

BESPOKE SURVEYS

CPGs, Energy Drinks, and Hard Seltzer Vol 18

1,250+ US Consumers, Balanced to Census

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

- The importance of the price of personal care and household items has grown recently and over time.
- On net, consumers prefer to shop for household and personal care items in stores. Over a longer timeframe, however, online purchases have made some gains.
- Consumers continue to work down their inventories of household products and CPGs that they onboarded during the pandemic years.
- On net, consumers continue to tell us that they are spending / will spend more on a range of CPGs and household items, but the data on both of these fronts have been flattening sequentially.
- Smaller brands catering to individual needs have been resonating with consumers of late.

ENERGY DRINK TRENDS

- Celsius, Bang, and Monster command the strongest Net Promoter Scores in our trackers.
- Red Bull, Monster, and Rockstar however hold the lead when it comes to energy drinks that consumers drink.

HARD SELTZER TRENDS

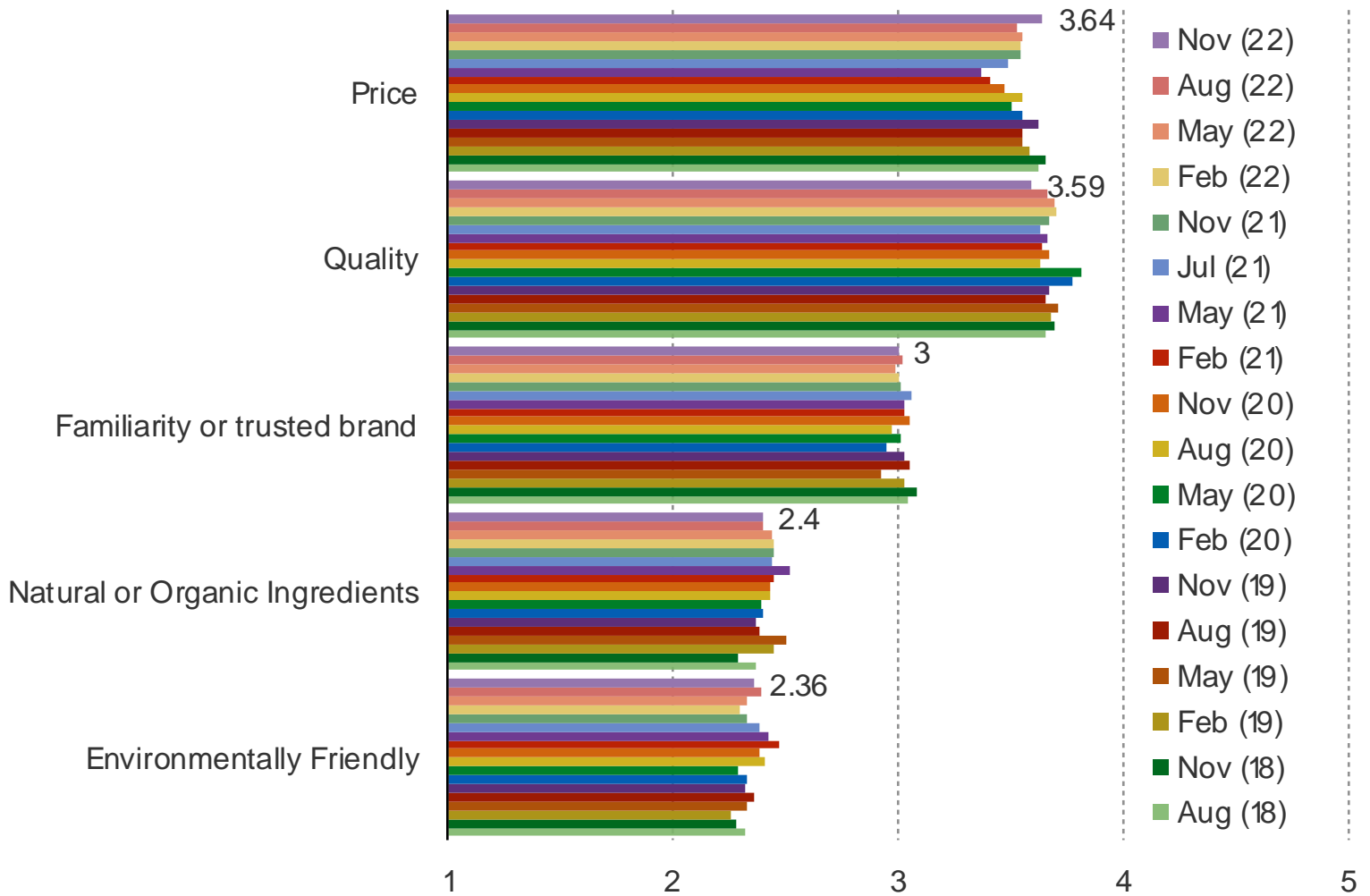
White Claw continues to lead Bud Light Seltzer and Truly when it comes to aided awareness but White Claw awareness has flatlined of late.

Davids vs. Goliaths

CPGS OVERALL

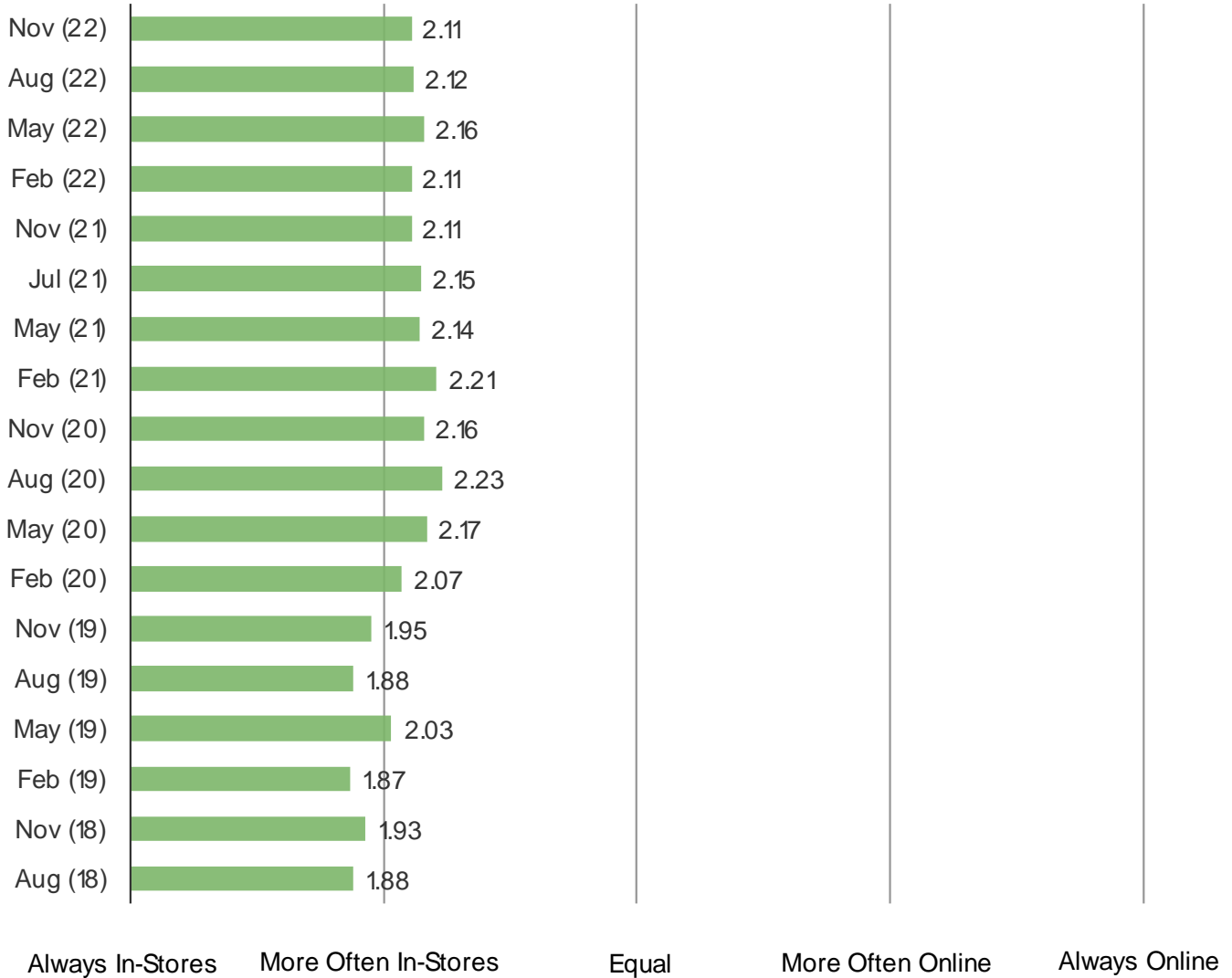
PLEASE RANK WHICH ARE MOST IMPORTANT TO YOU WHEN IT COMES TO PURCHASING PERSONAL CARE AND HOUSEHOLD ITEMS.

Posed to all respondents



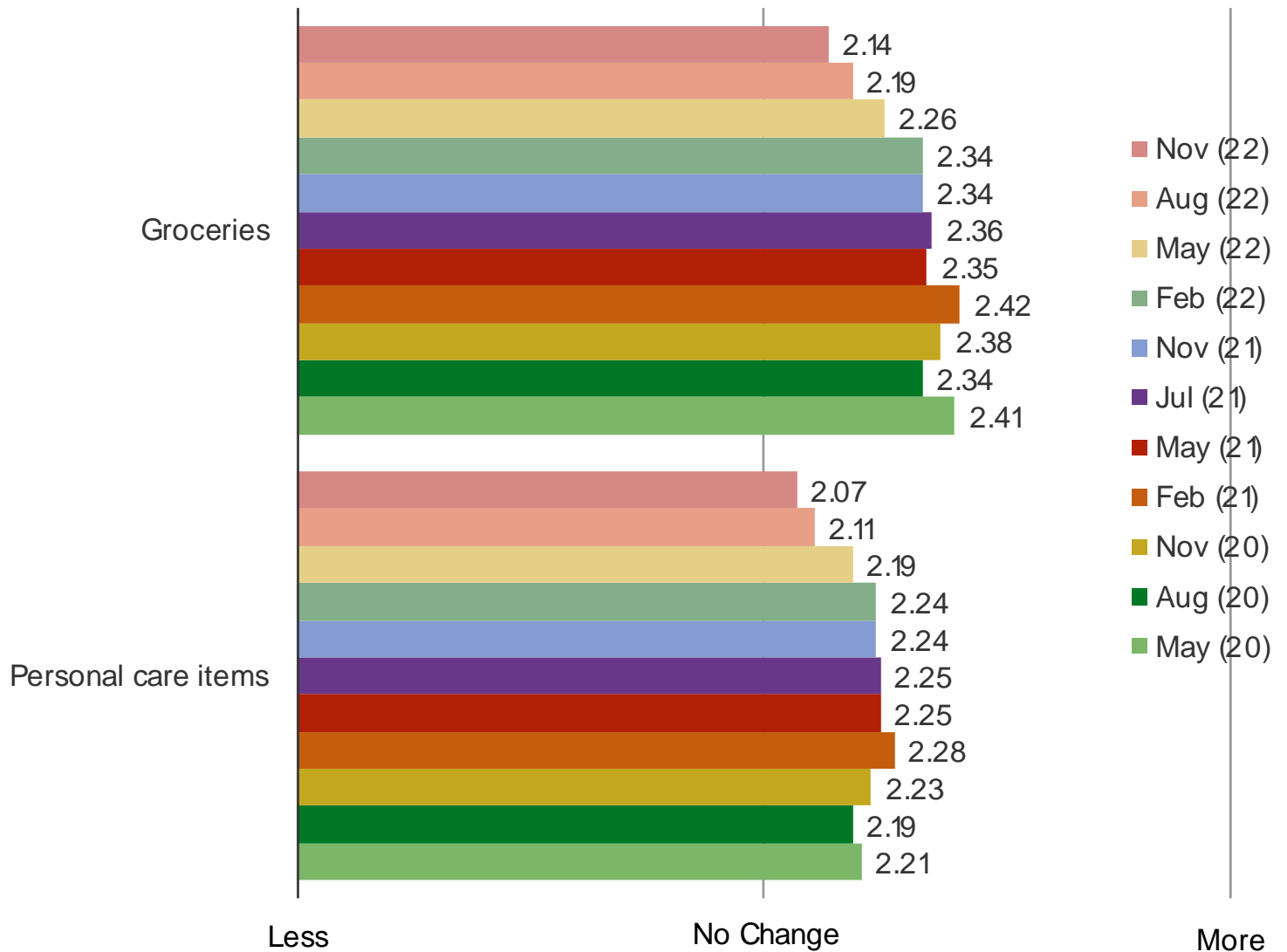
WHERE DO YOU BUY HOUSEHOLD AND PERSONAL CARE ITEMS?

Posed to all respondents



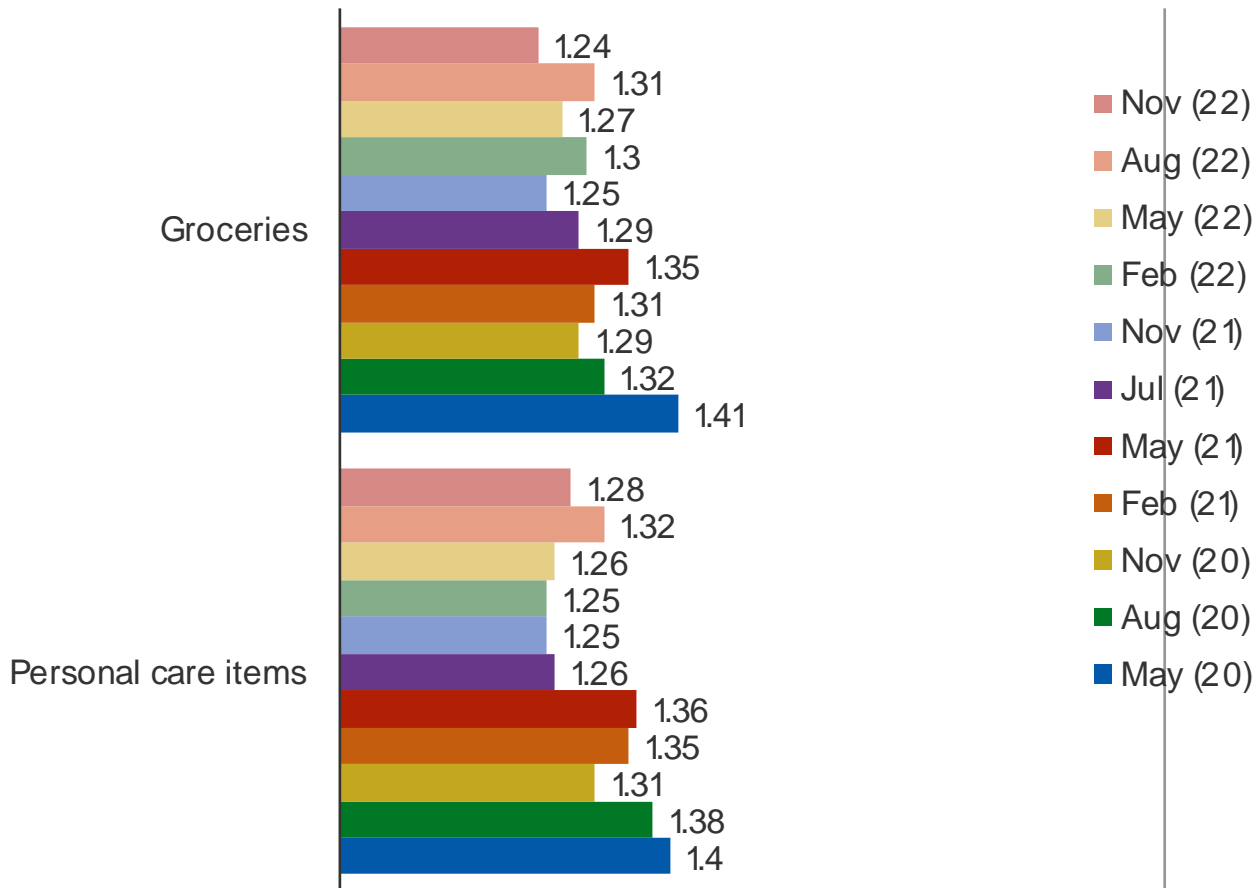
WHEN IT COMES TO BOTH PERSONAL CARE ITEMS AND GROCERIES, ARE YOU KEEPING MORE OR LESS INVENTORY IN YOUR HOME LATELY?

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

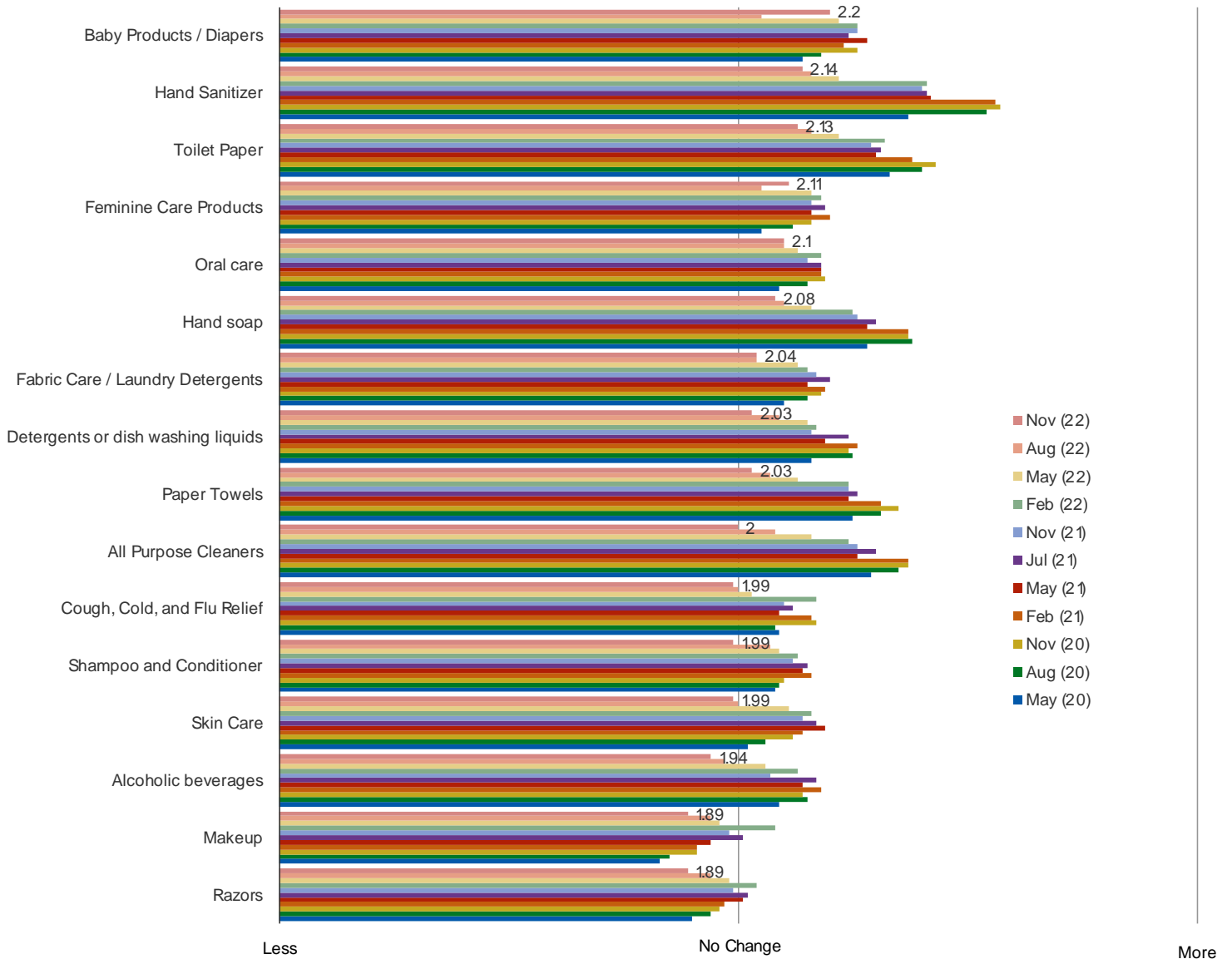


We will continue to keep higher than normal inventory going forward

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

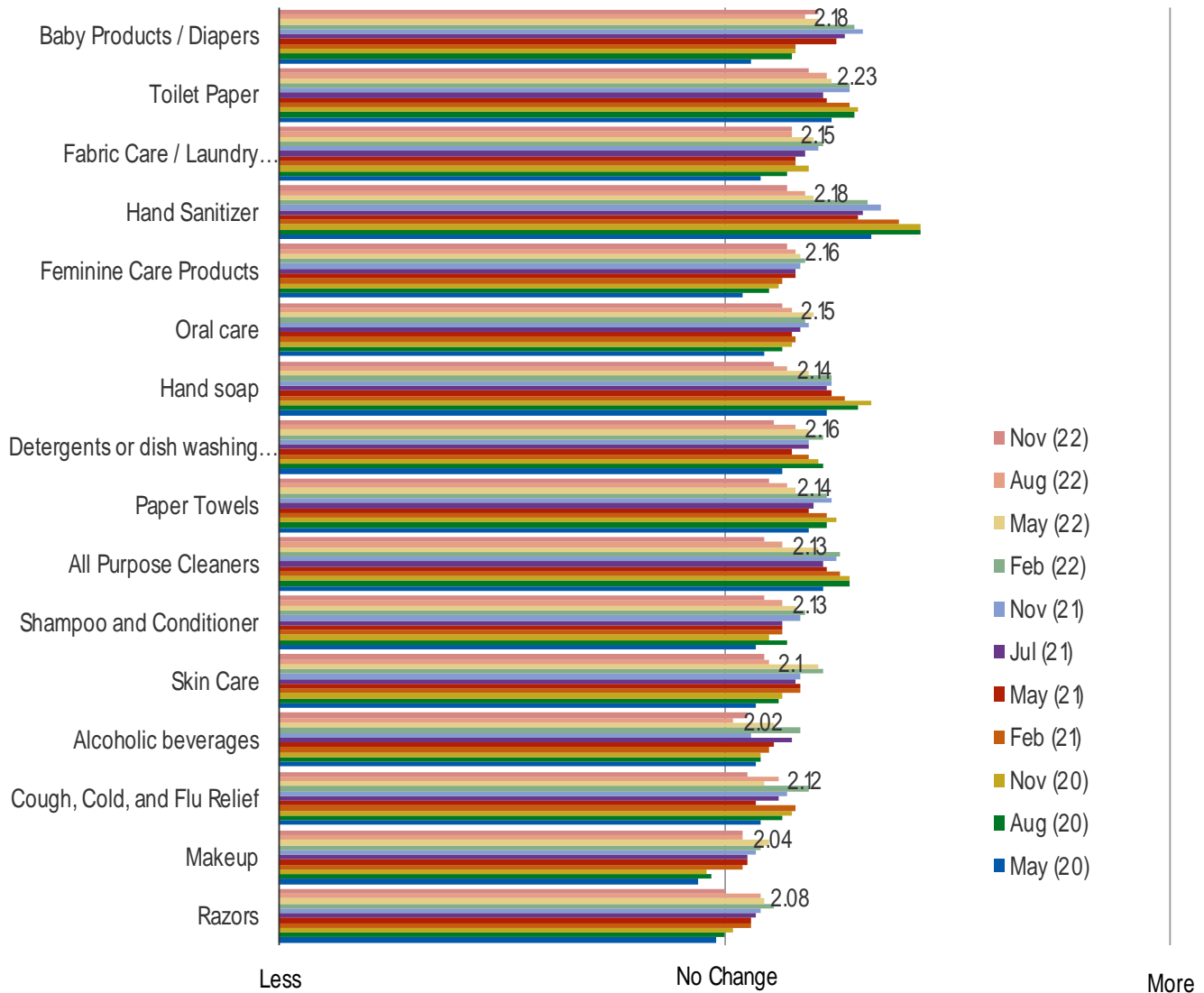
HAVE YOU RECENTLY CHANGED YOUR SPENDING ON THE FOLLOWING ITEMS YOU TYPICALLY SHOP FOR?

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



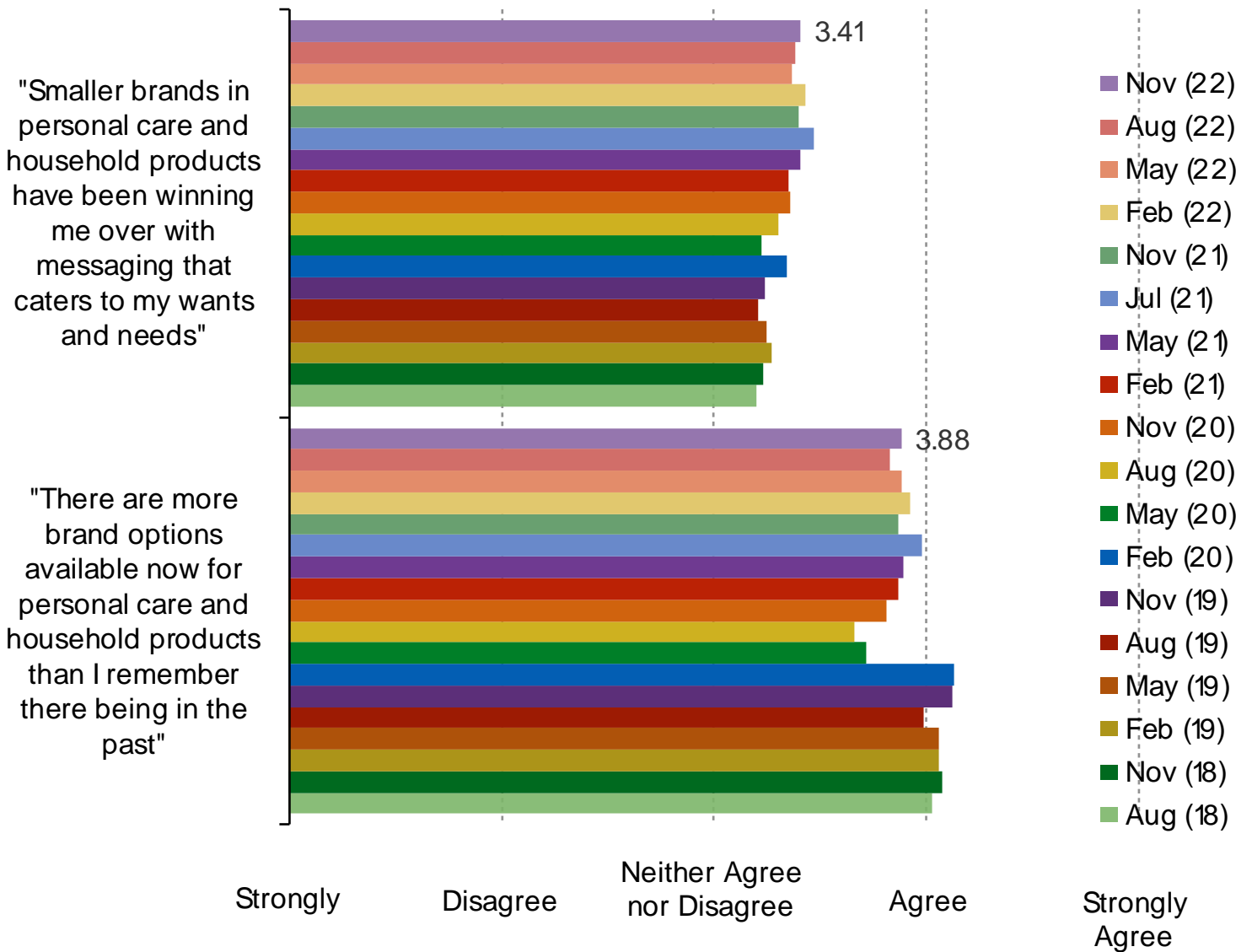
GOING FORWARD, TO YOU EXPECT TO SPEND MORE OR LESS THAN NORMAL ON THE FOLLOWING PRODUCTS?

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



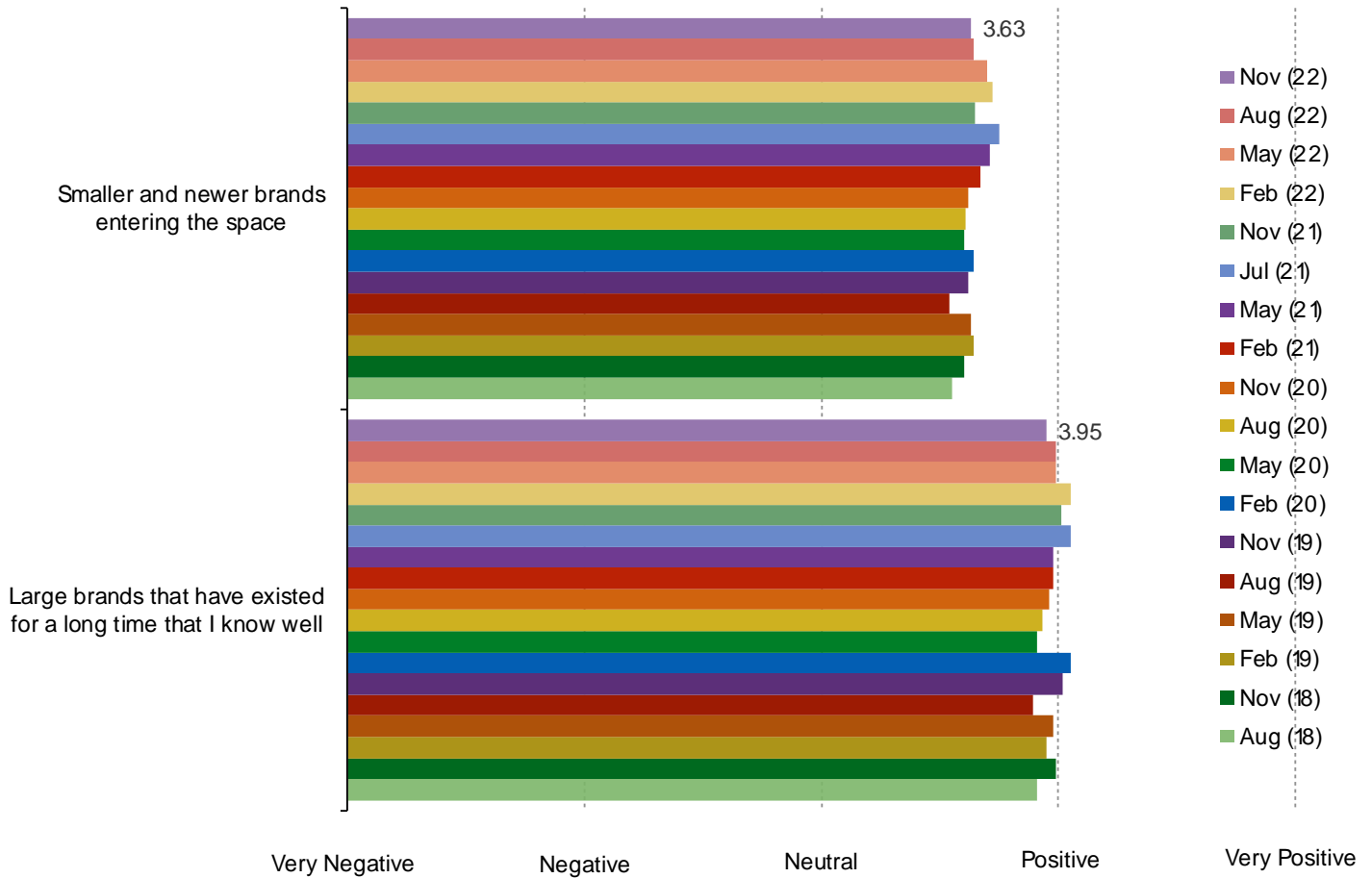
HOW MUCH DO YOU AGREE WITH THE FOLLOWING STATEMENTS?

Posed to all respondents



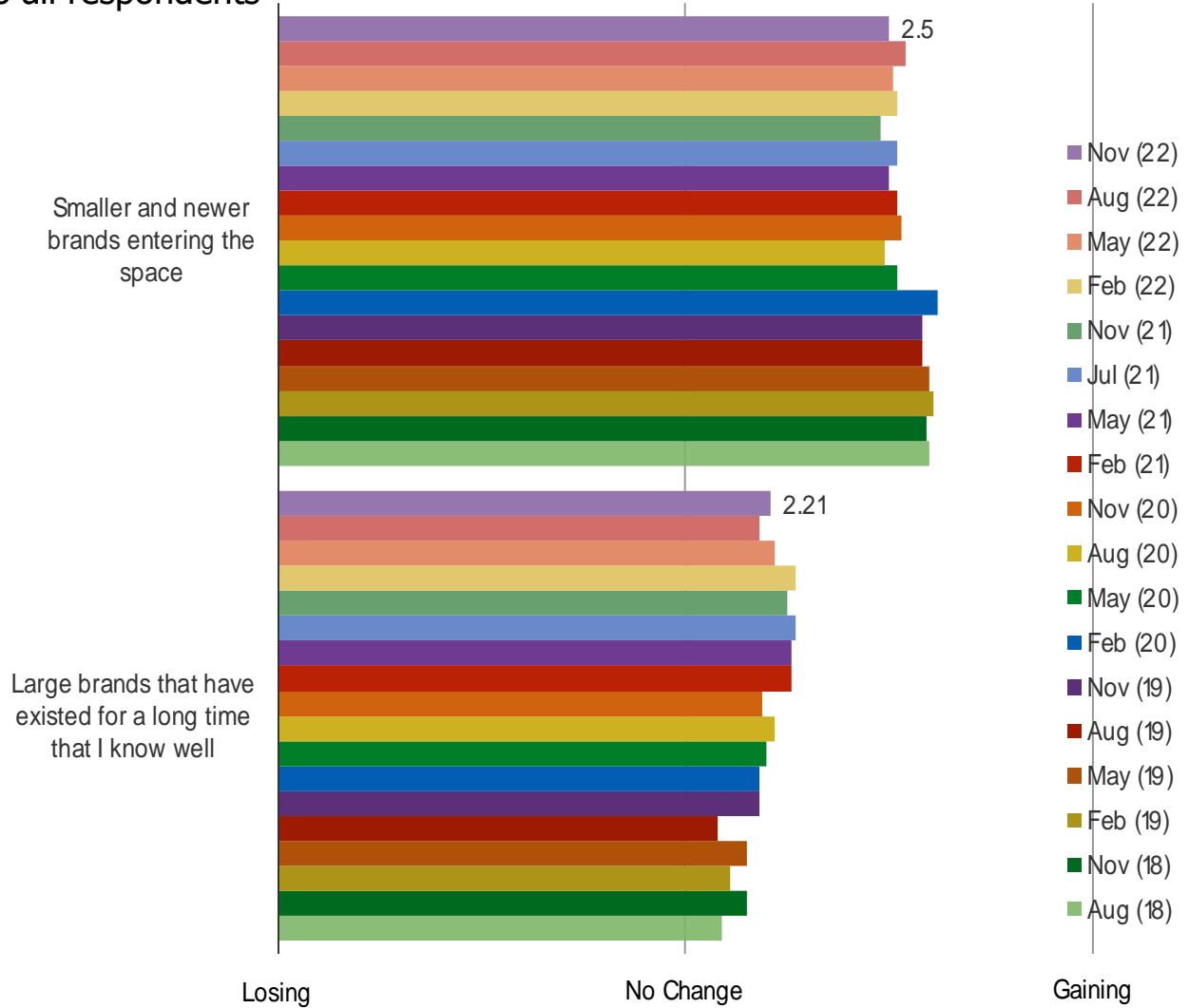
WHEN IT COMES TO HOUSEHOLD AND PERSONAL CARE PRODUCTS, WHAT IS YOUR OPINION OF THE FOLLOWING?

Posed to all respondents



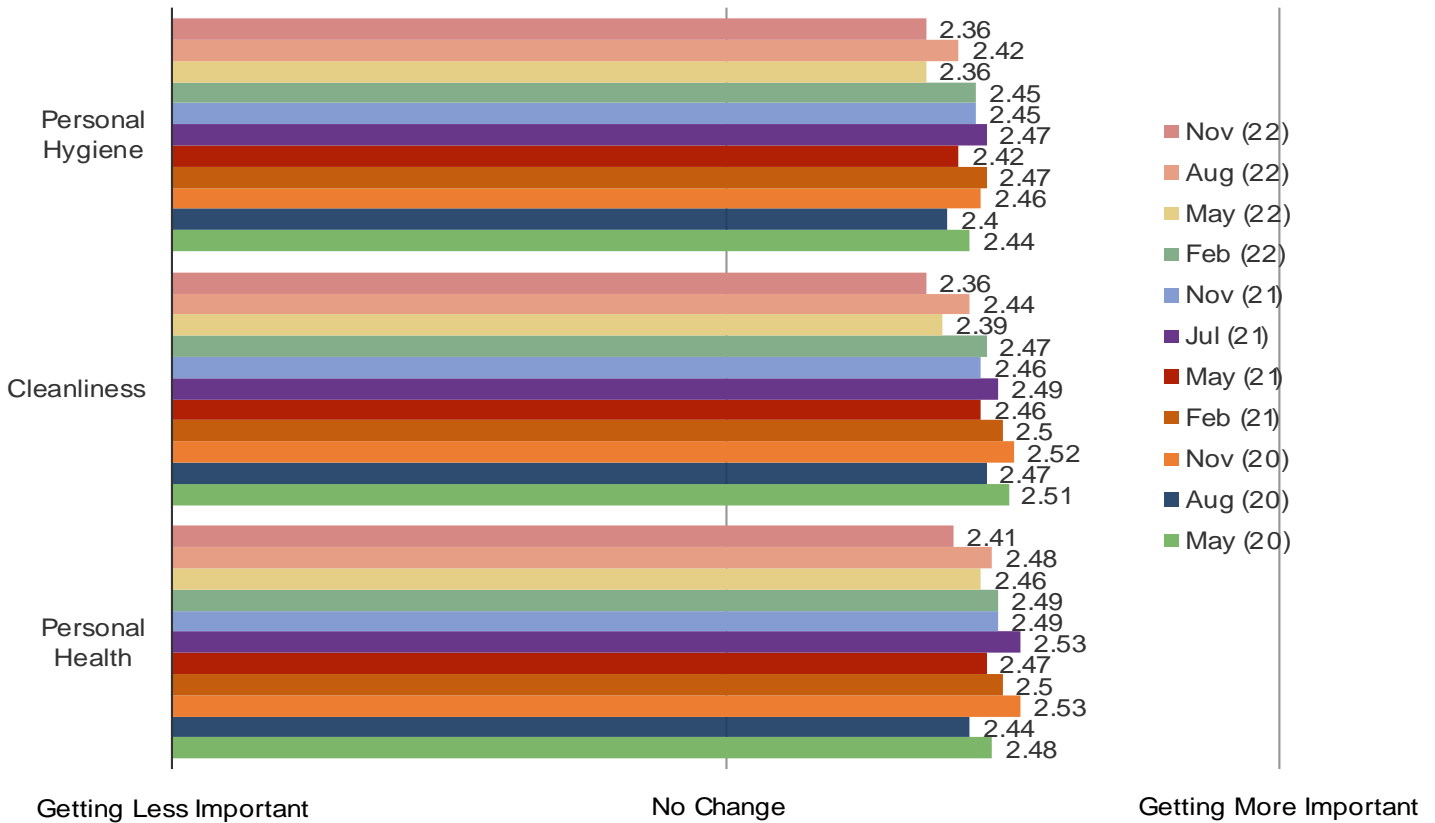
WHEN IT COMES TO HOUSEHOLD AND PERSONAL CARE PRODUCTS, DO YOU FEEL THE FOLLOWING ARE GAINING OR LOSING POPULARITY?

Posed to all respondents



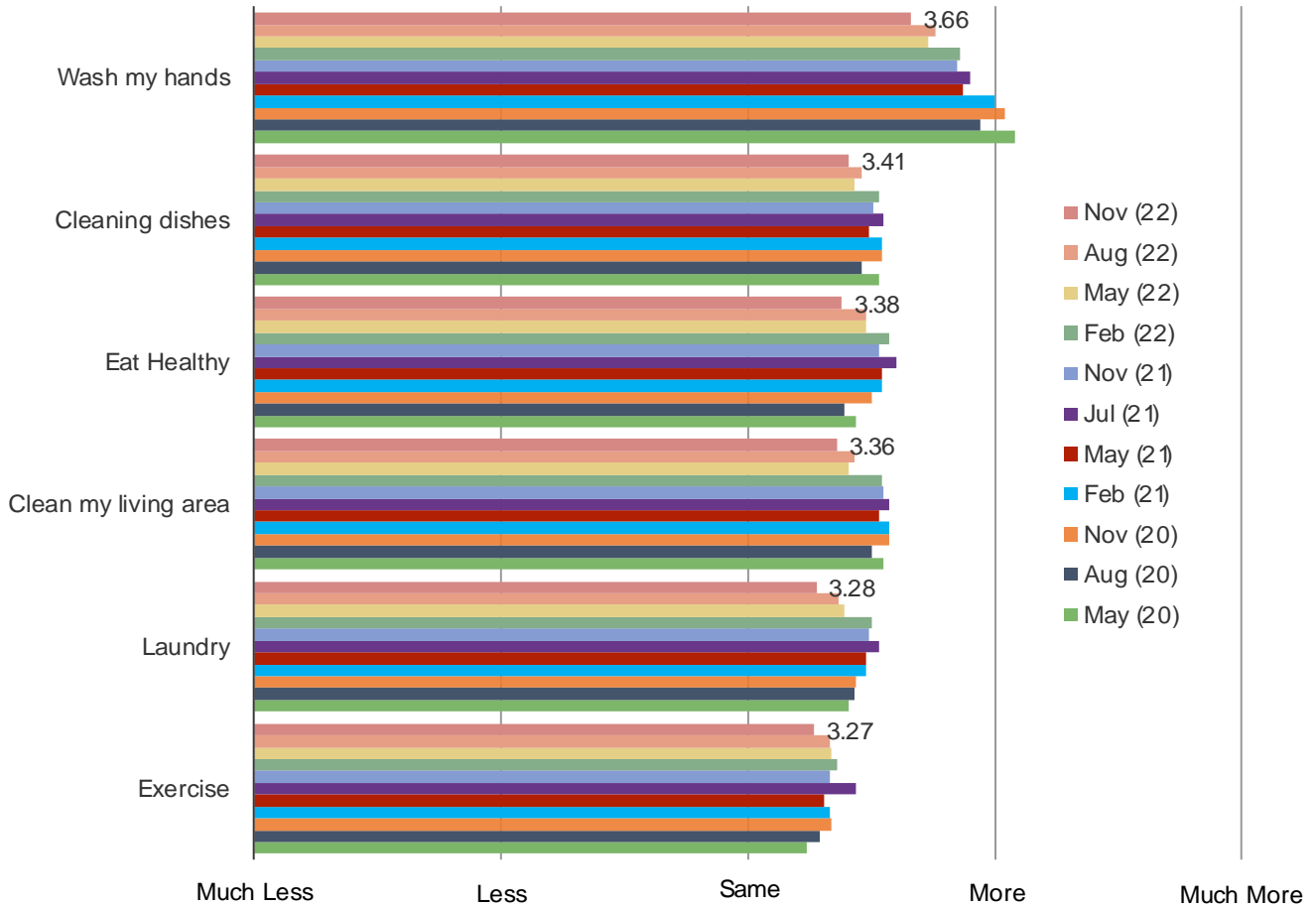
ARE THE FOLLOWING CURRENTLY GETTING MORE OR LESS IMPORTANT TO YOU?

Posed to all respondents.



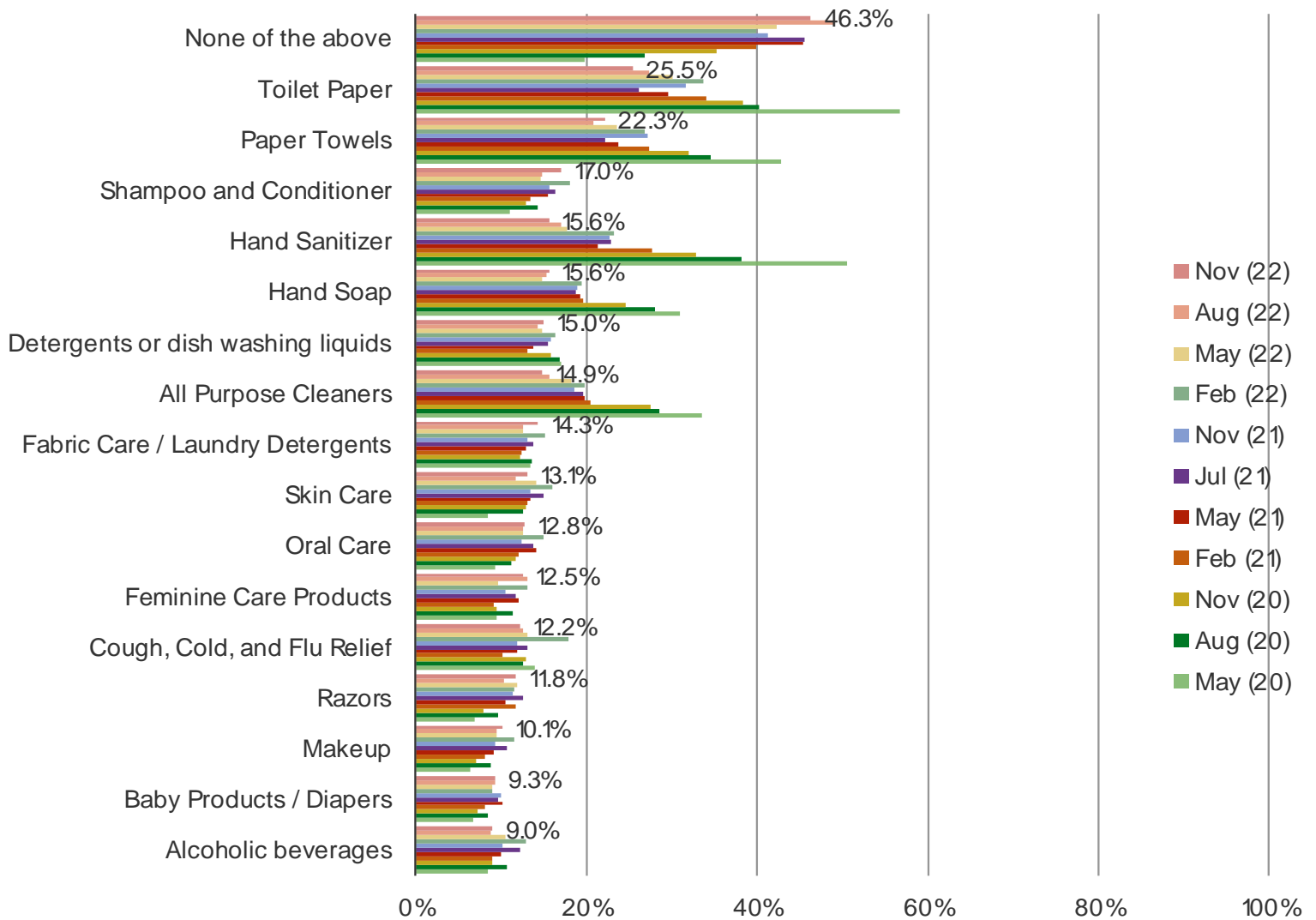
HAVE YOU RECENTLY CHANGED HOW OFTEN YOU DO THE FOLLOWING?

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.

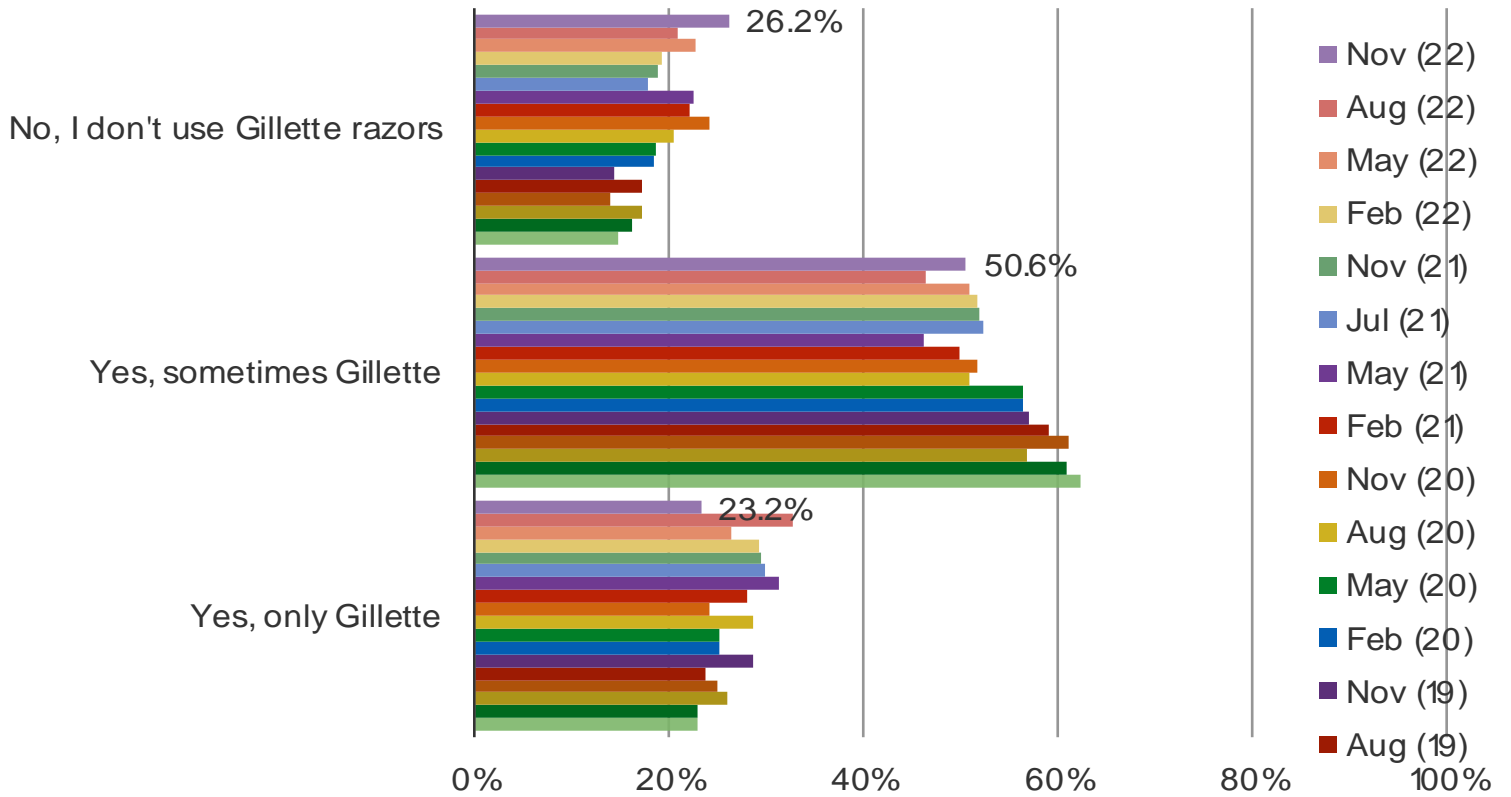


Davids vs. Goliaths

GILLETTE

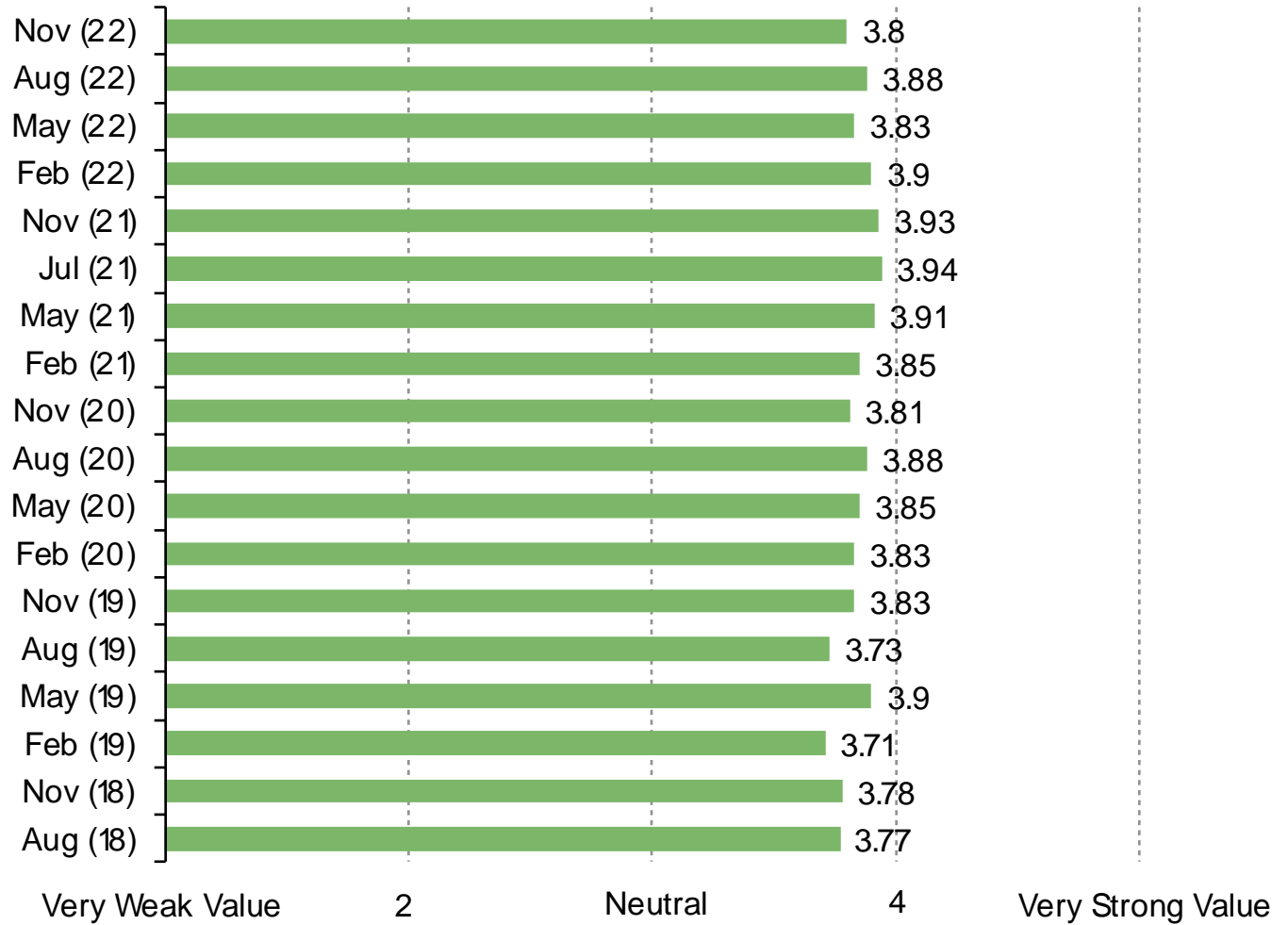
DO YOU USE GILLETTE RAZORS?

Posed to respondents who make purchase decisions on razors



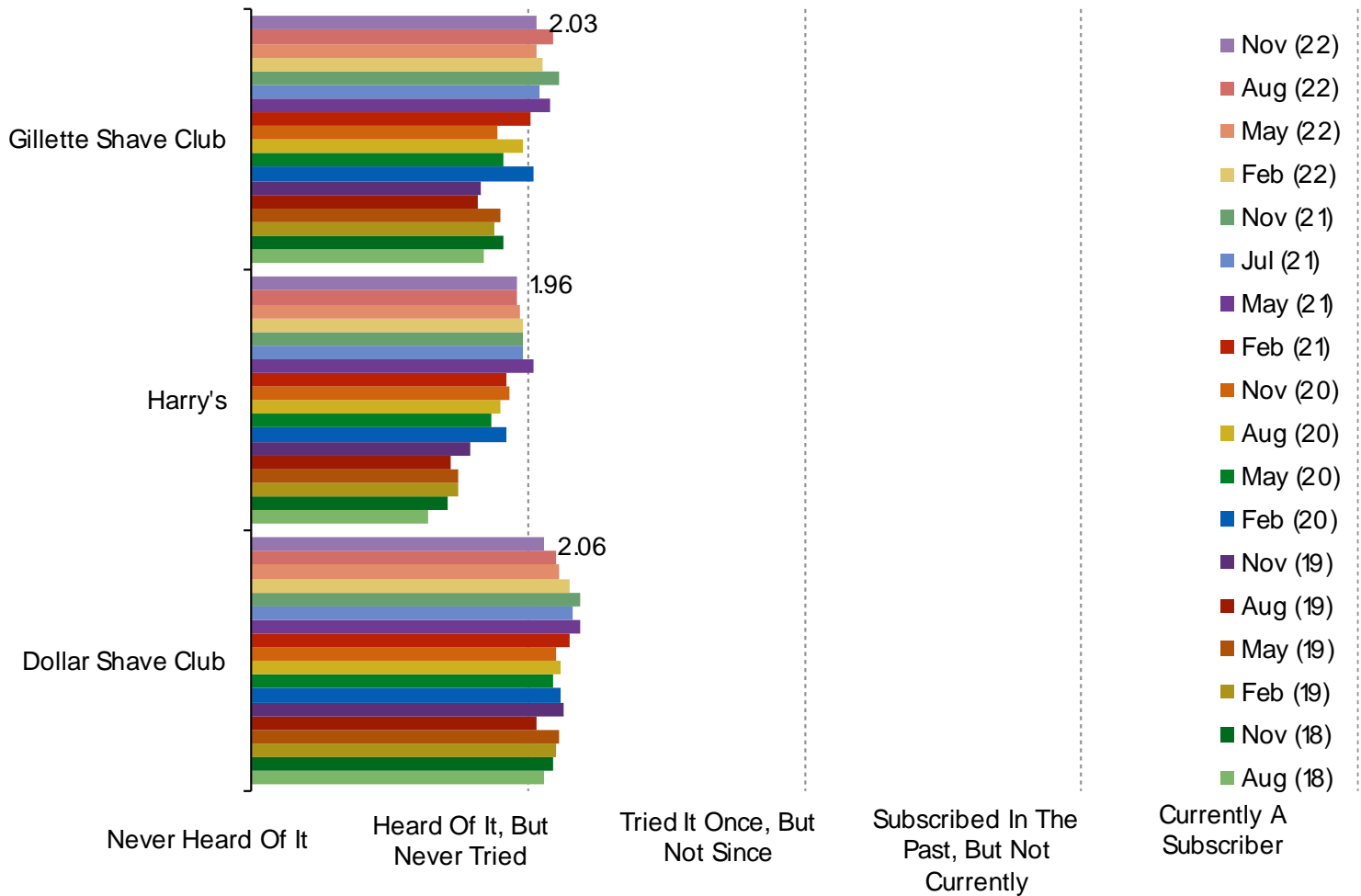
WHAT IS YOUR OPINION OF THE VALUE GILLETTE RAZORS OFFERS FOR THE PRICE?

Posed to respondents who make purchase decisions on razors



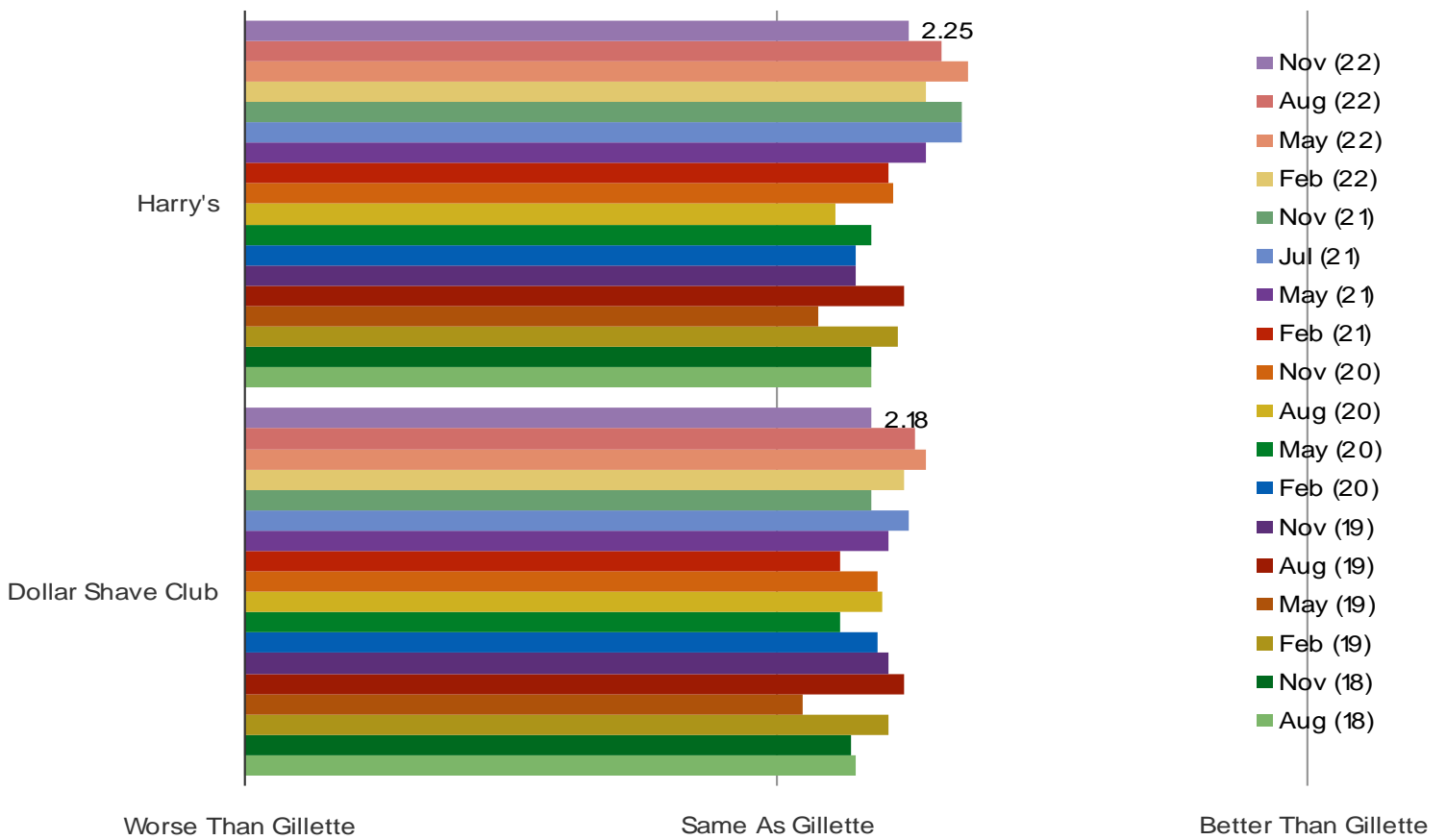
WHAT IS YOUR EXPERIENCE WITH THE FOLLOWING SHAVE CLUBS?

Posed to respondents who make purchase decisions on razors



WHAT IS YOUR OPINION OF THE FOLLOWING?

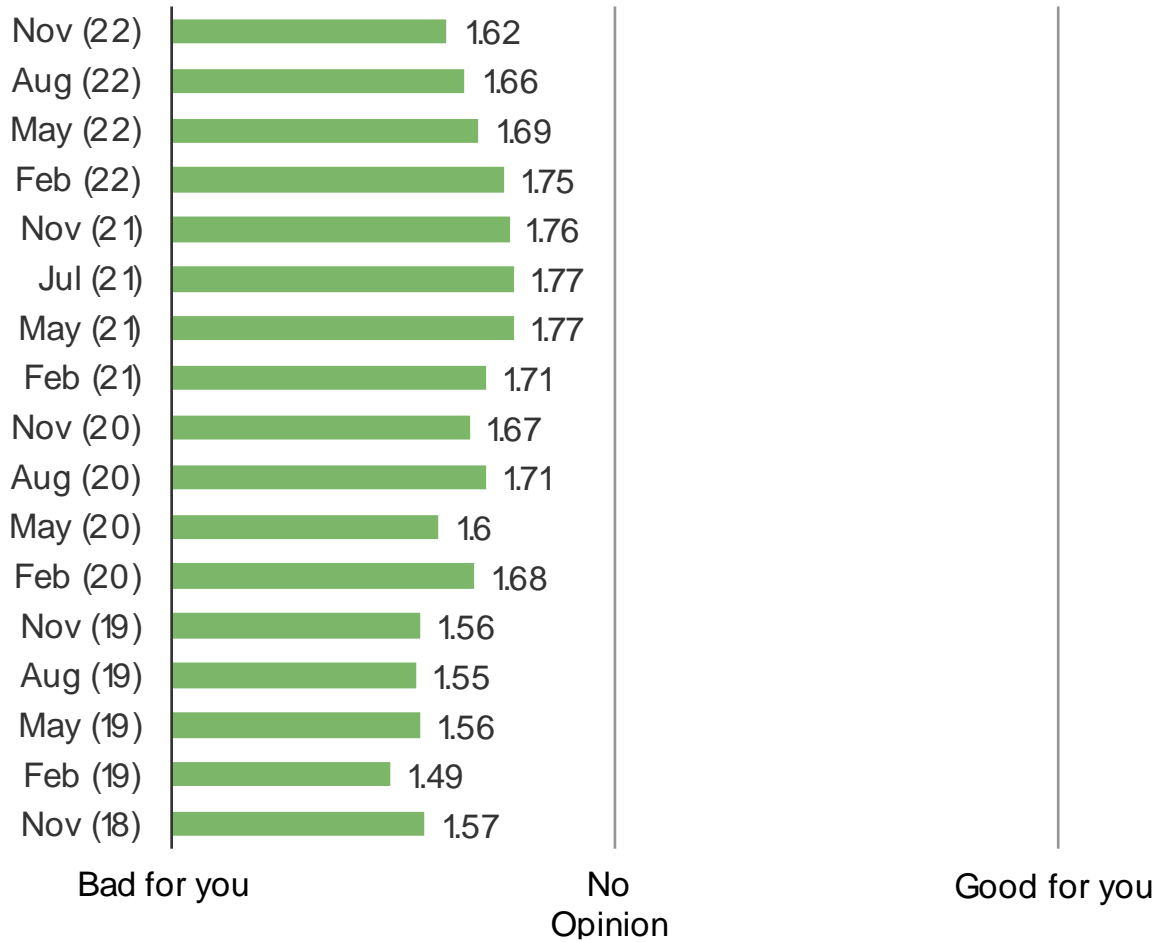
Posed to respondents who have at least tried Harry's and/or Dollar Shave Club



SODA AND ENERGY DRINKS

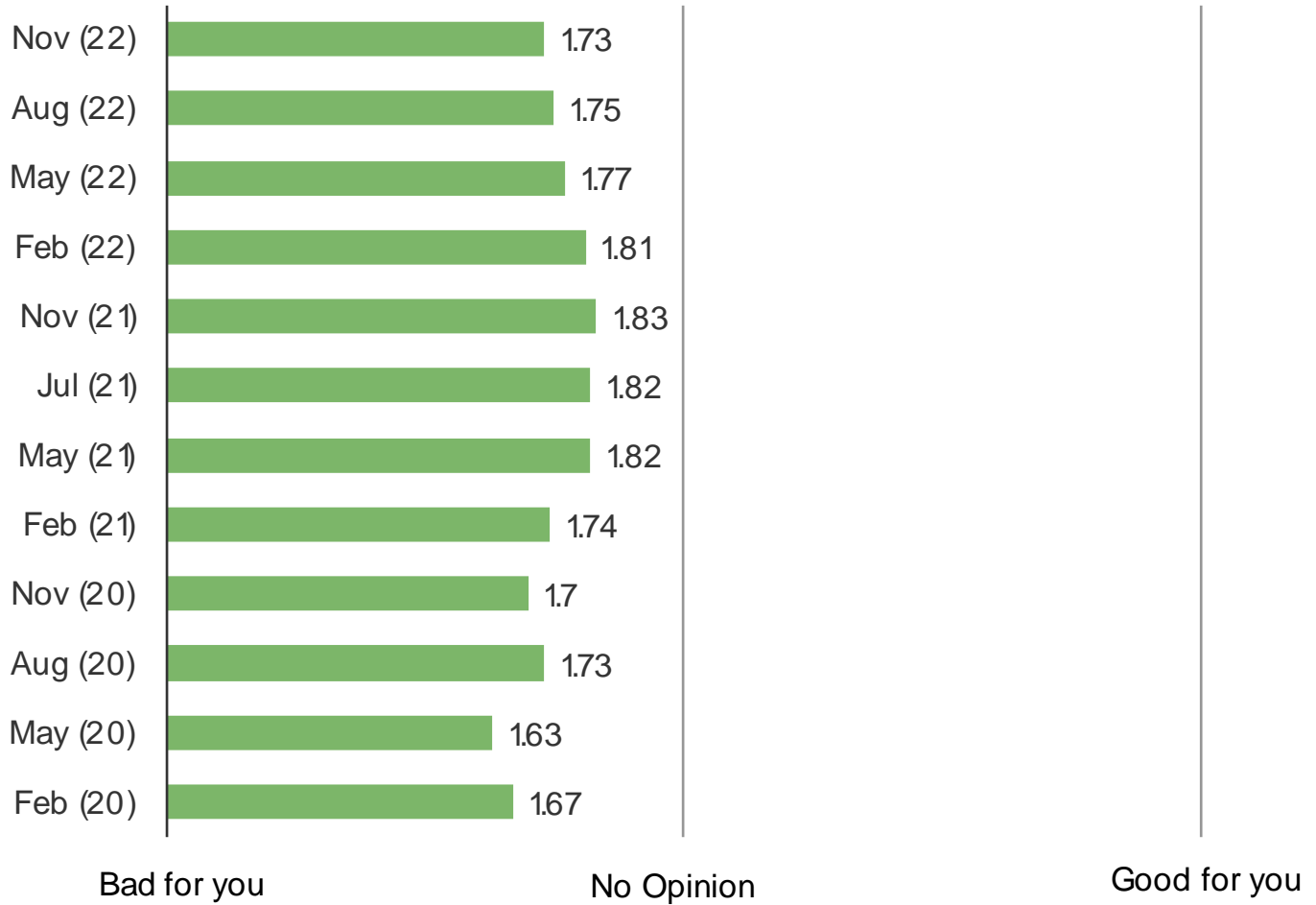
IN YOUR OPINION, IS SODA...

Posed to all respondents



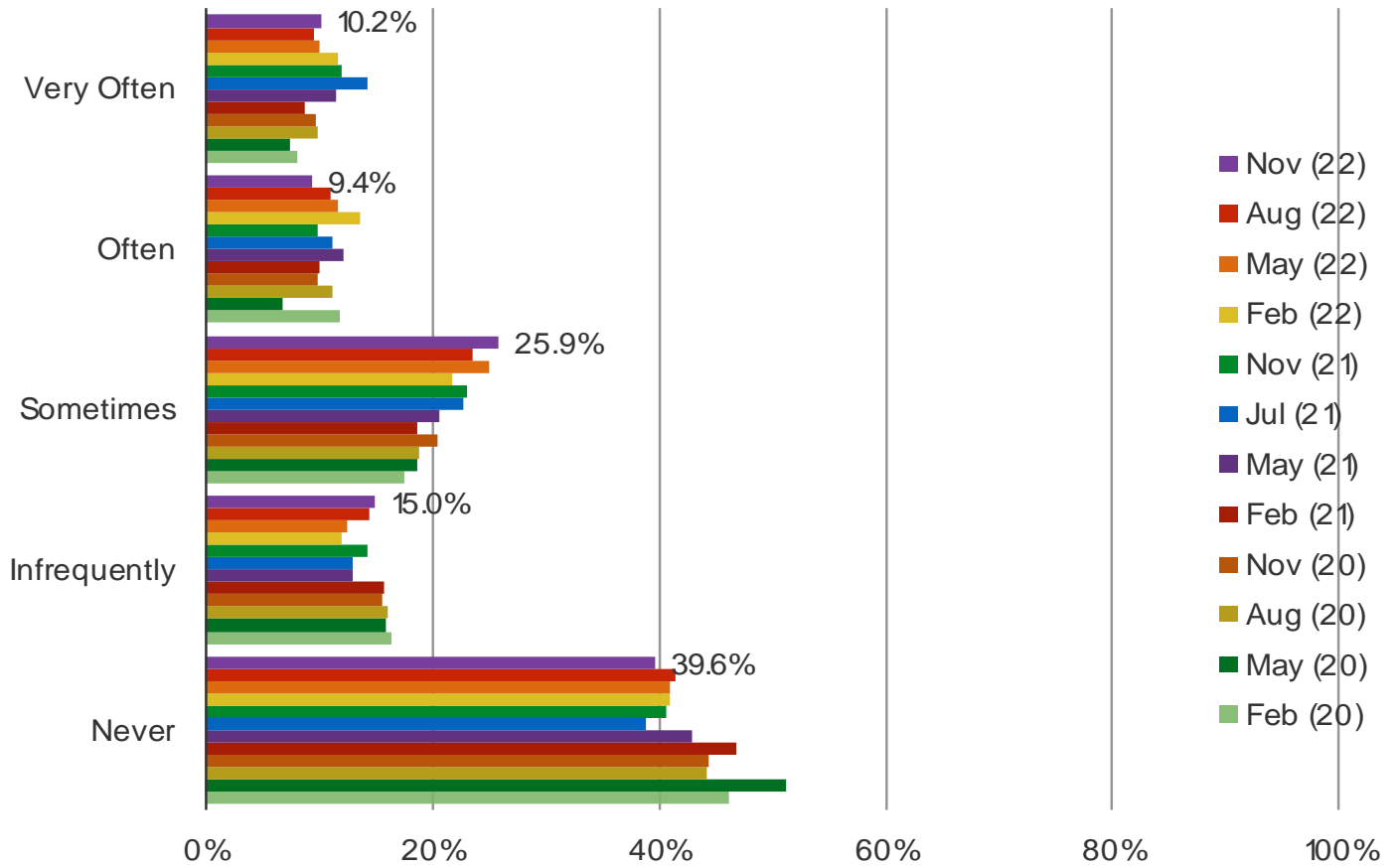
IN YOUR OPINION, ARE ENERGY DRINKS...

Posed to all respondents



DO YOU CONSUME ENERGY DRINKS?

Posed to all respondents



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

Posed to all respondents who drink energy drinks at least infrequently (N = 605).

November 2022



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

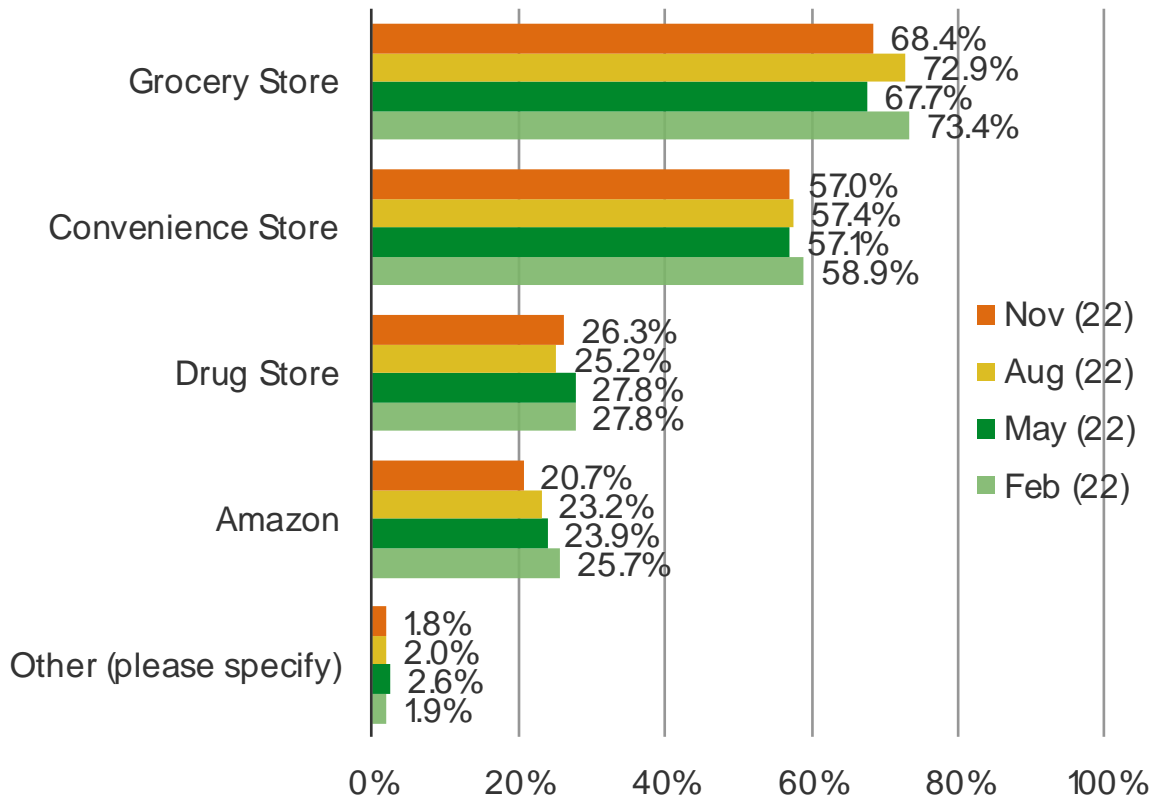
SHOURENERGY GATORADE ROCKSTAR BANG

May 2022

ROCKSTAR GATORADE SHOURENERGY BANG
REDBULL
MONSTER

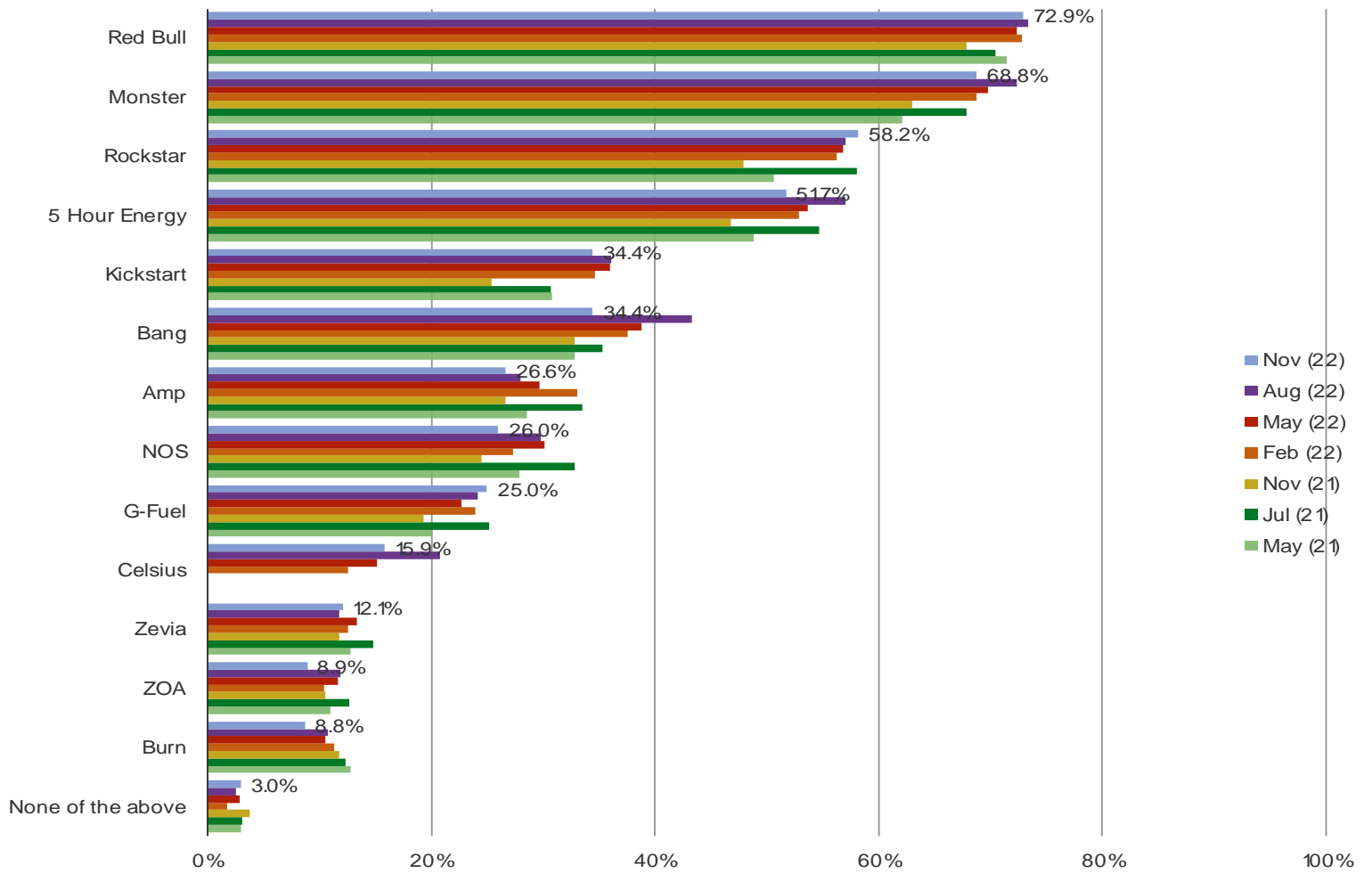
WHERE DO YOU BUY ENERGY DRINKS? (SELECT ALL THAT APPLY)

Posed to all respondents who drink energy drinks at least infrequently (N = 605).



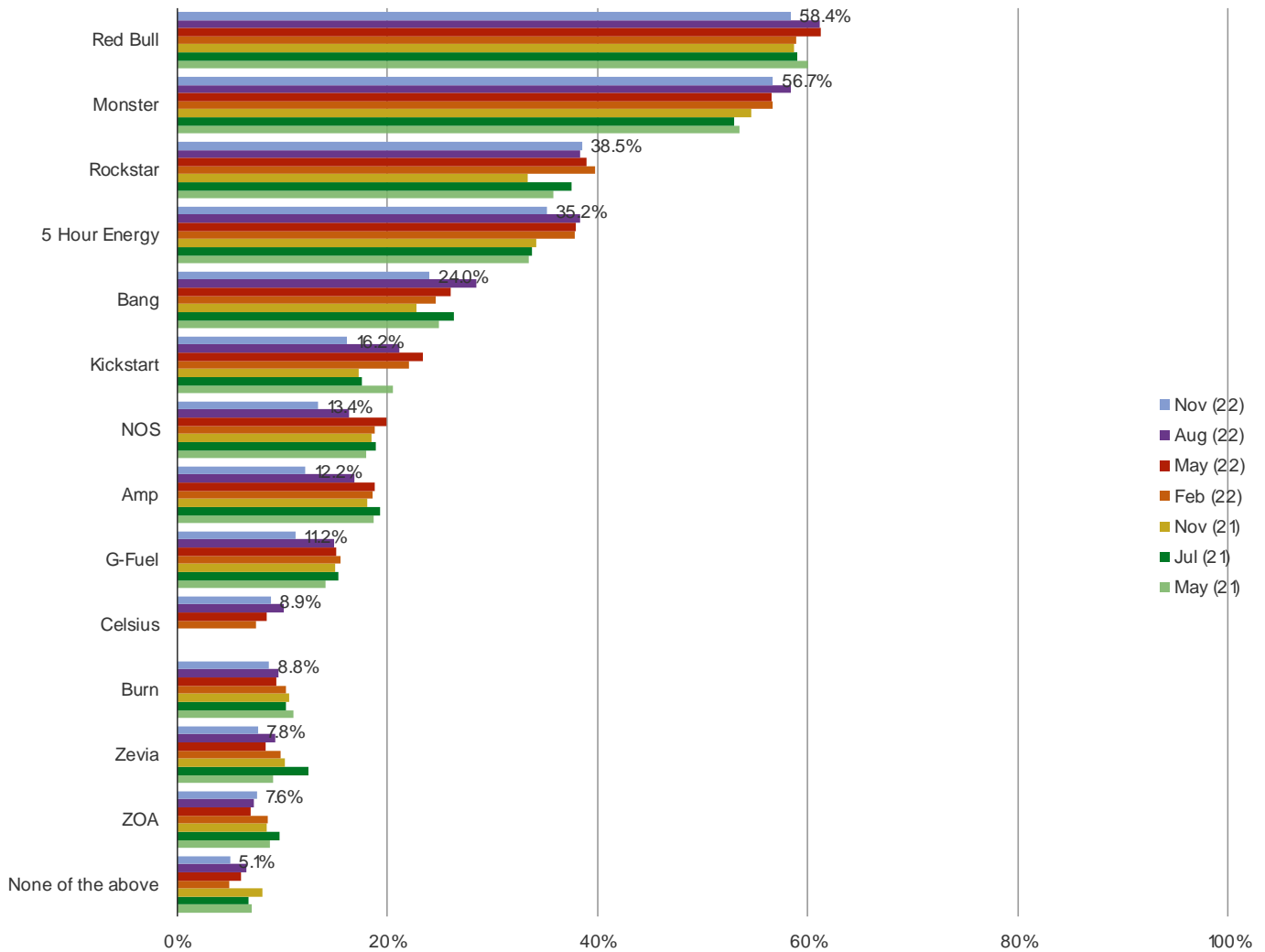
HAVE YOU HEARD OF ANY OF THE FOLLOWING ENERGY DRINK BRANDS? SELECT ALL THAT APPLY

Posed to all respondents who drink energy drinks at least infrequently (N = 605).



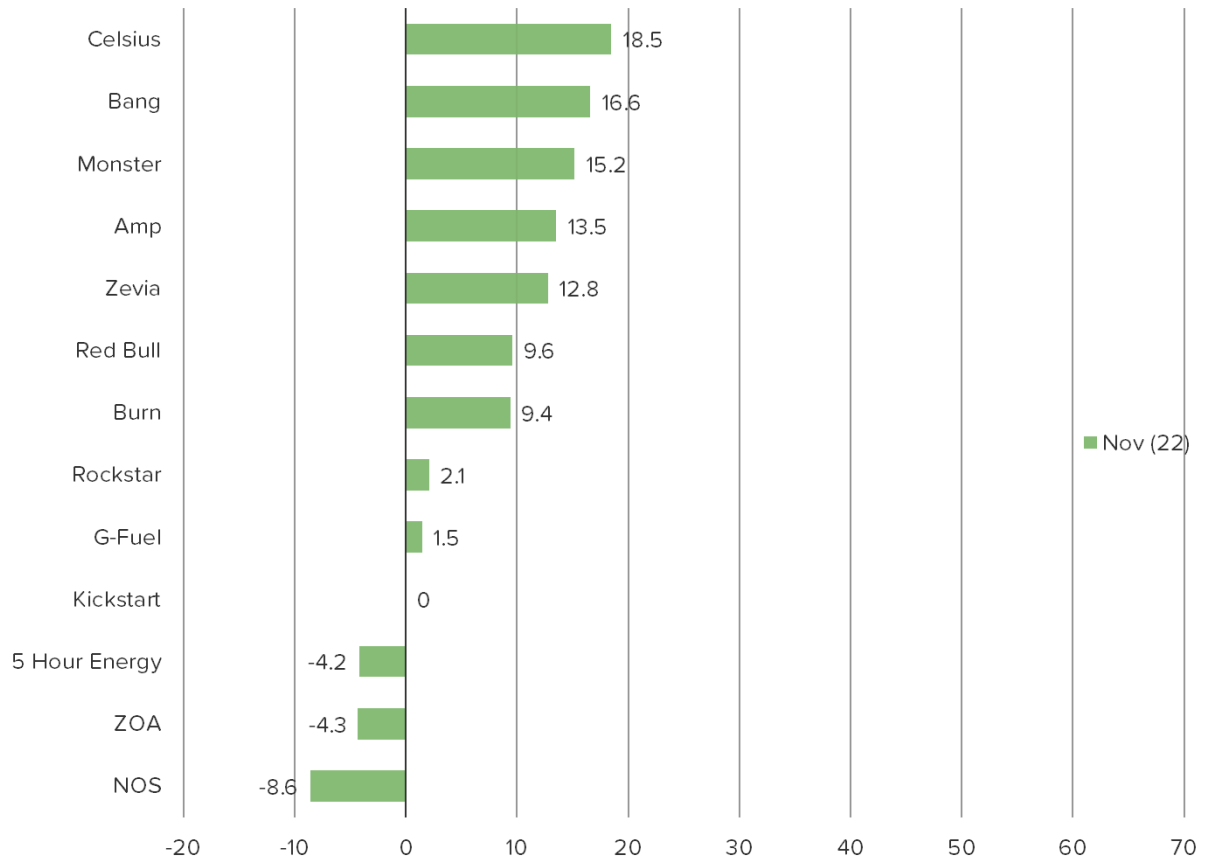
HAVE YOU EVER HAD/DRANK ENERGY DRINKS FROM ANY OF THE FOLLOWING BRANDS? SELECT ALL THAT APPLY

Posed to all respondents who drink energy drinks at least infrequently (N = 605).



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.

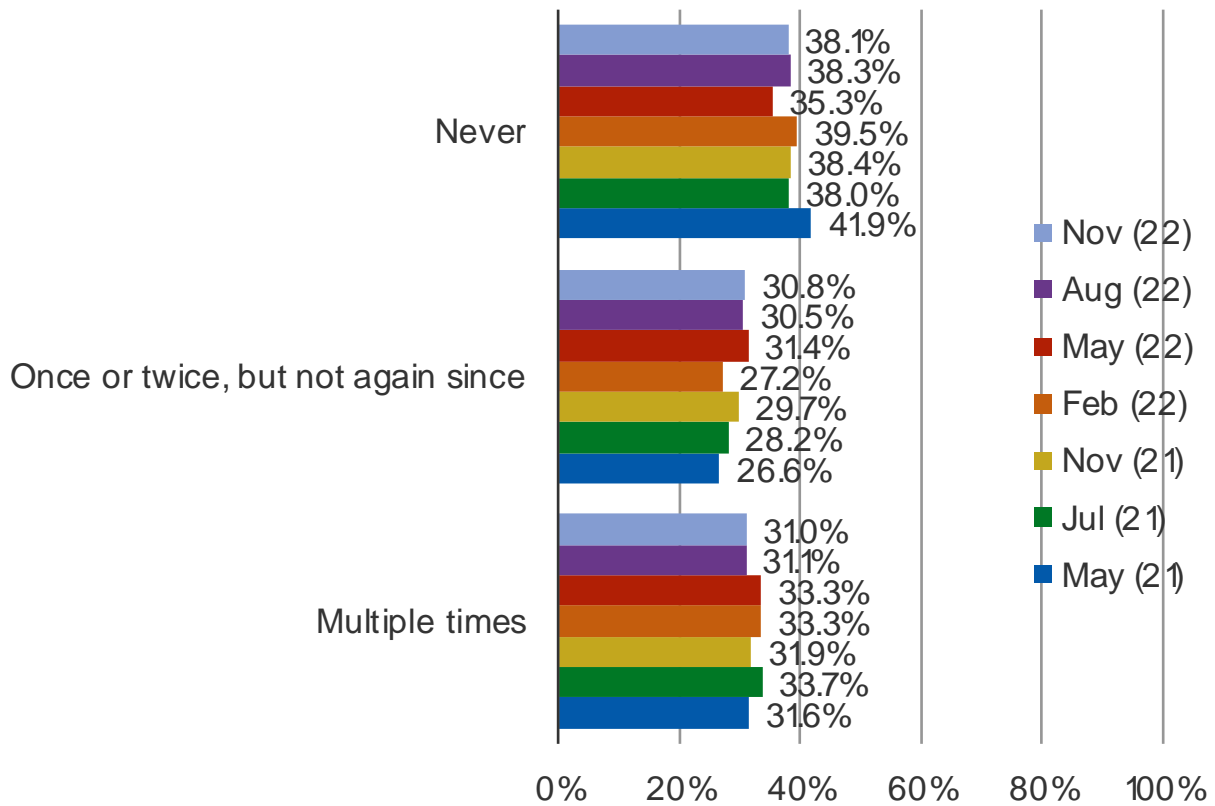


	N=
Red Bull	353
Monster	343
Rockstar	233
NOS	81
Burn	53
ZOA	46
G-Fuel	68
5 Hour Energy	213
Bang	145
Amp	74
Zevia	47
Kickstart	98
Celsius	54

HARD SELTZER

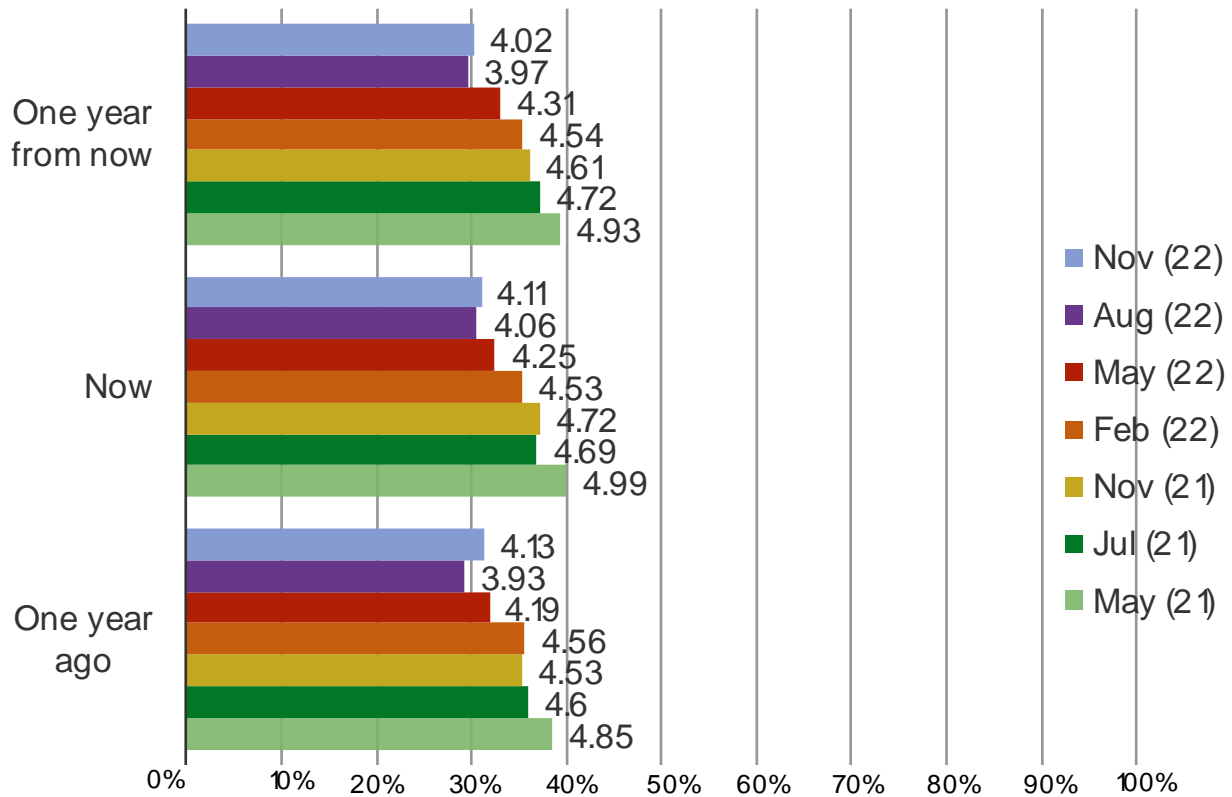
HAVE YOU EVER CONSUMED HARD SELTZER BEVERAGES? IE - CARBONATED WATER/SELTZER BEVERAGES WITH ALCOHOL IN IT.

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 = 621).



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

Posed to all respondents who have consumed hard seltzer (N = 620).

November 2022



August 2022

February 2022



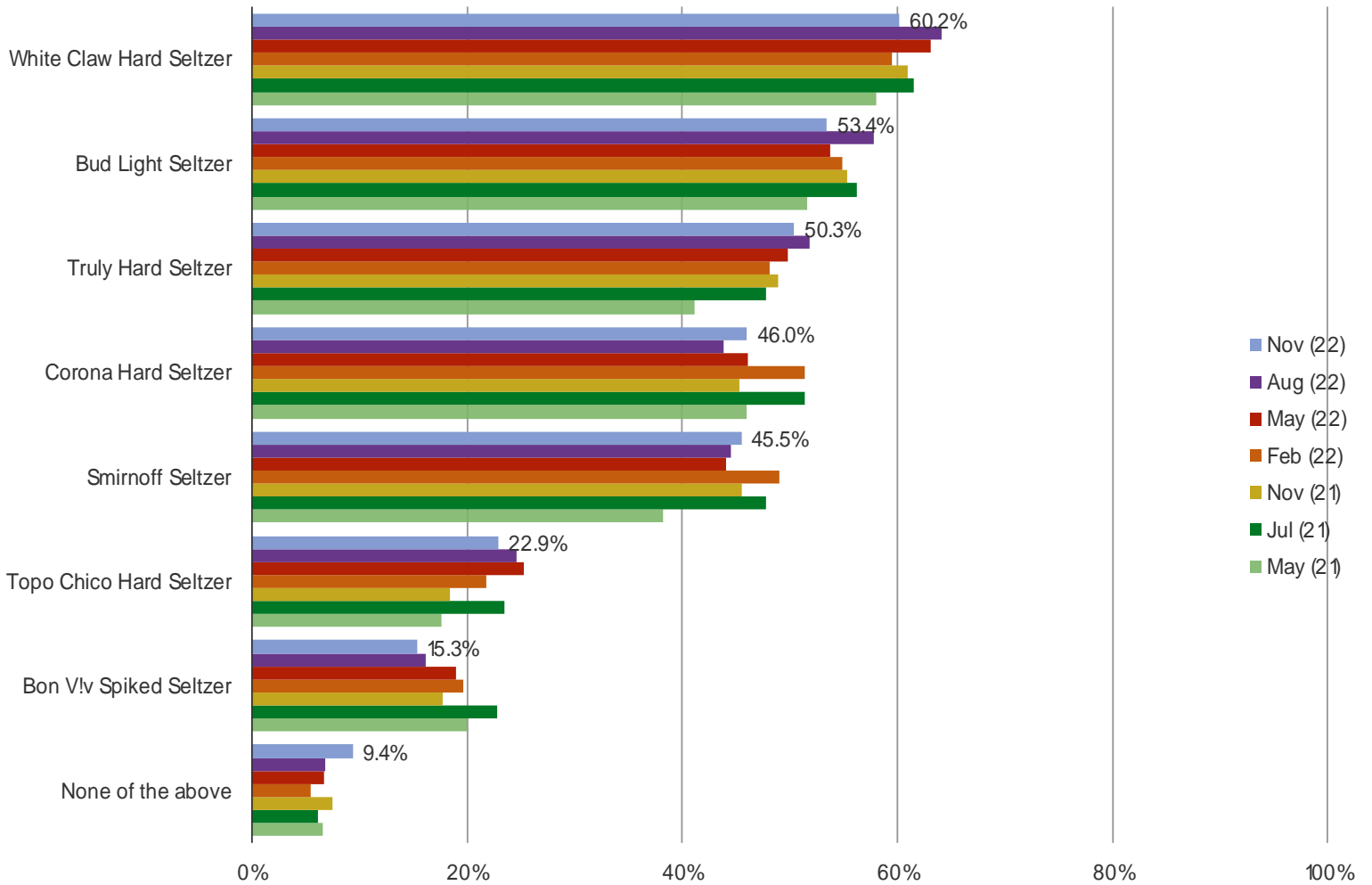
July 2021

November 2021



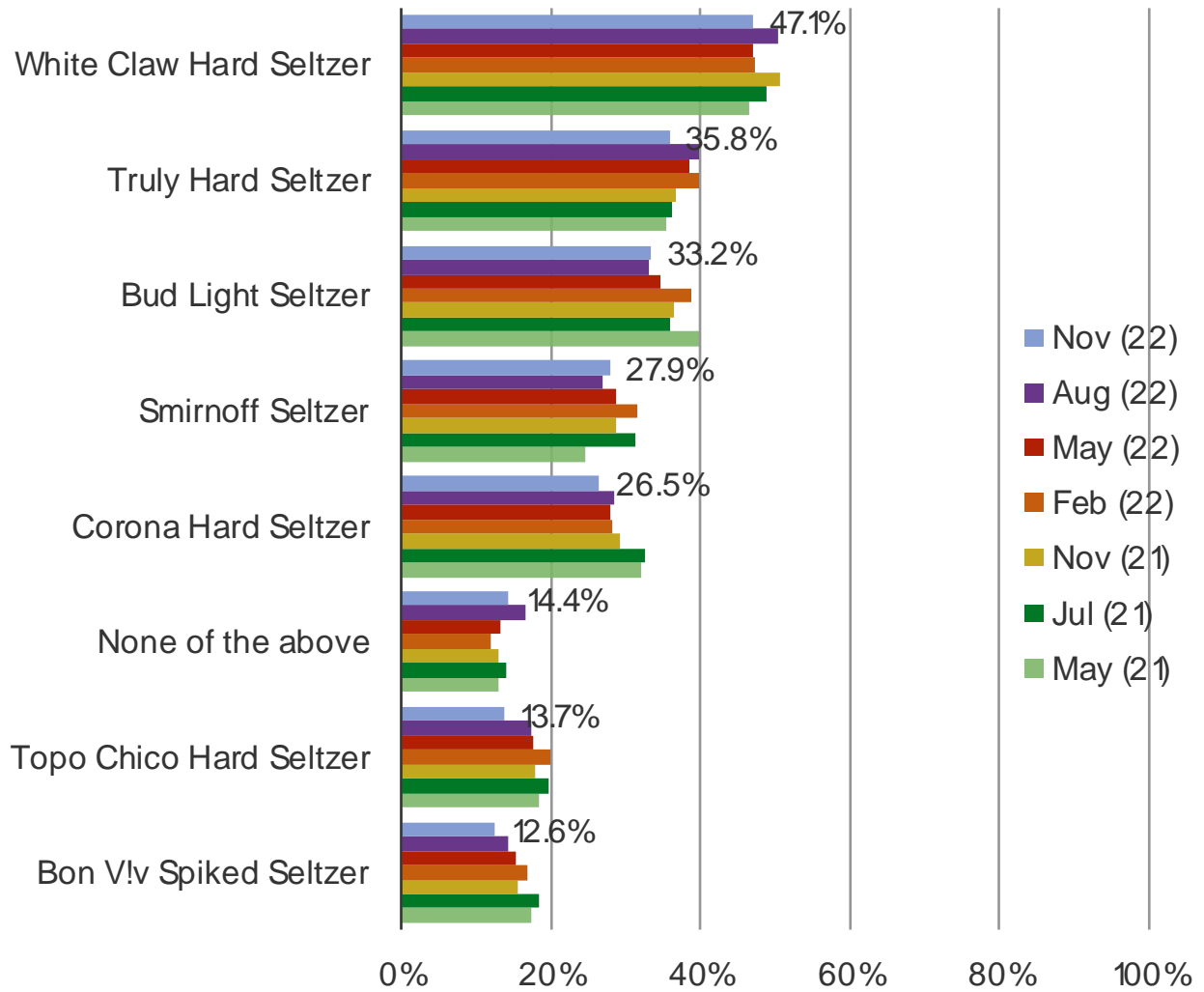
ARE YOU AWARE OF ANY OF THE FOLLOWING BRANDS? SELECT ALL THAT APPLY

Posed to all respondents who have consumed hard seltzer (N = 620).



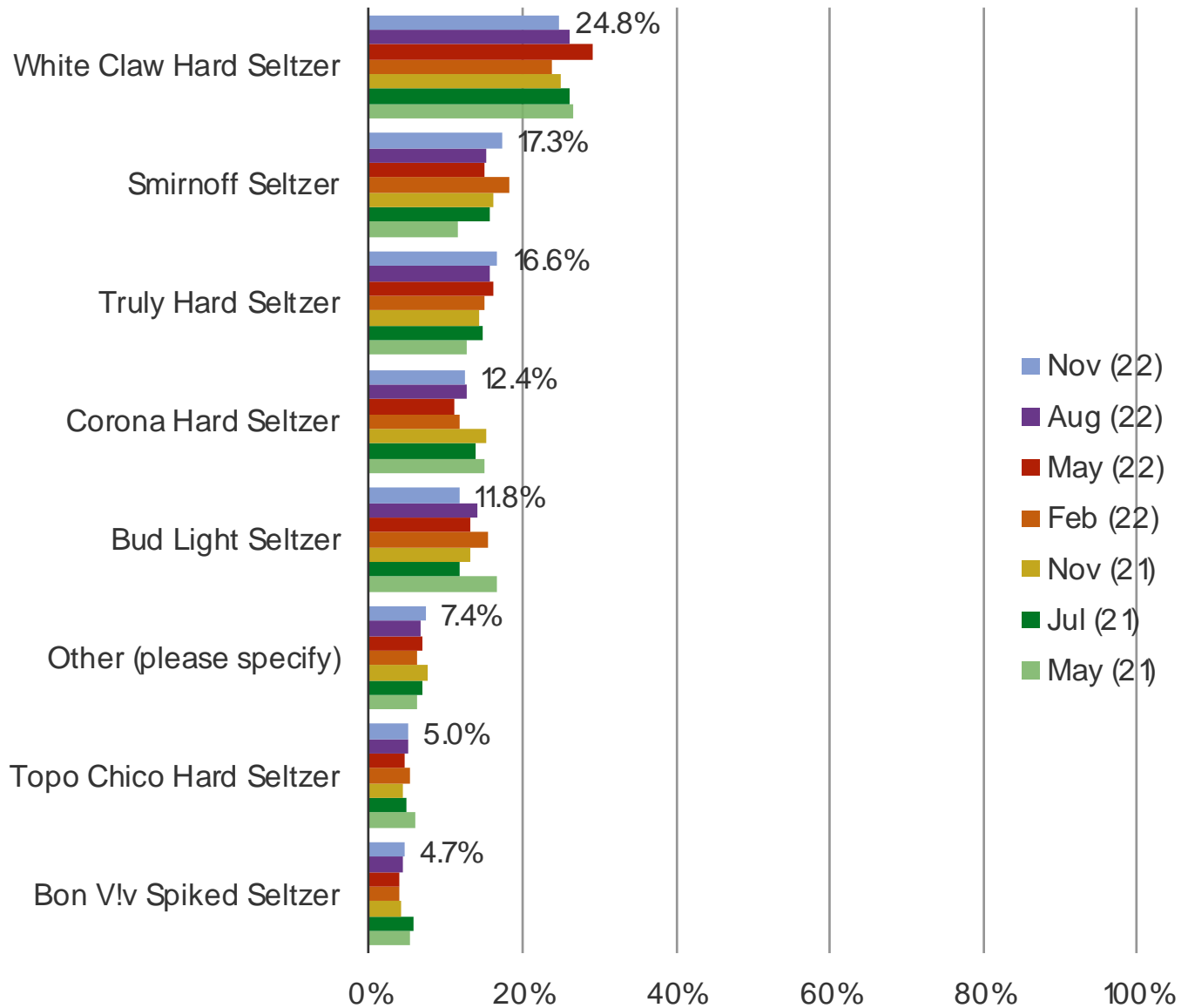
HAVE YOU EVER TRIED HARD SELTZER FROM ANY OF THE FOLLOWING BRANDS? SELECT ALL THAT APPLY

Posed to all respondents who have consumed hard seltzer (N = 620).



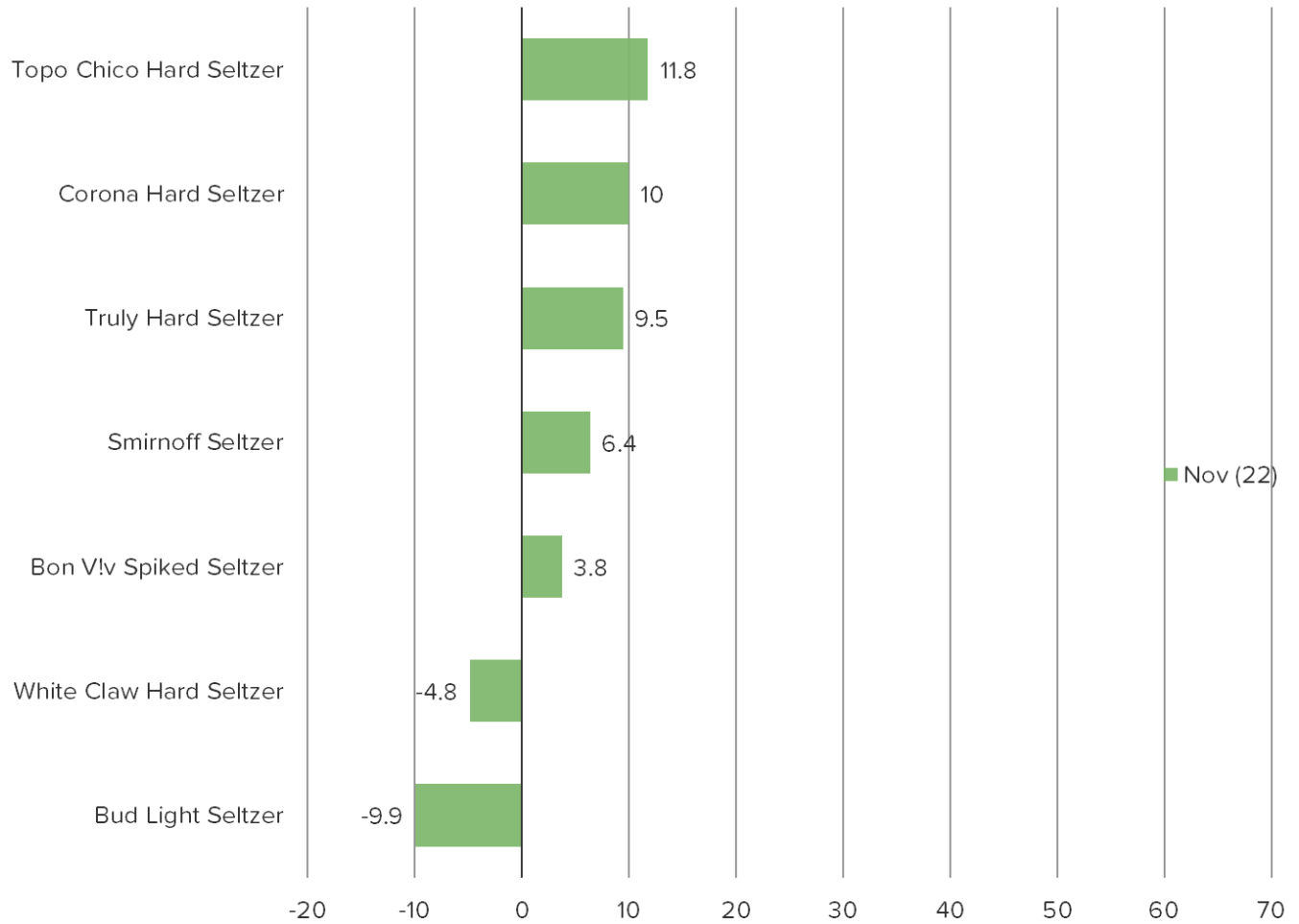
IN YOUR OPINION, WHICH BRAND IS BEST FOR HARD SELTZER? SELECT ALL THAT APPLY

Posed to all respondents who have consumed hard seltzer (N = 620).



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	85
White Claw Hard Seltzer	292
Bon V!v Spiked Seltzer	78
Truly Hard Seltzer	222
Corona Hard Seltzer	160
Bud Light Seltzer	203
Smirnoff Seltzer	172