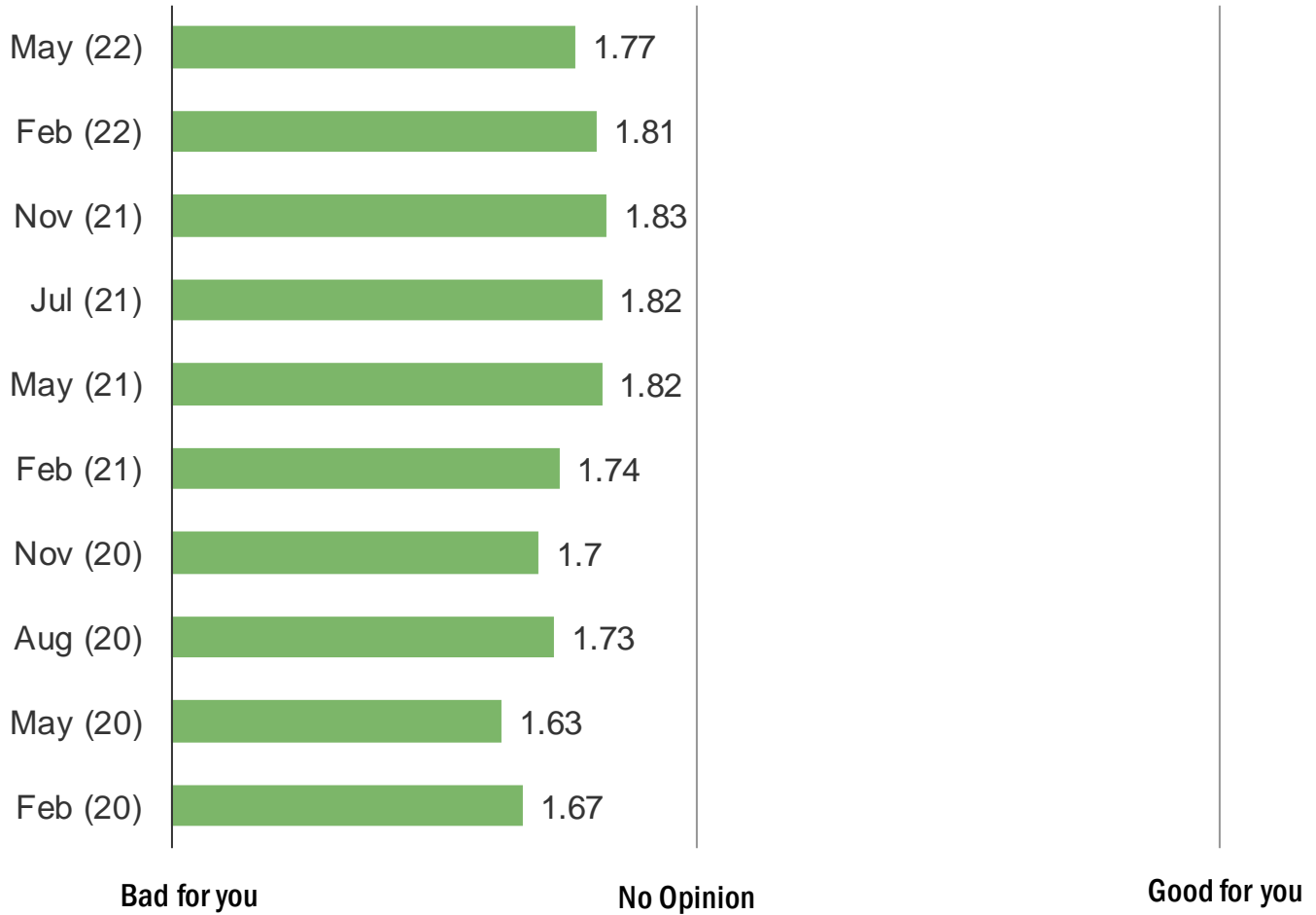
IN YOUR OPINION, IS SODA...

Posed to all respondents



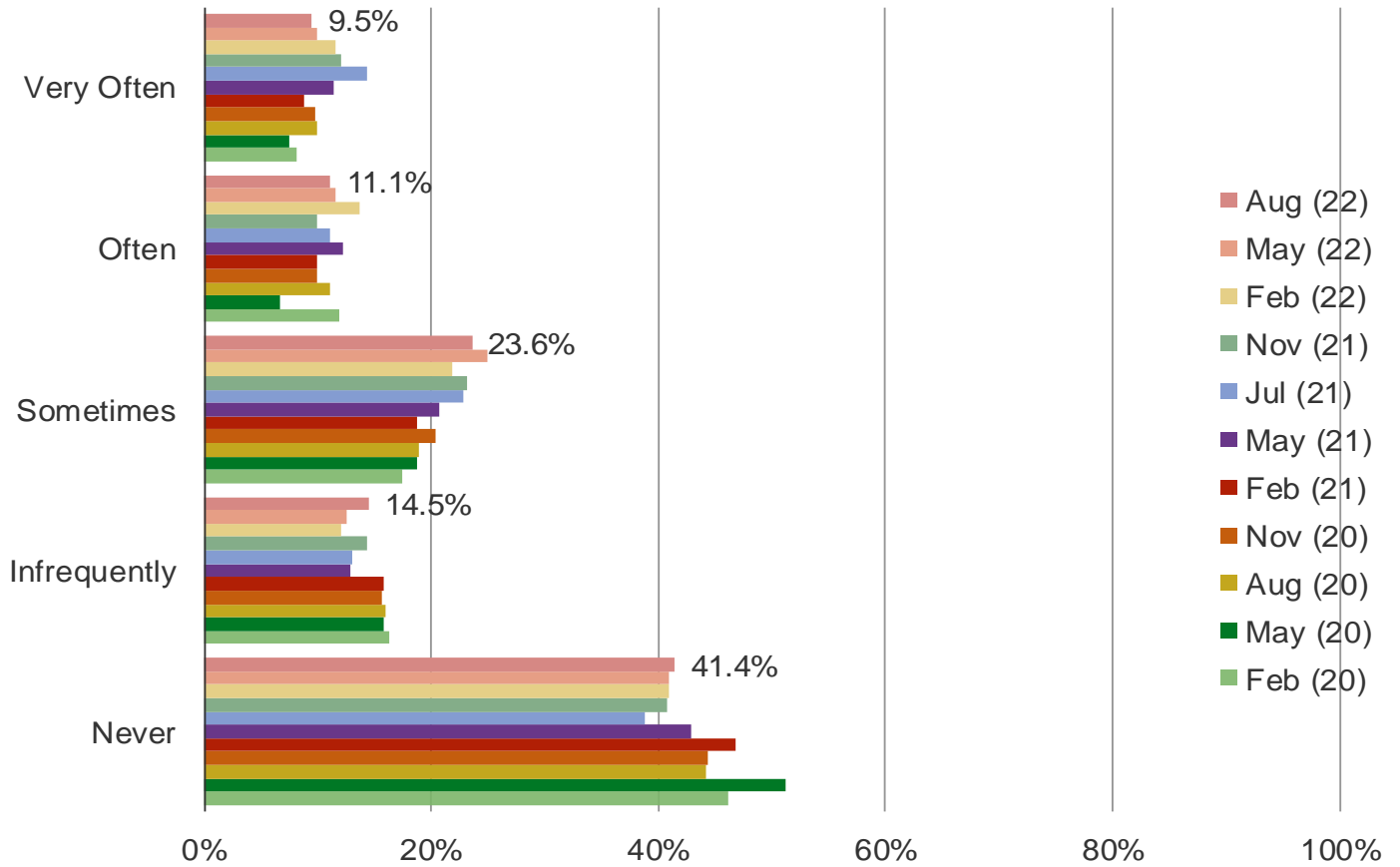
IN YOUR OPINION, ARE ENERGY DRINKS...

Posed to all respondents



DO YOU CONSUME ENERGY DRINKS?

Posed to all respondents



WHEN YOU THINK OF ENERGY DRINKS, WHICH BRAND COMES TO MIND FIRST?

Posed to all respondents who drink energy drinks at least infrequently (N = 587).

August 2022

MONSTER
REDBULL

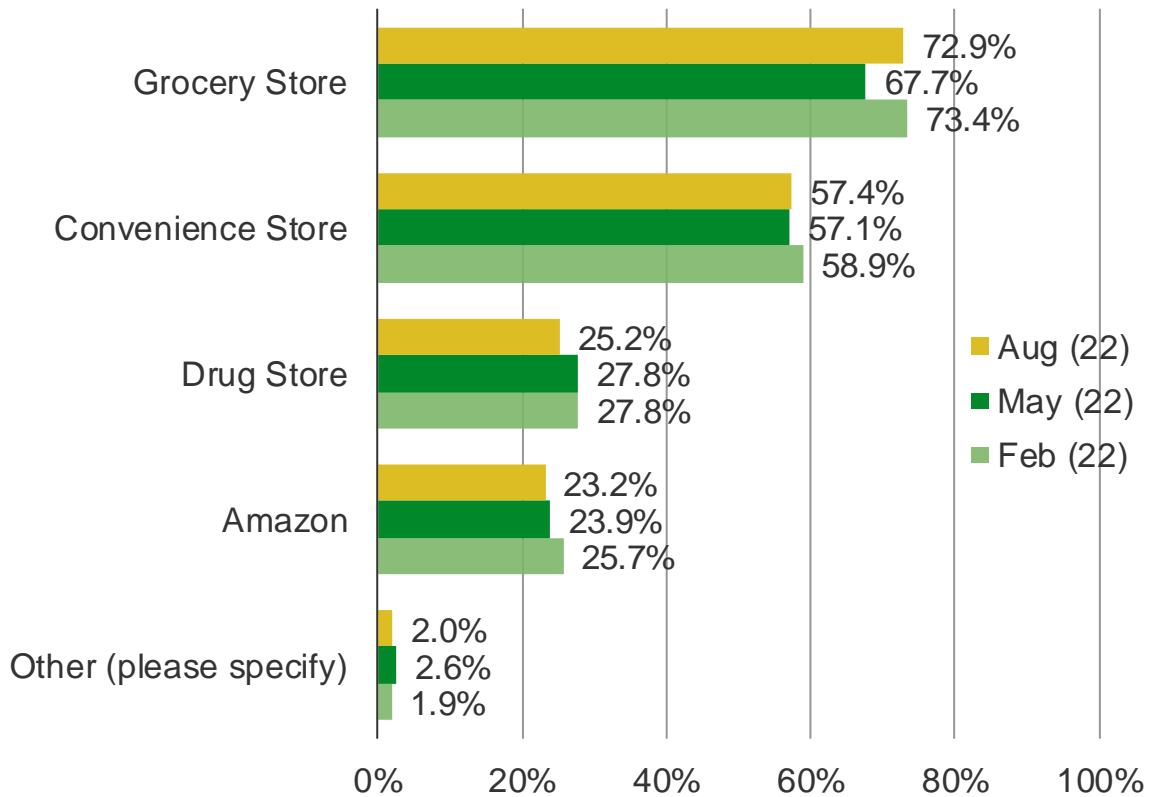
SHOURENERGY GATORADE ROCKSTAR BANG

May 2022

ROCKSTAR GATORADE SHOURENERGY BANG
REDBULL
MONSTER

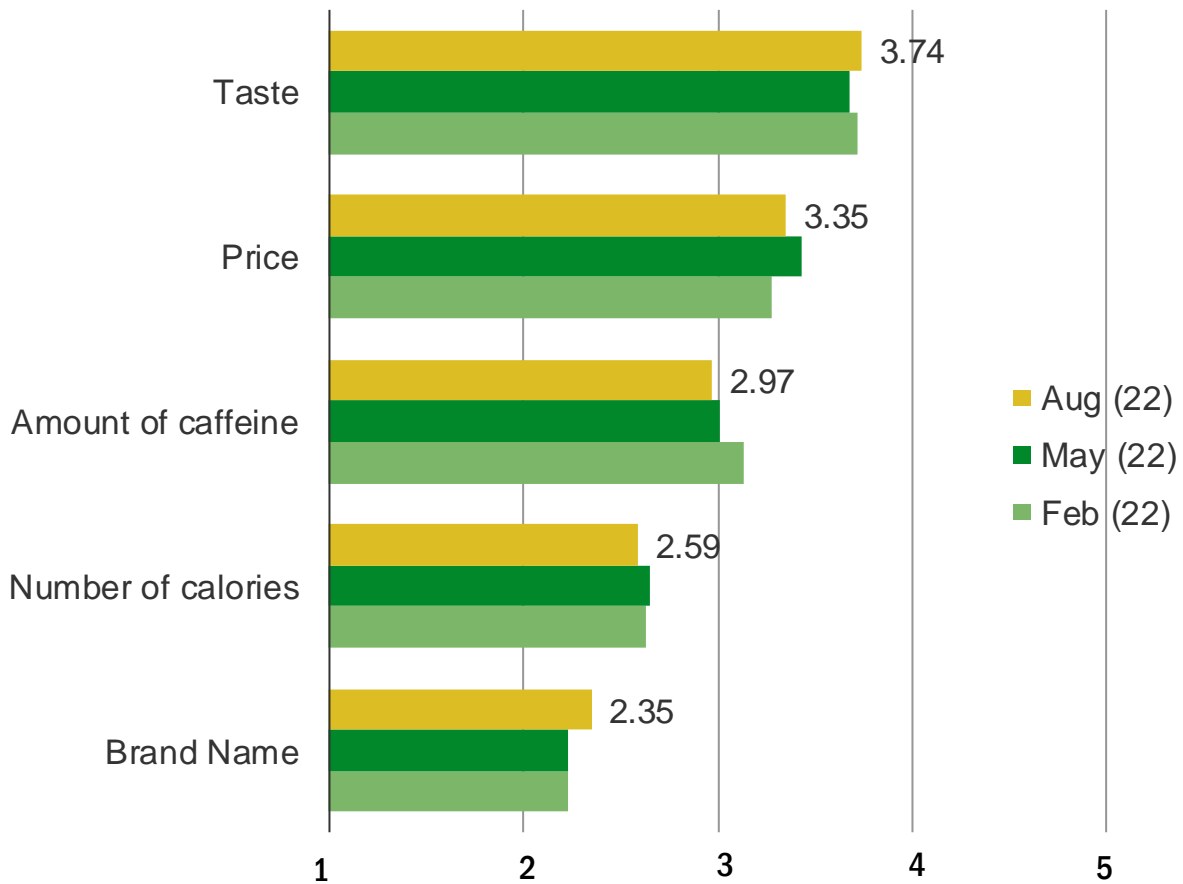
WHERE DO YOU BUY ENERGY DRINKS? (SELECT ALL THAT APPLY)

Posed to all respondents who drink energy drinks at least infrequently (N = 587).



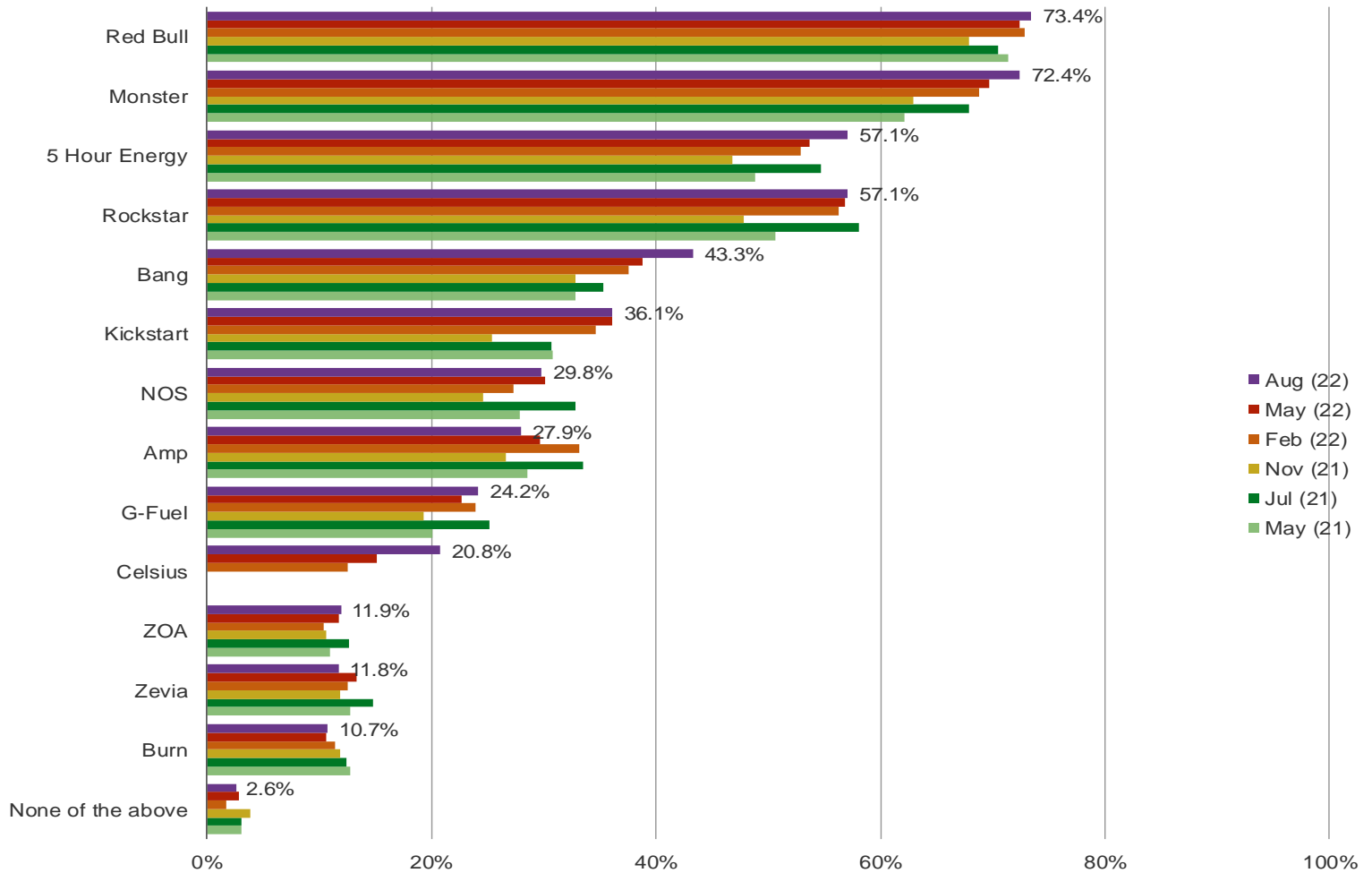
PLEASE RANK WHAT YOU VALUE IN ENERGY DRINKS, FROM MOST AT THE TOP TO LEAST AT THE BOTTOM.

Posed to all respondents who drink energy drinks at least infrequently (N = 587).



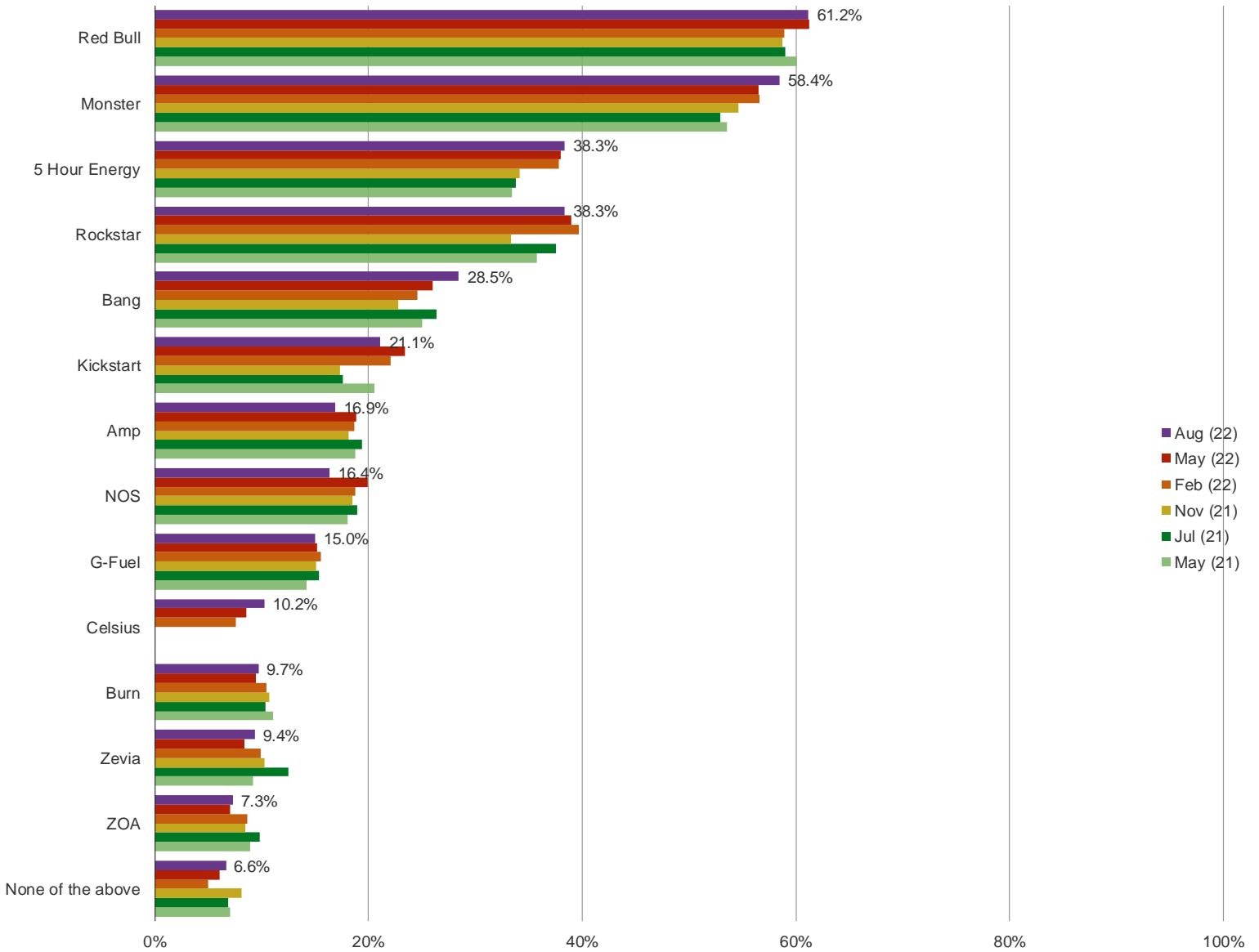
HAVE YOU HEARD OF ANY OF THE FOLLOWING ENERGY DRINK BRANDS? SELECT ALL THAT APPLY

Posed to all respondents who drink energy drinks at least infrequently (N = 587).



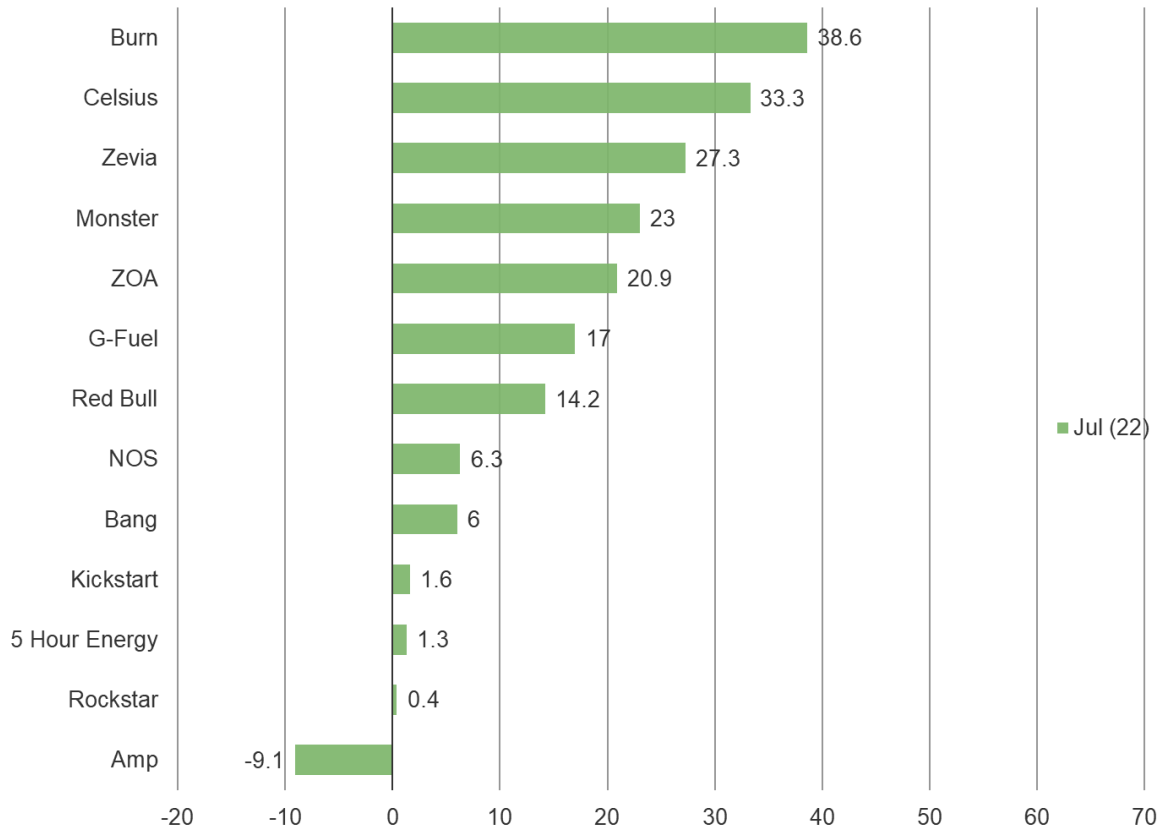
HAVE YOU EVER HAD/DRANK ENERGY DRINKS FROM ANY OF THE FOLLOWING BRANDS? SELECT ALL THAT APPLY

Posed to all respondents who drink energy drinks at least infrequently (N = 587).



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

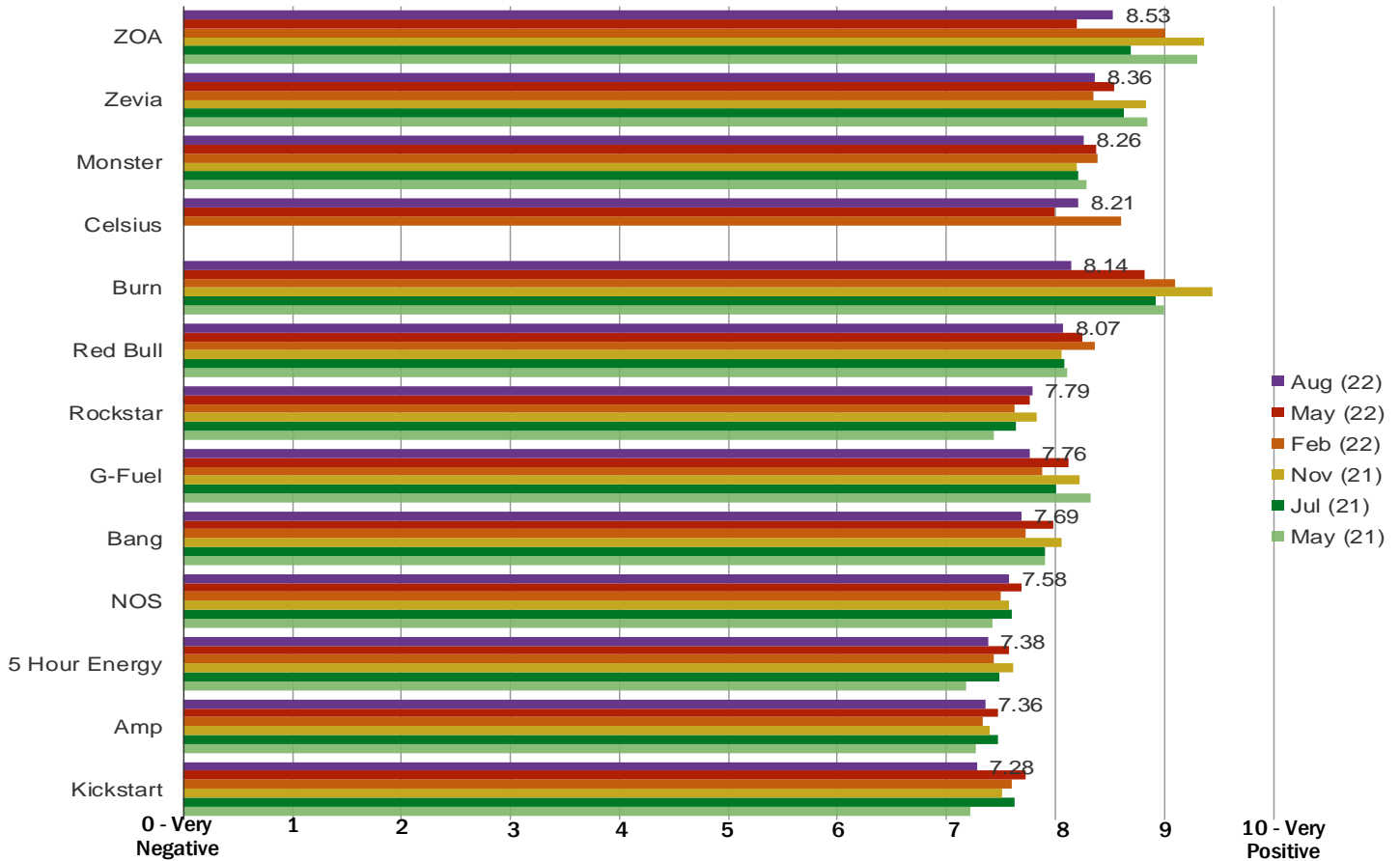
Posed to all respondents who drink the below energy drink brands.



	N=
Red Bull	359
Monster	343
Rockstar	225
NOS	96
Burn	57
ZOA	43
G-Fuel	88
5 Hour Energy	225
Bang	167
Amp	99
Zevia	55
Kickstart	124
Celsius	60

WHAT IS YOUR OPINION OF THE FOLLOWING?

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

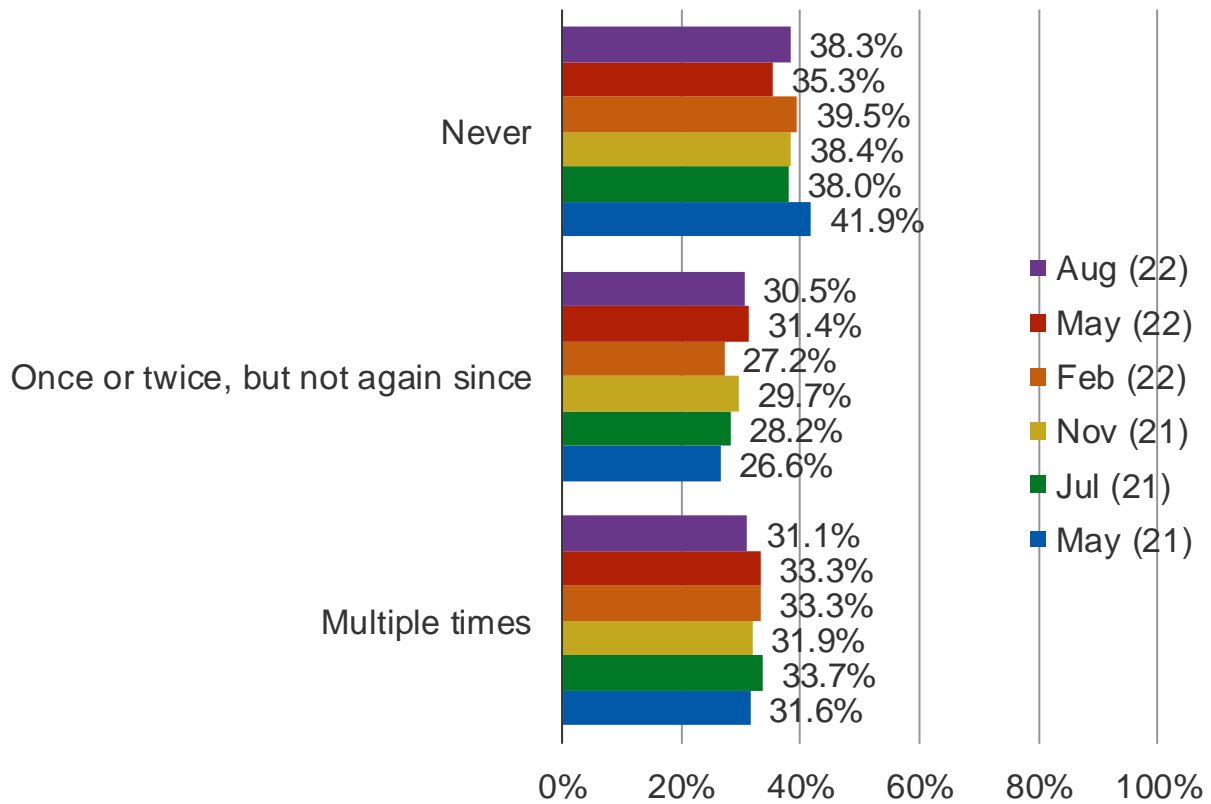


	N=
Red Bull	431
Monster	425
Rockstar	335
NOS	175
Burn	63
ZOA	70
G-Fuel	142
5 Hour Energy	335
Bang	254
Amp	164
Zevia	69
Kickstart	212
Celsius	122

HARD SELTZER

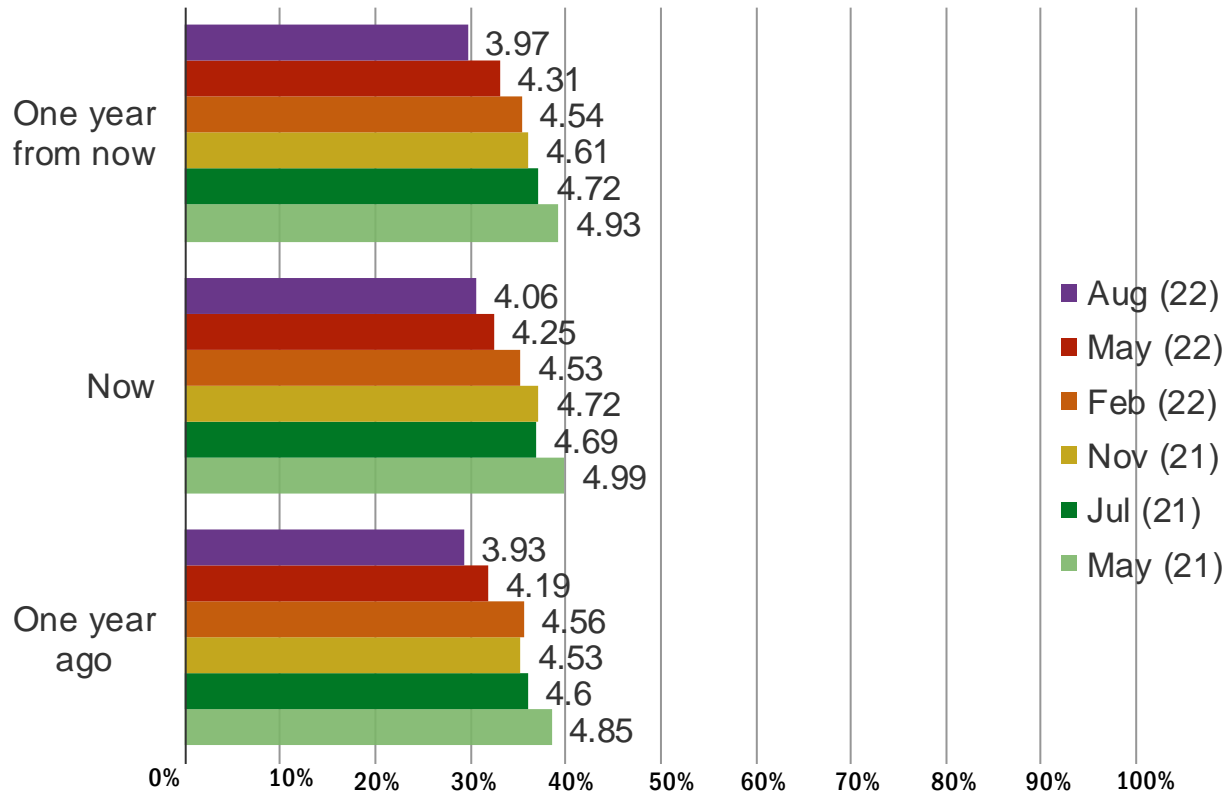
HAVE YOU EVER CONSUMED HARD SELTZER BEVERAGES? IE - CARBONATED WATER/SELTZER BEVERAGES WITH ALCOHOL IN IT.

Posed to all respondents.



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

Posed to all respondents who have consumed hard seltzer (N = 618).



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

Posed to all respondents who have consumed hard seltzer (N = 618).

August 2022



February 2022



July 2021

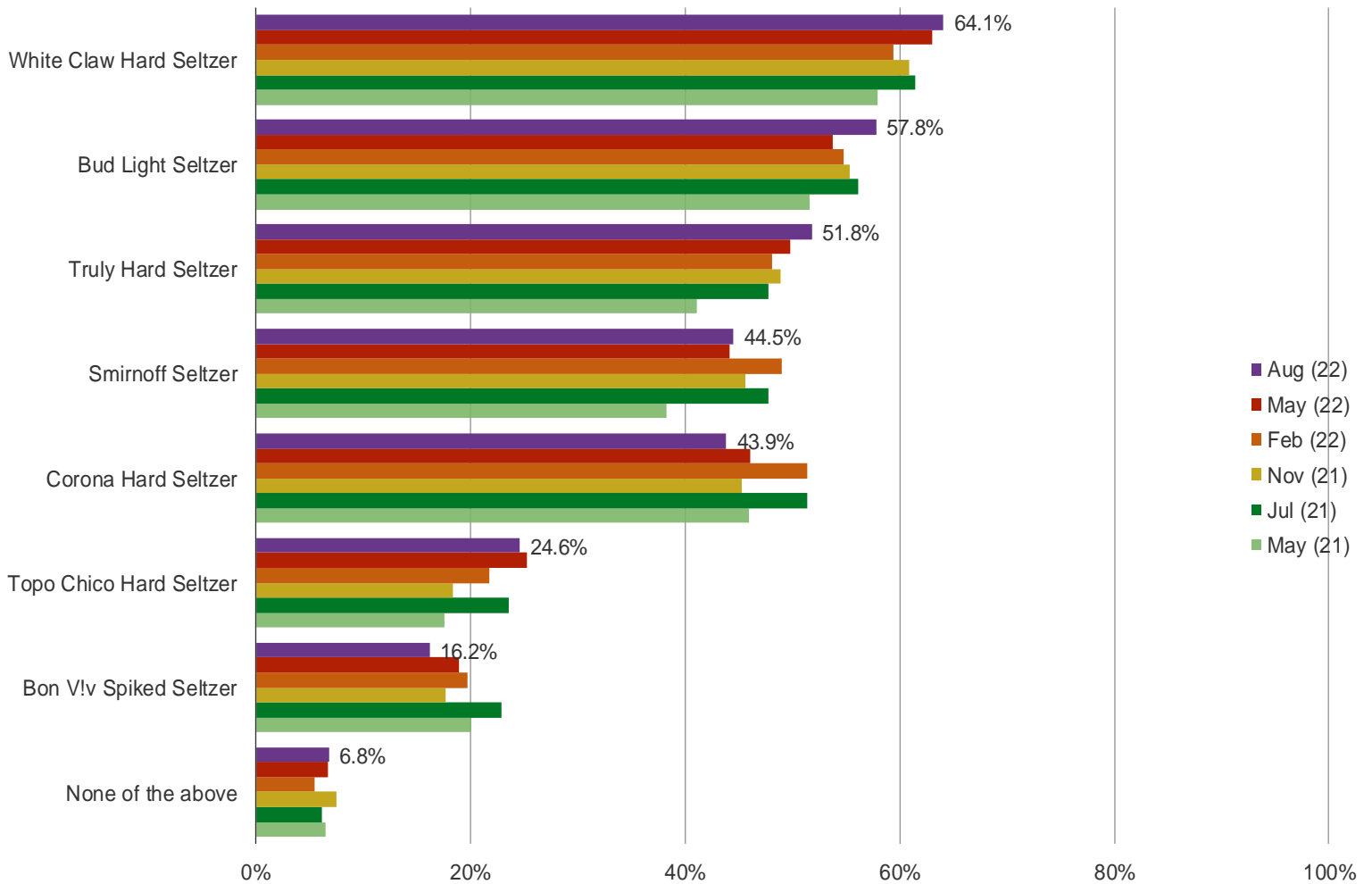


November 2021



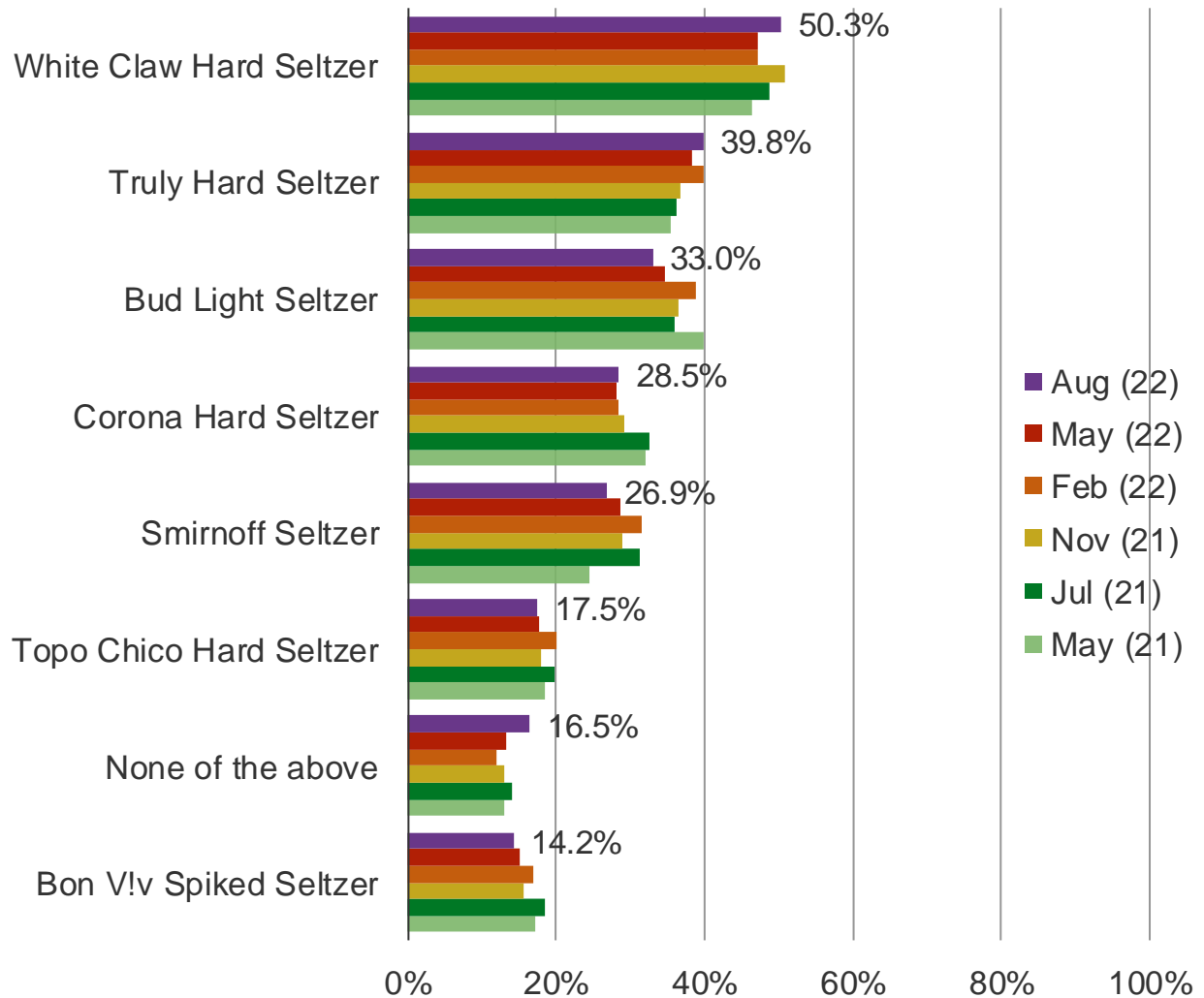
ARE YOU AWARE OF ANY OF THE FOLLOWING BRANDS? SELECT ALL THAT APPLY

Posed to all respondents who have consumed hard seltzer (N = 618).



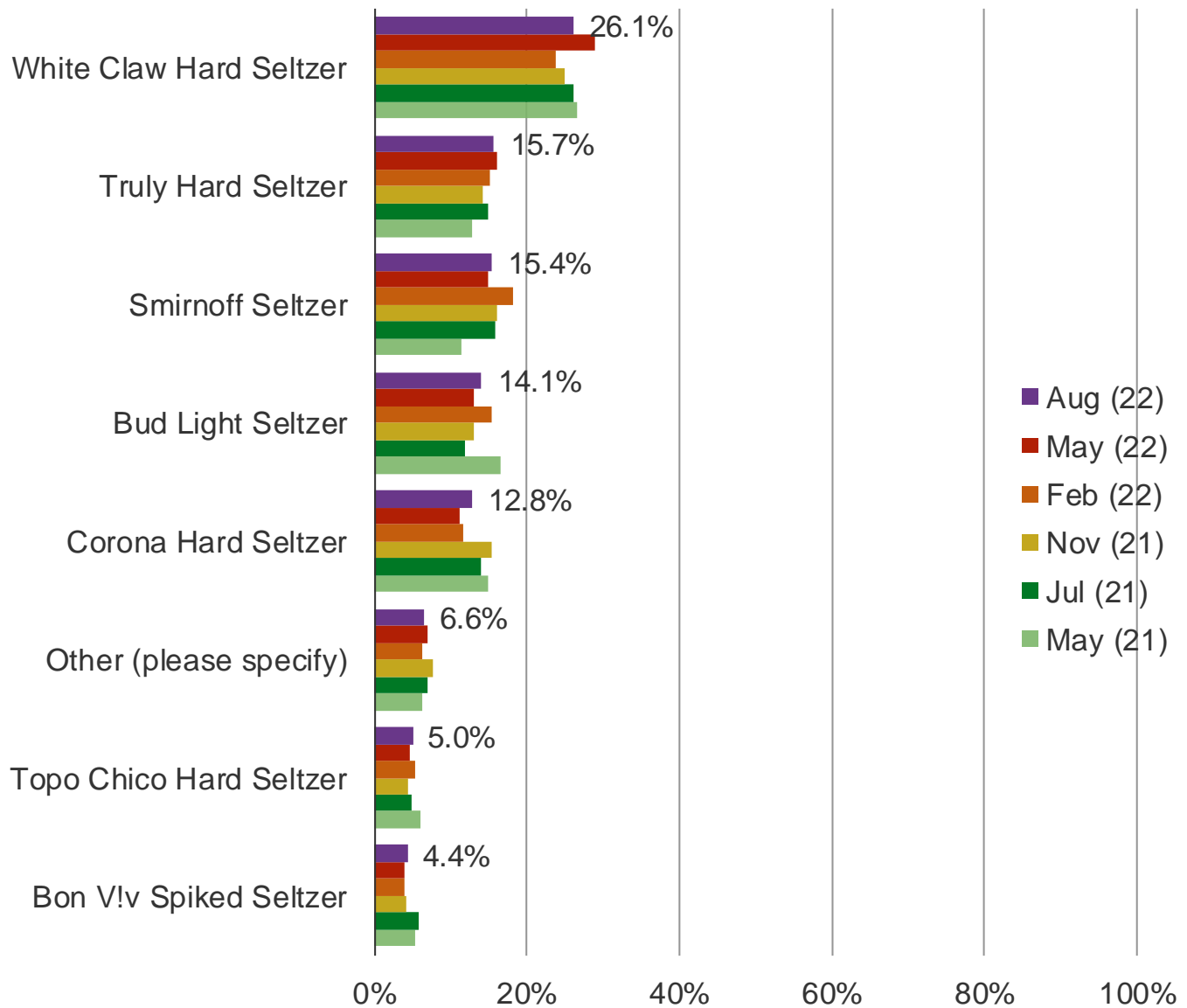
HAVE YOU EVER TRIED HARD SELTZER FROM ANY OF THE FOLLOWING BRANDS? SELECT ALL THAT APPLY

Posed to all respondents who have consumed hard seltzer (N = 618).



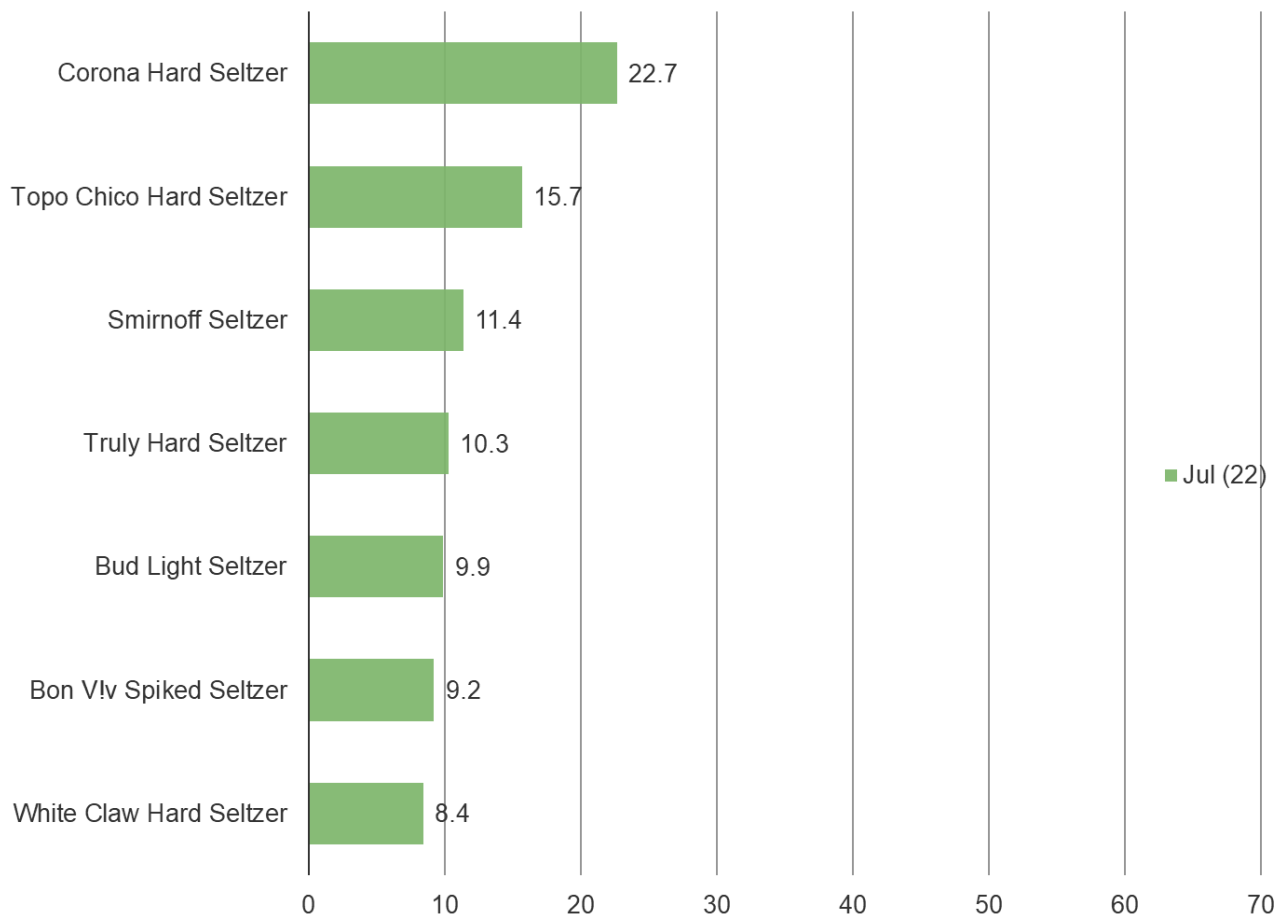
IN YOUR OPINION, WHICH BRAND IS BEST FOR HARD SELTZER? SELECT ALL THAT APPLY

Posed to all respondents who have consumed hard seltzer (N = 618).



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

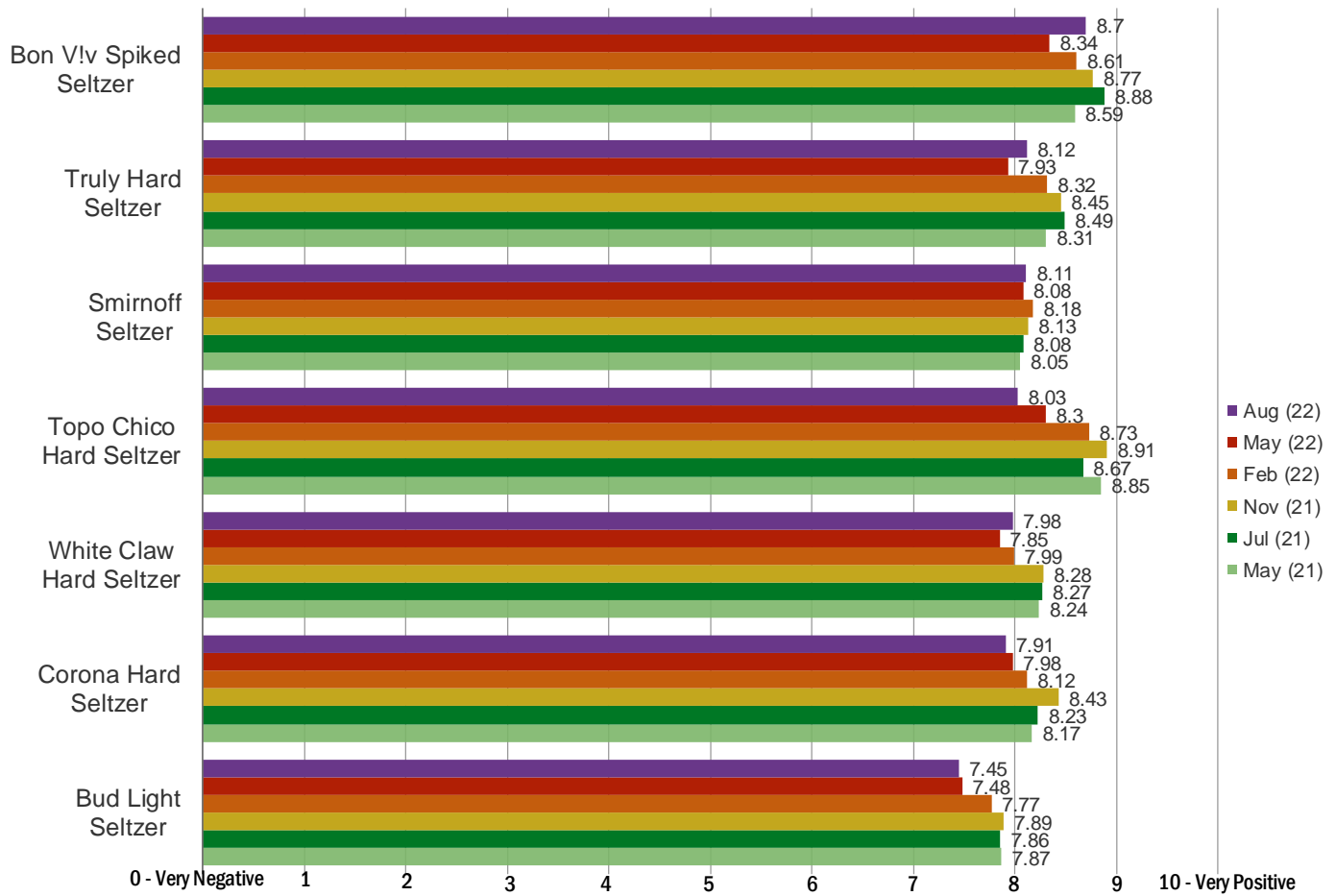
Posed to all hard seltzer drinkers who have tried each of the following.



	N=
Topo Chico Hard Seltzer	108
White Claw Hard Seltzer	310
Bon V!v Spiked Seltzer	87
Truly Hard Seltzer	243
Corona Hard Seltzer	176
Bud Light Seltzer	202
Smirnoff Seltzer	166

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	152
White Claw Hard Seltzer	396
Bon Viv Spiked Seltzer	100
Truly Hard Seltzer	320
Corona Hard Seltzer	271
Bud Light Seltzer	357
Smirnoff Seltzer	275