

# Bespoke Survey Research

August 2023

## CPGs, Beer, and Hard Seltzer

Volume 21 | Quarterly Survey

1,250 US Consumers Balanced To Census

Tickers Covered: PG, SAM, BUD, STZ.

### Key Takeaways

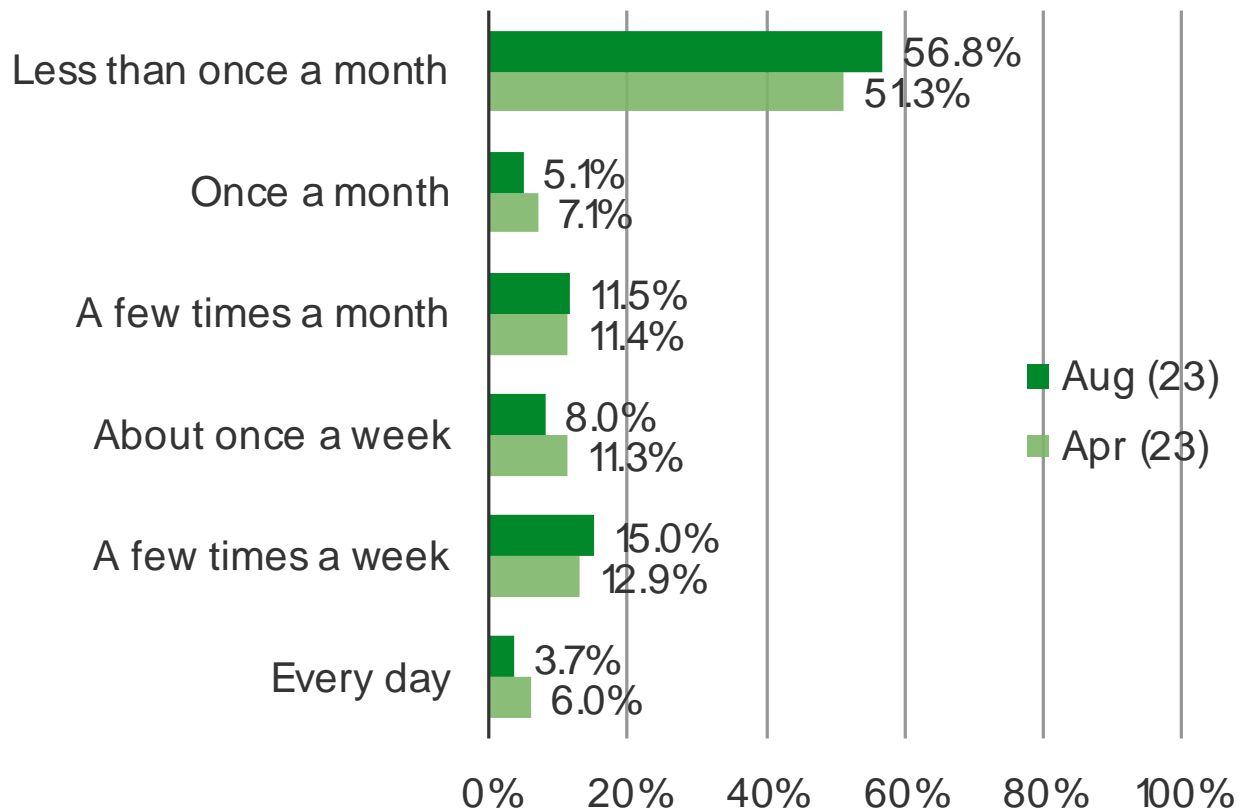
1. Consumers tend to buy household and personal items more often in-stores despite online making some gains over time and since the pandemic.
2. The price of CPG products has become much more important to consumers of late.
3. Respondents have been increasingly likely to say they are holding less inventory on groceries and household items and have been increasingly likely to say that they will work through their inventory (as opposed to keeping higher inventory than normal).
4. Compared to the height of the pandemic, consumers are not self-reporting as much of an increase in spending on household items.
5. In recent volumes, consumers have been increasingly likely to call out smaller and newer household and personal care product brands as popularity gainers, and have been decreasingly likely to say larger brands that have existed for a long time are popularity gainers.
6. The percentage of consumers who drank each beer brand in the past year was relatively consistent q/q for most brands, with the exception of Corona, Michelob, Miller Light, and Modelo that saw an increase.
7. Bud Light purchase frequency declined in August relative to our April survey.
8. Consumer opinion of Bud Light is net negative and worsened in August relative to April. Among those with worsened opinions, most filled in reasons related to the Dylan Mulvaney marketing campaign earlier in the year. Respondents who said their opinion improved mostly flagged quality and taste, and some mentioned positive sentiments toward the Dylan Mulvaney marketing campaign and inclusivity.
9. Among those who said they intend to decrease their Bud Light consumption, the brands most likely to see their shifted business include Miller Lite, Coors, Corona, Heineken, and Modelo.
10. Over time, consumers have slowly shifted away from Gillette razors (increasing % do not use Gillette, and a declining percentage only use Gillette).
11. Consumer opinions on if Soda is good or bad for you has always been net negative, but it has been worsening sequentially in recent waves.
12. The percentage of consumers who have had various hard seltzer brands in our survey has increased over time. We would note, though, that over time their estimation of what % of their overall alcohol consumption that goes to hard seltzer has been declining.

Davids vs. Goliaths

BEER

HOW OFTEN DO YOU DRINK BEER?

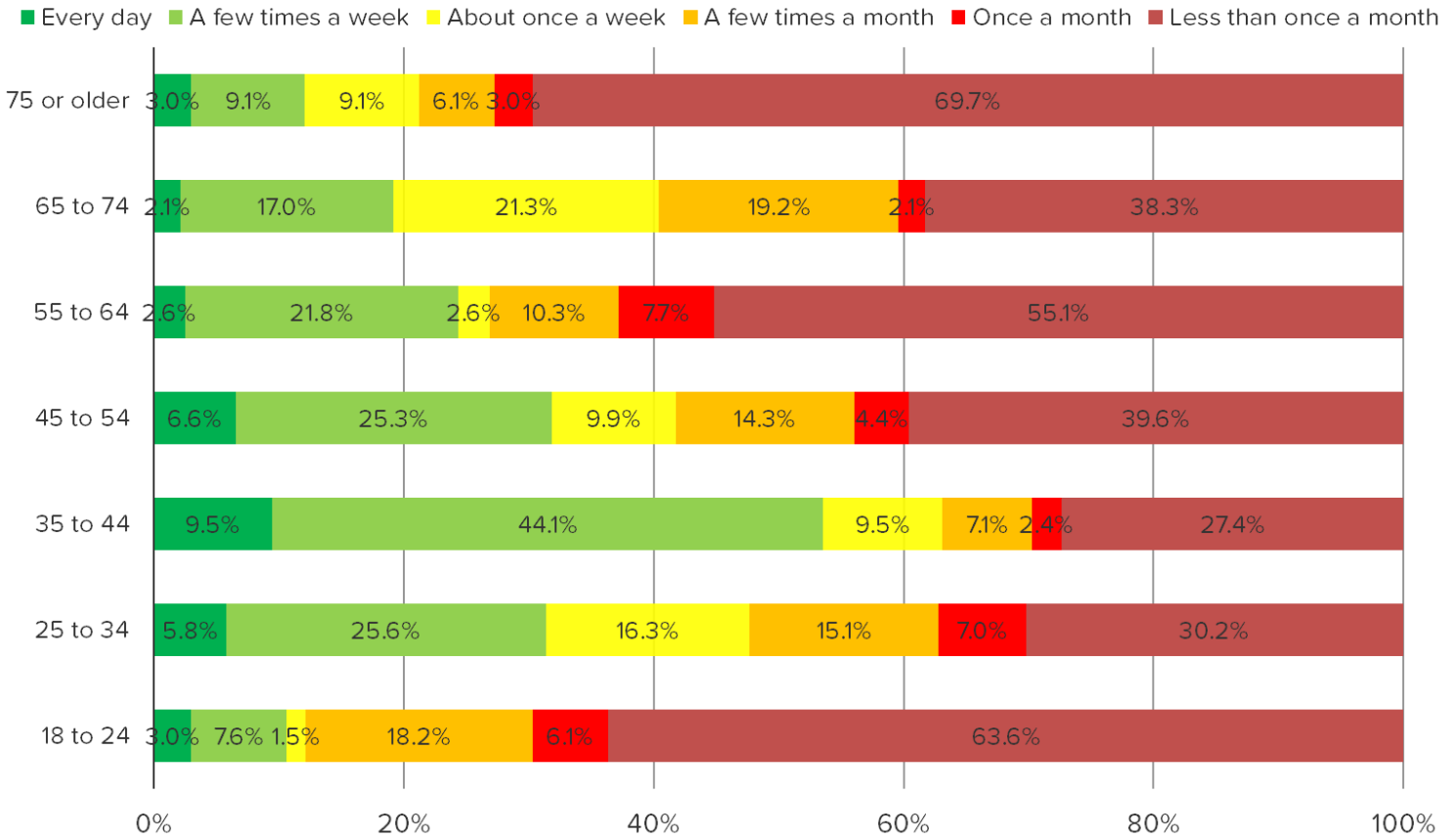
Posed to all respondents



HOW OFTEN DO YOU DRINK BEER?

Posed to all respondents

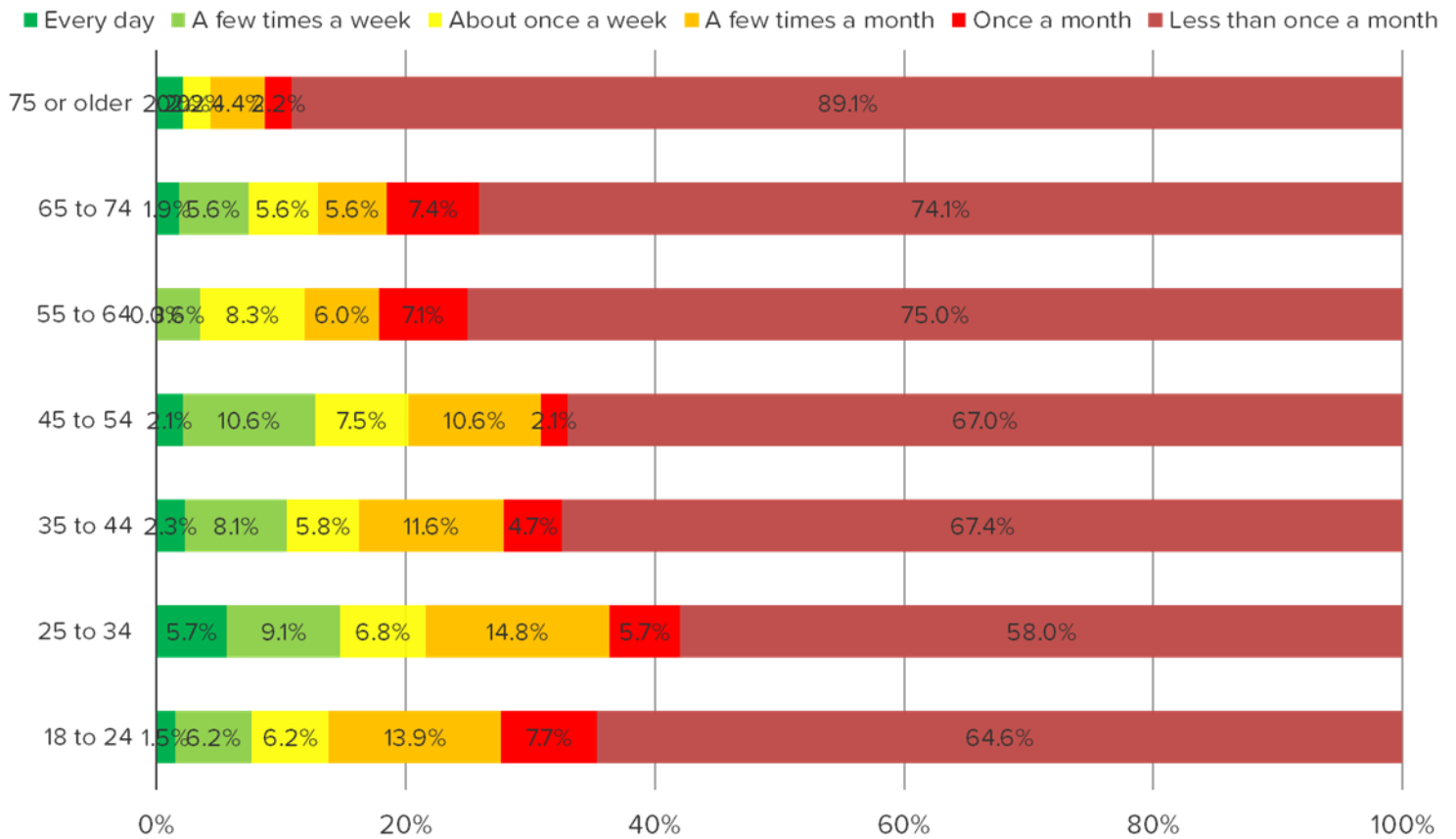
Cross-Tabs: Male, by Age.



HOW OFTEN DO YOU DRINK BEER?

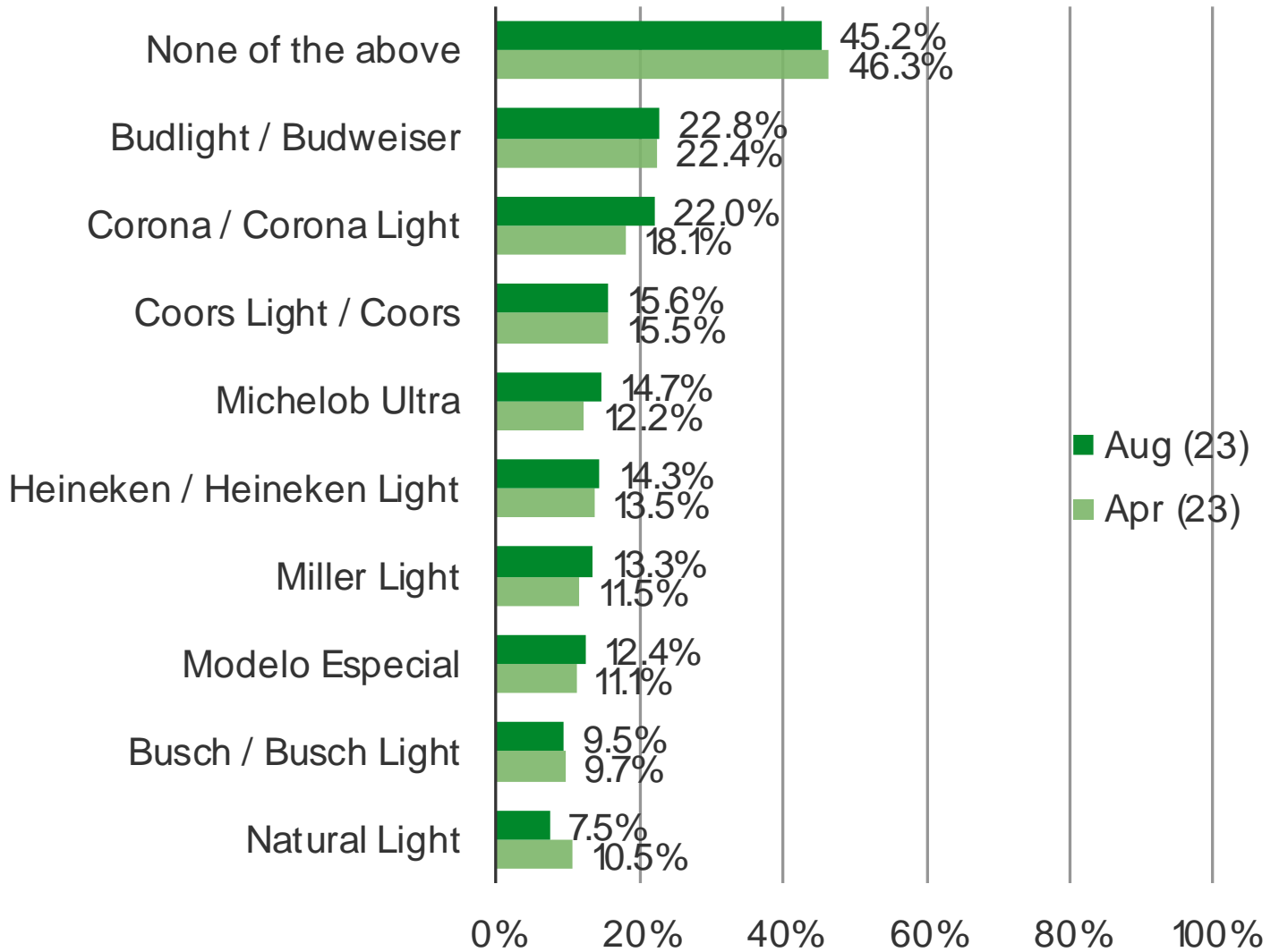
Posed to all respondents

Cross-Tabs: Female, by Age.



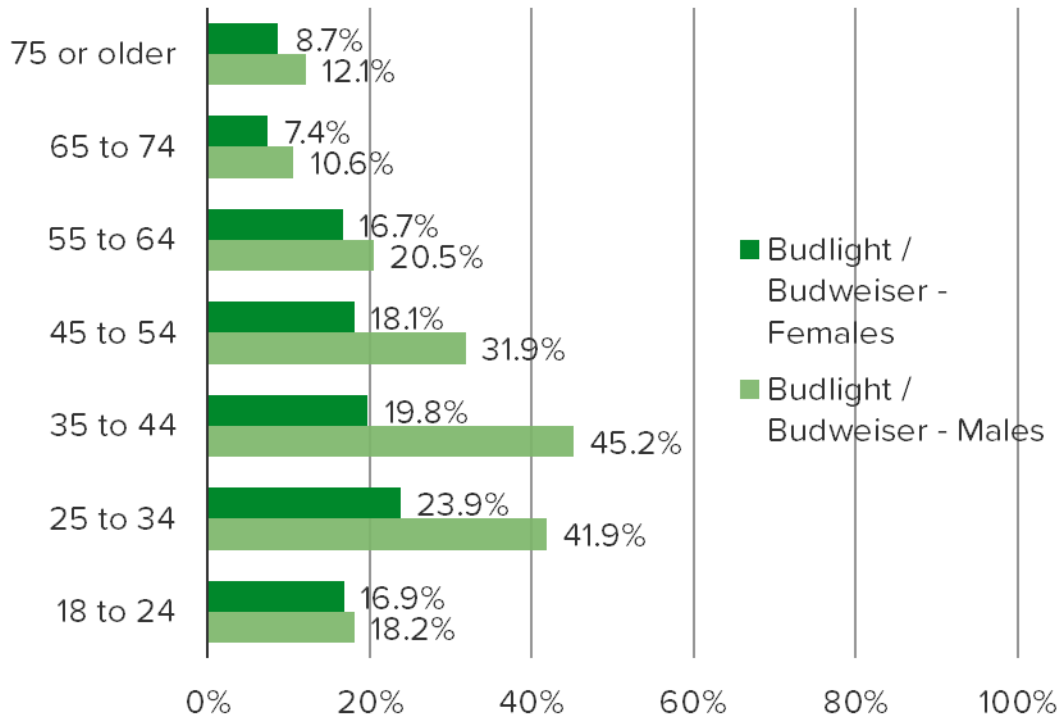
HAVE YOU PURCHASED BEER FROM ANY OF THE FOLLOWING IN THE PAST YEAR?

Posed to all respondents



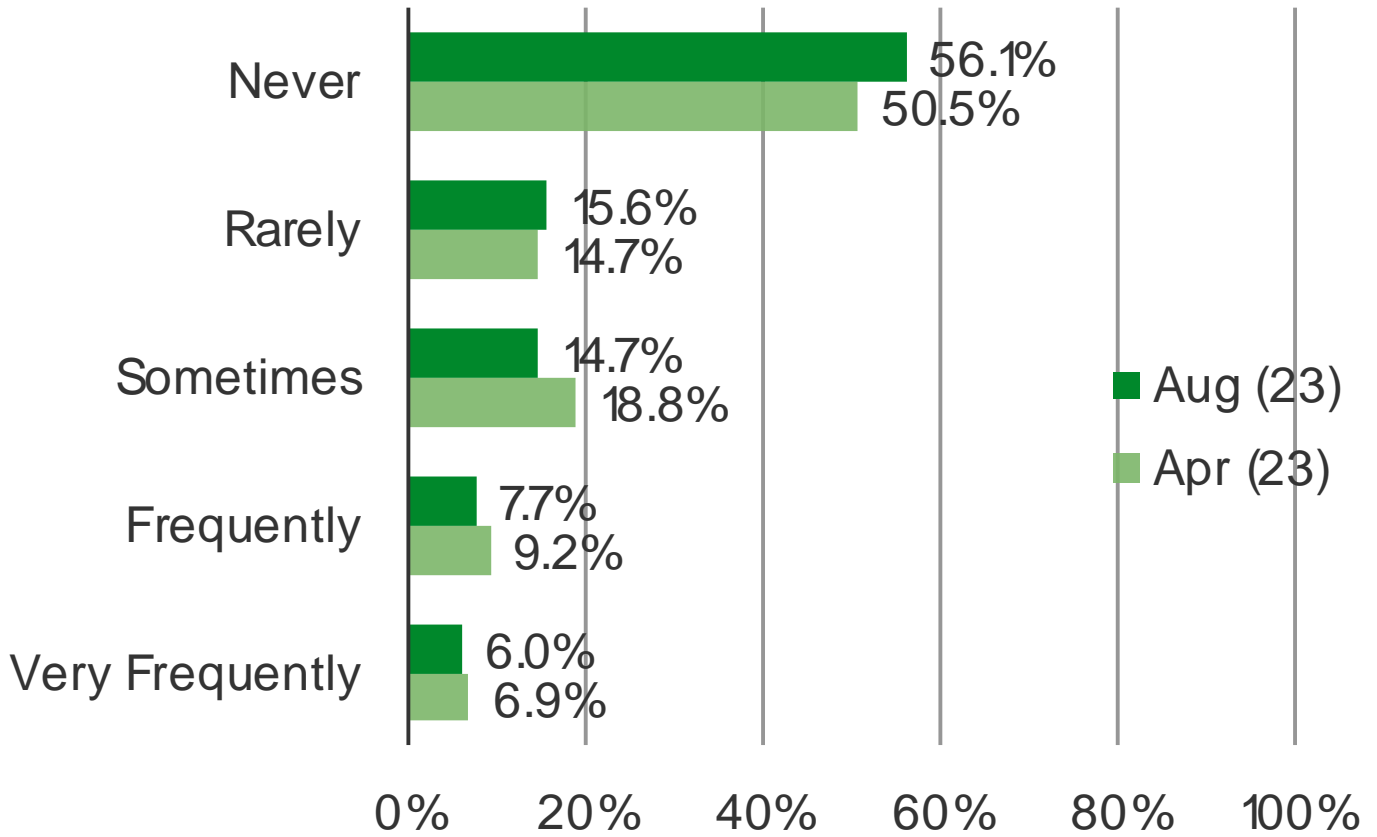
% HAS PURCHASED BUD LIGHT IN THE PAST YEAR, BY GENDER AND AGE

Posed to all respondents



OVER THE COURSE OF THE PAST YEAR, HOW OFTEN DID YOU PURCHASE BUD LIGHT / BUDWEISER?

Posed to all respondents

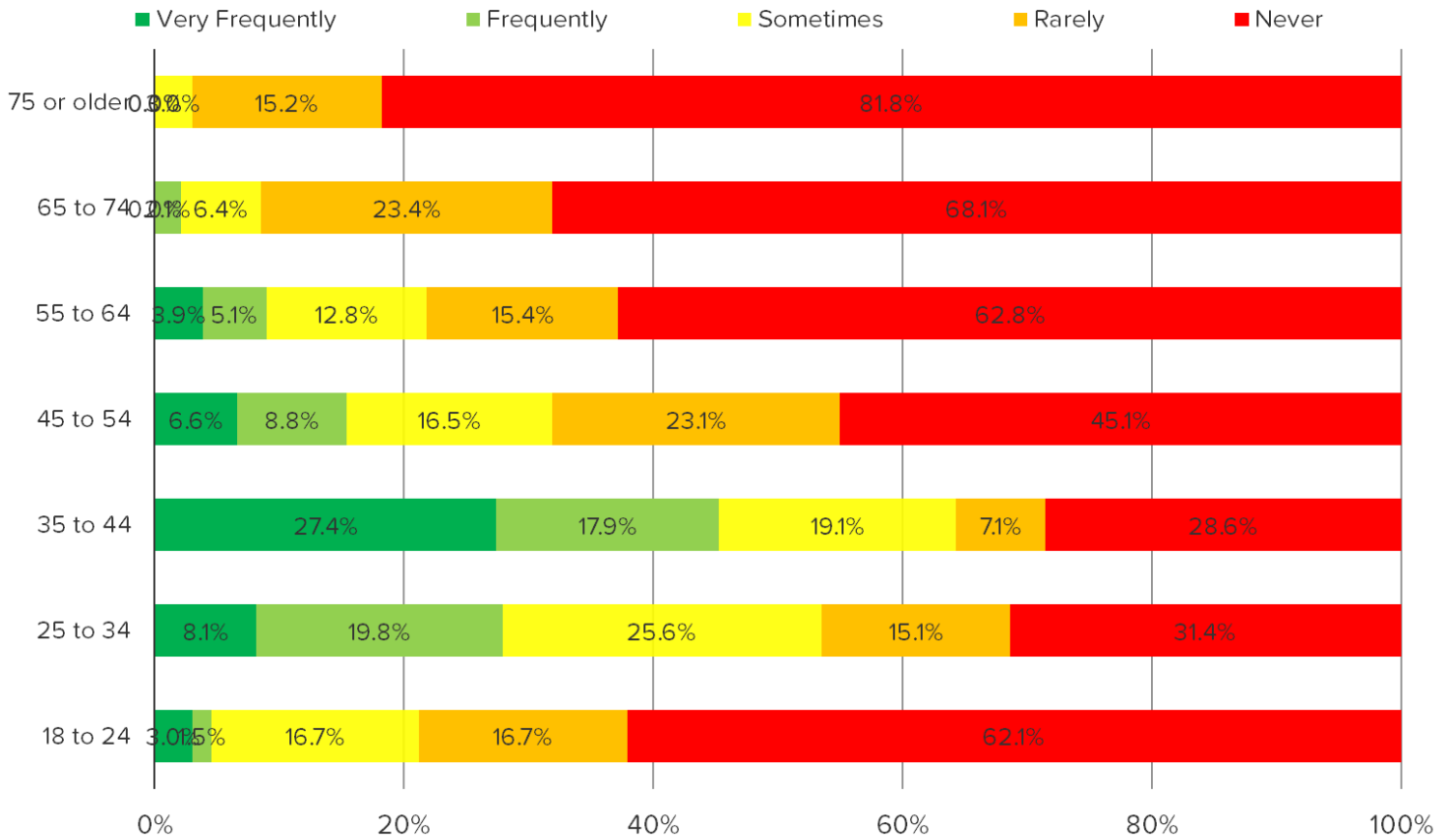




OVER THE COURSE OF THE PAST YEAR, HOW OFTEN DID YOU PURCHASE BUD LIGHT / BUDWEISER?

Posed to all respondents

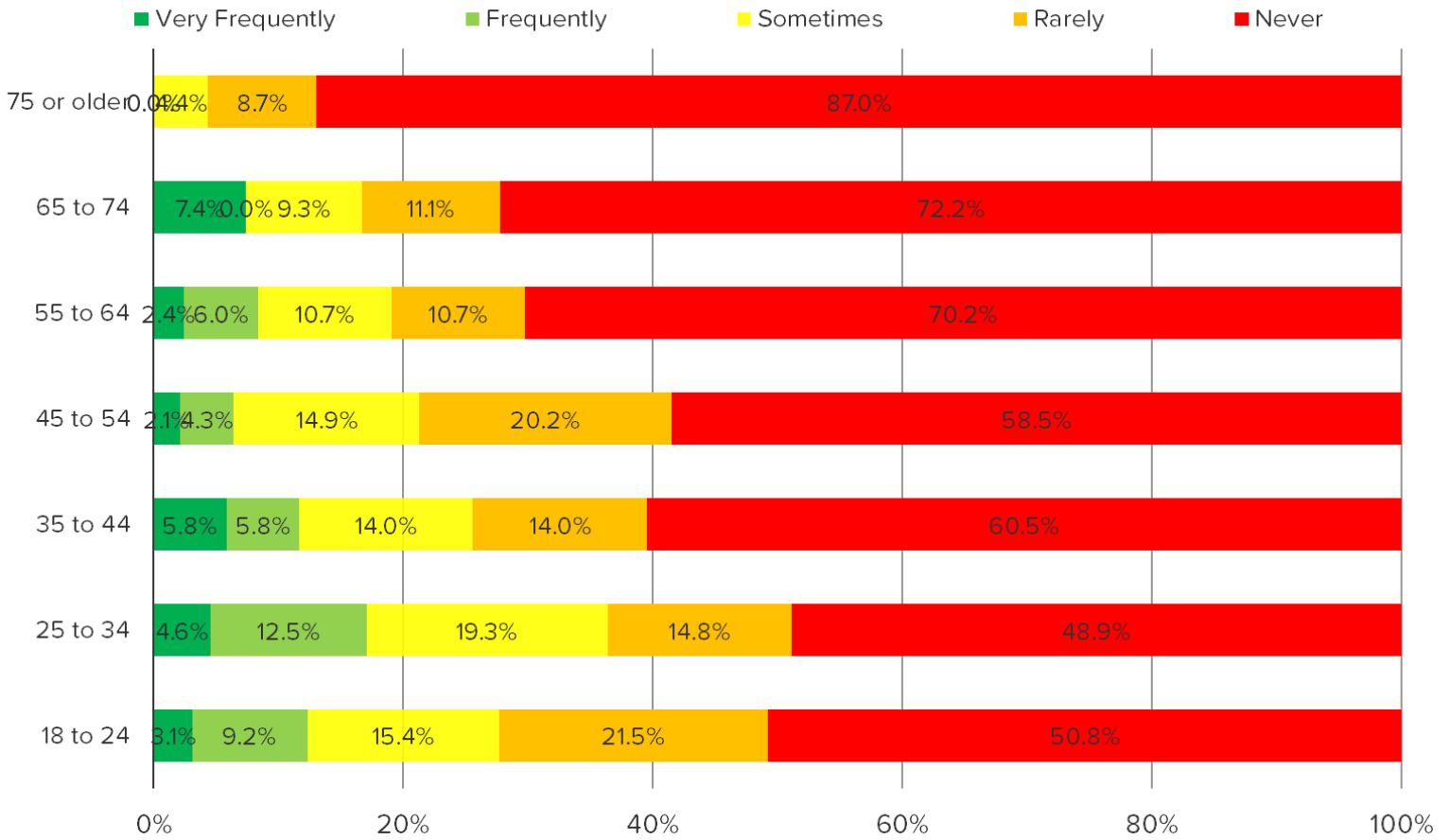
Cross-Tabs: Male, by Age.



OVER THE COURSE OF THE PAST YEAR, HOW OFTEN DID YOU PURCHASE BUD LIGHT / BUDWEISER?

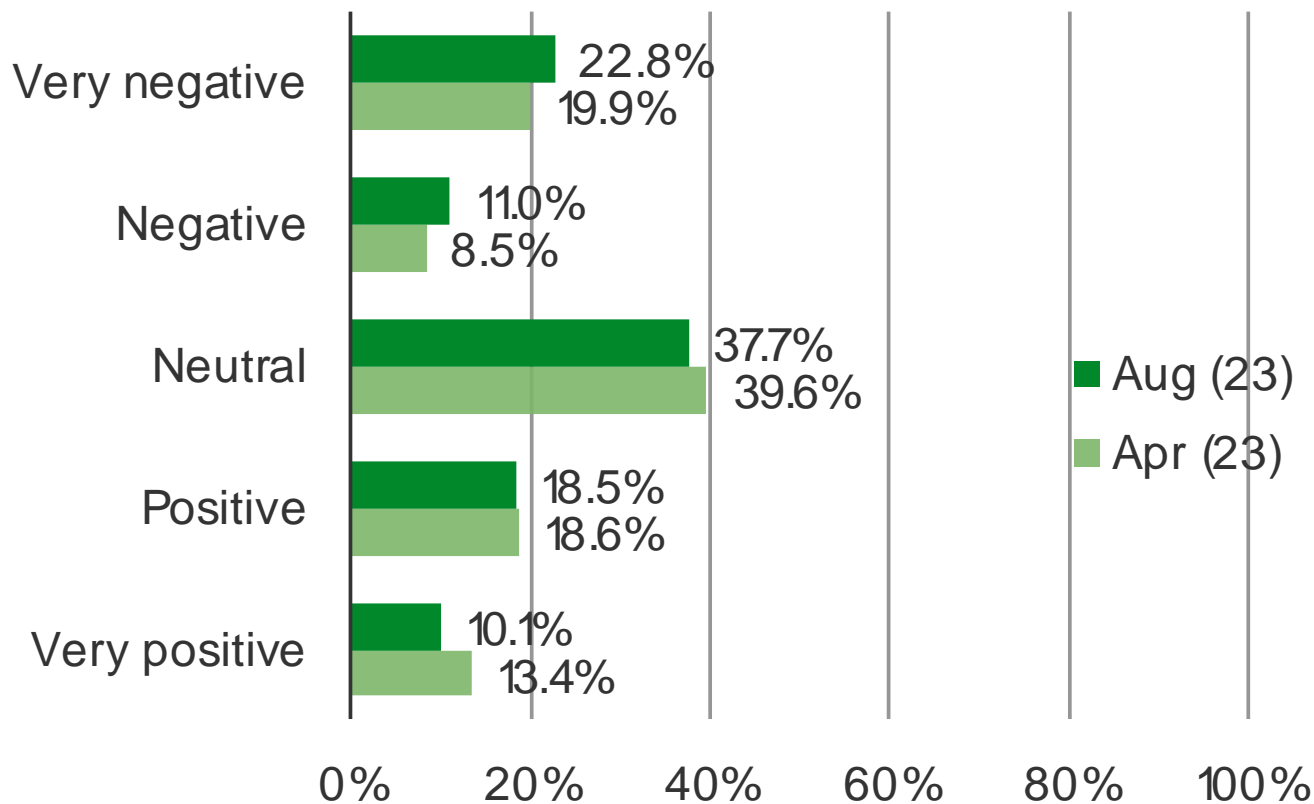
Posed to all respondents

Cross-Tabs: Female, by Age.



WHAT IS YOUR OPINION OF BUD LIGHT / BUDWEISER?

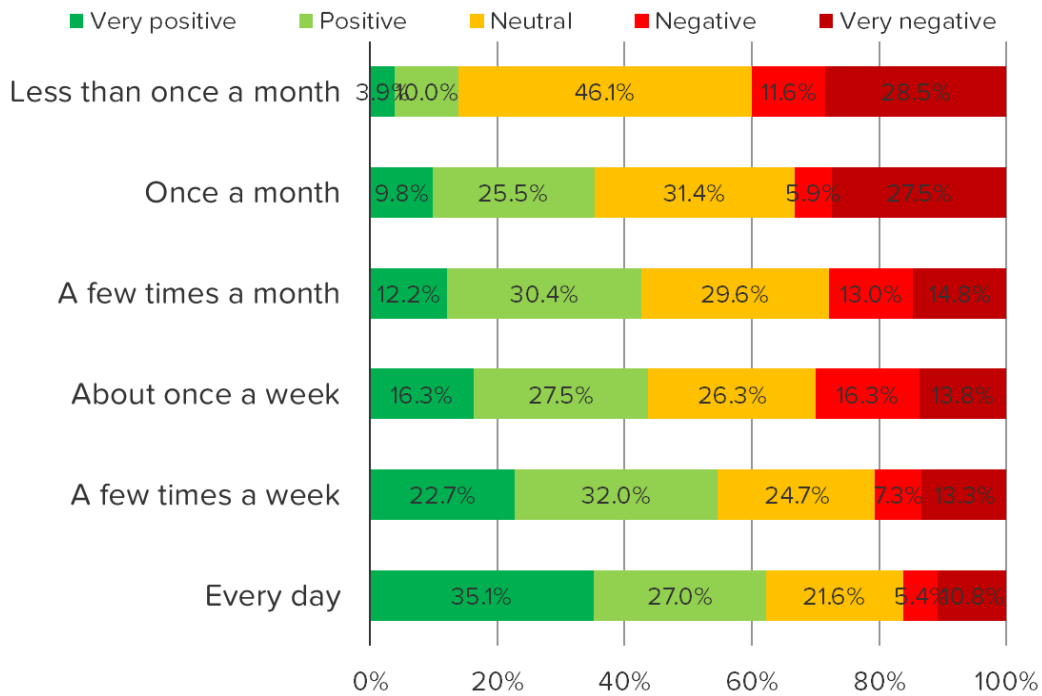
Posed to all respondents



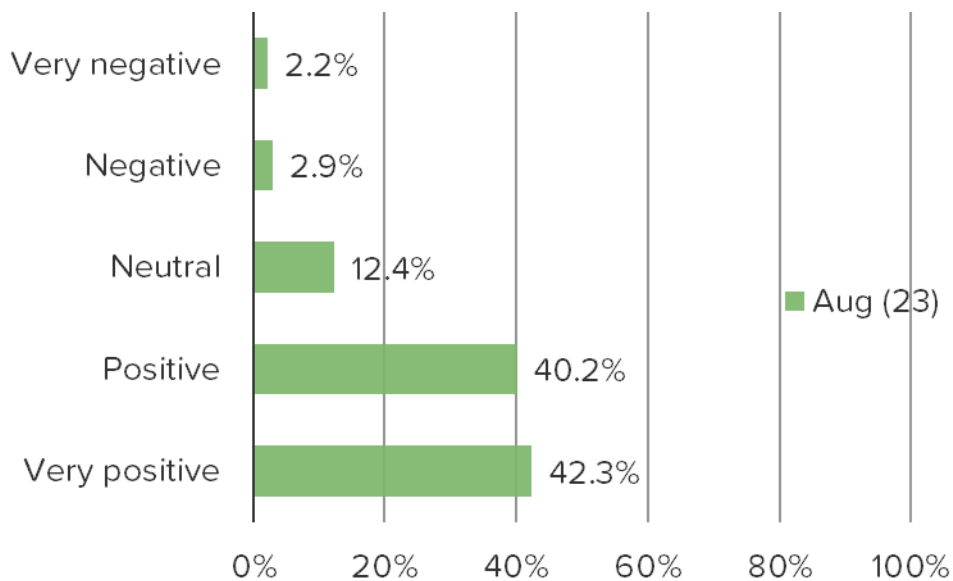
WHAT IS YOUR OPINION OF BUD LIGHT / BUDWEISER?

Posed to all respondents

Cross-Tab: By how often respondents drink beer



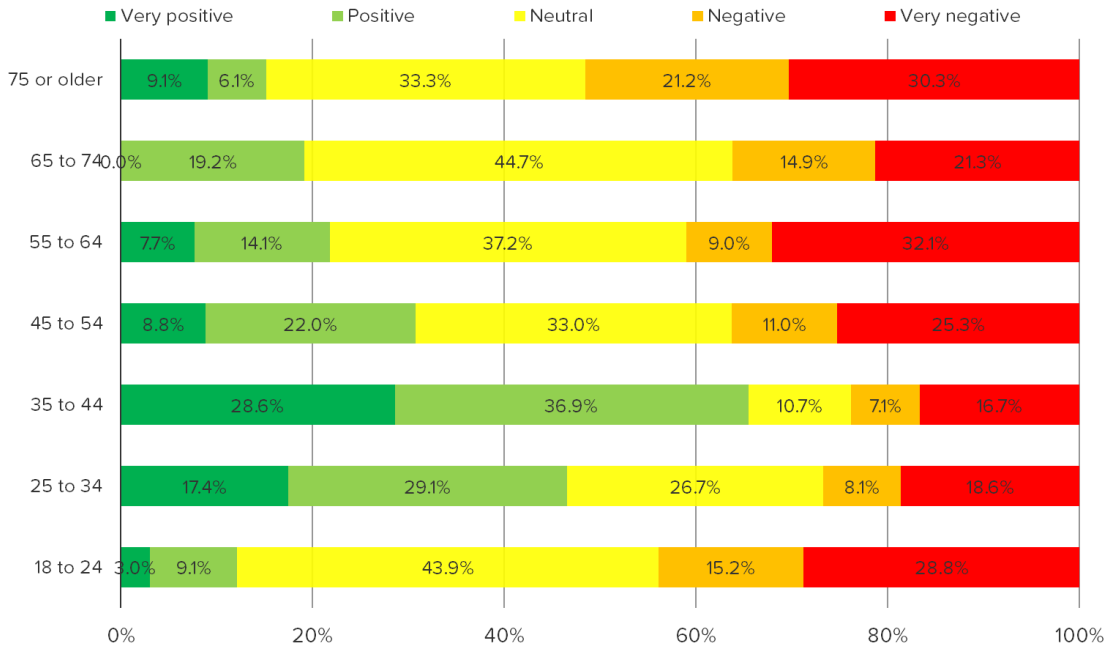
Filter: In the past year purchased Bud Light frequently or very frequently.



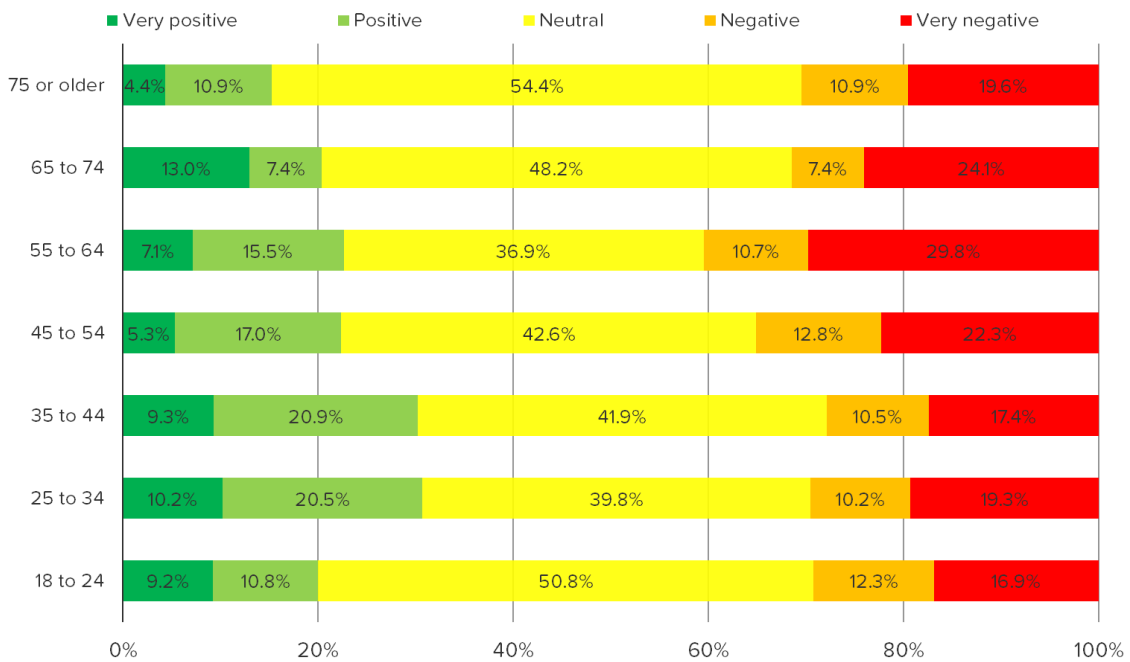
WHAT IS YOUR OPINION OF BUD LIGHT / BUDWEISER?

Posed to all respondents

Cross-Tab: Male and age

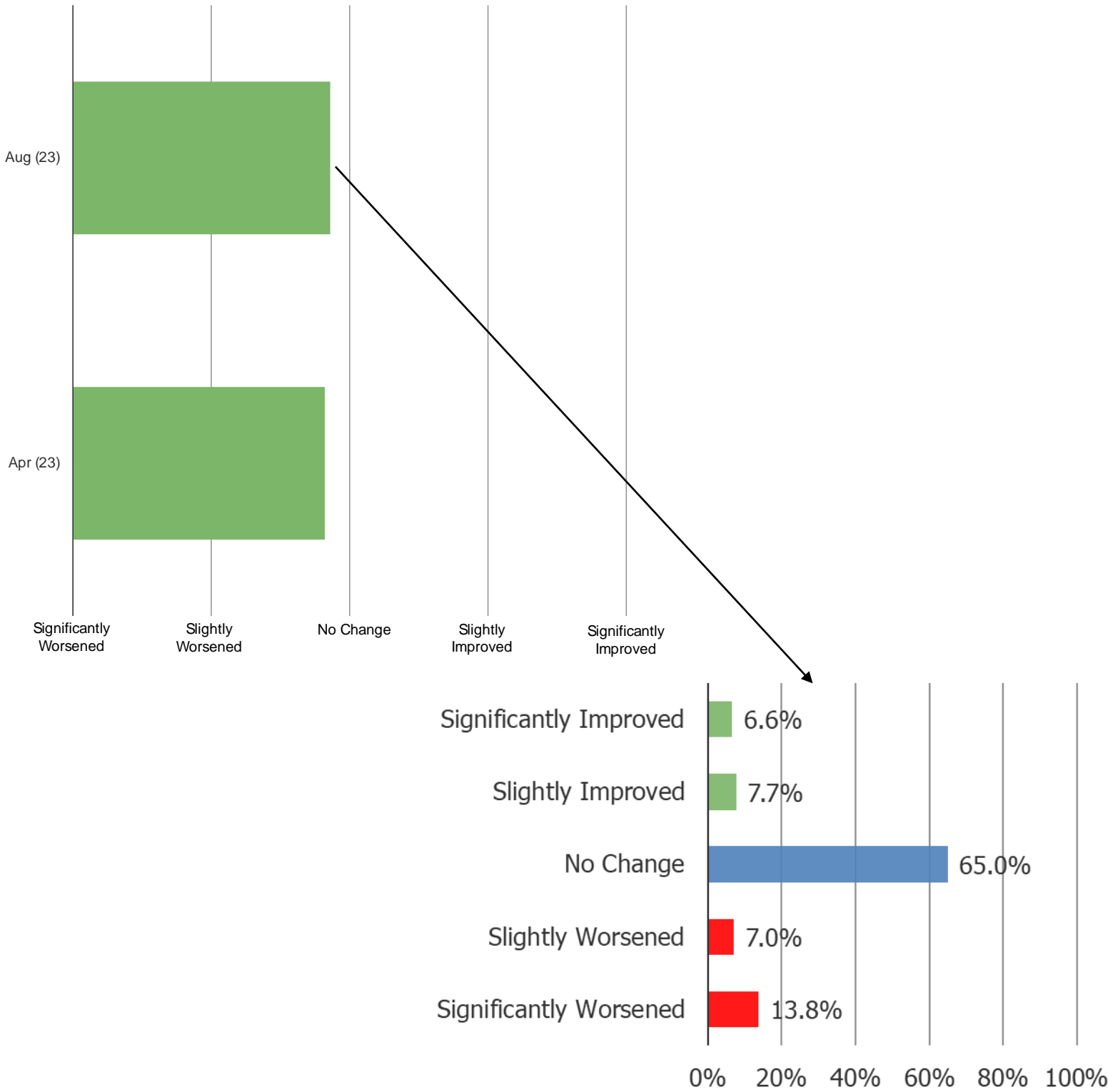


Cross-Tab: Female and age



### HAS YOUR OPINION OF BUD LIGHT / BUDWEISER CHANGED IN THE PAST MONTH?

Posed to all respondents

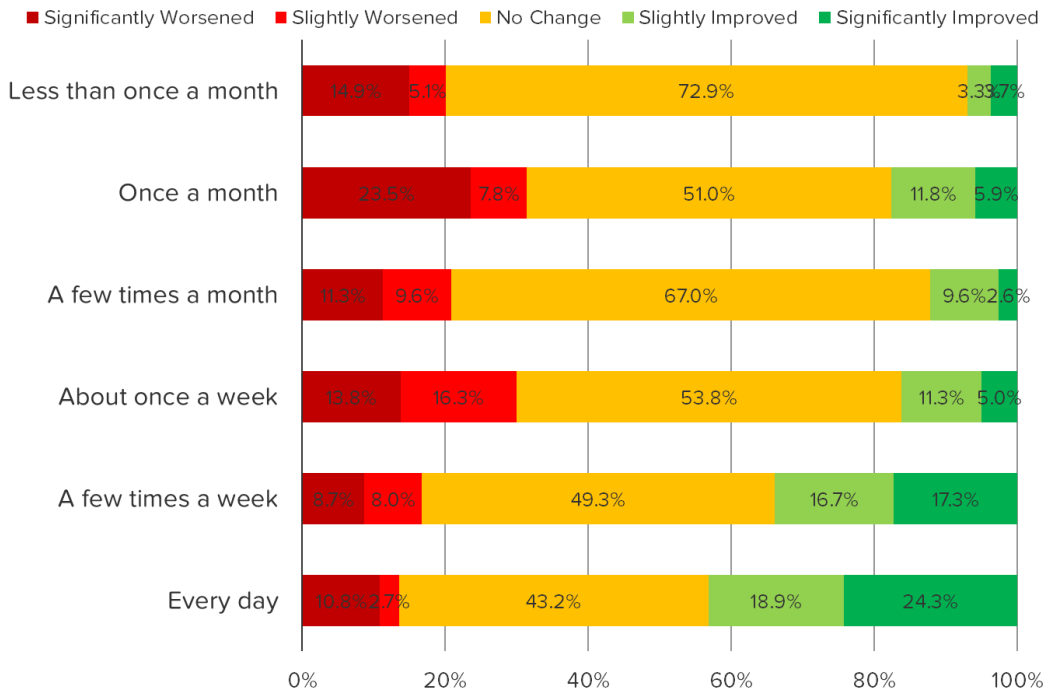




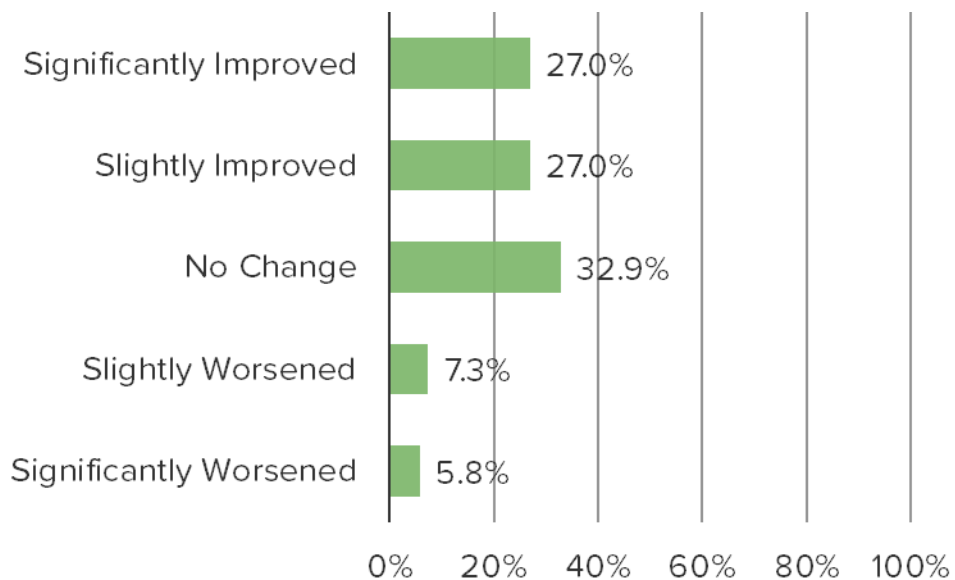
HAS YOUR OPINION OF BUD LIGHT / BUDWEISER CHANGED IN THE PAST MONTH?

Posed to all respondents

Cross-Tab: By how often respondents drink beer



Filter: In the past year purchased Bud Light frequently or very frequently.





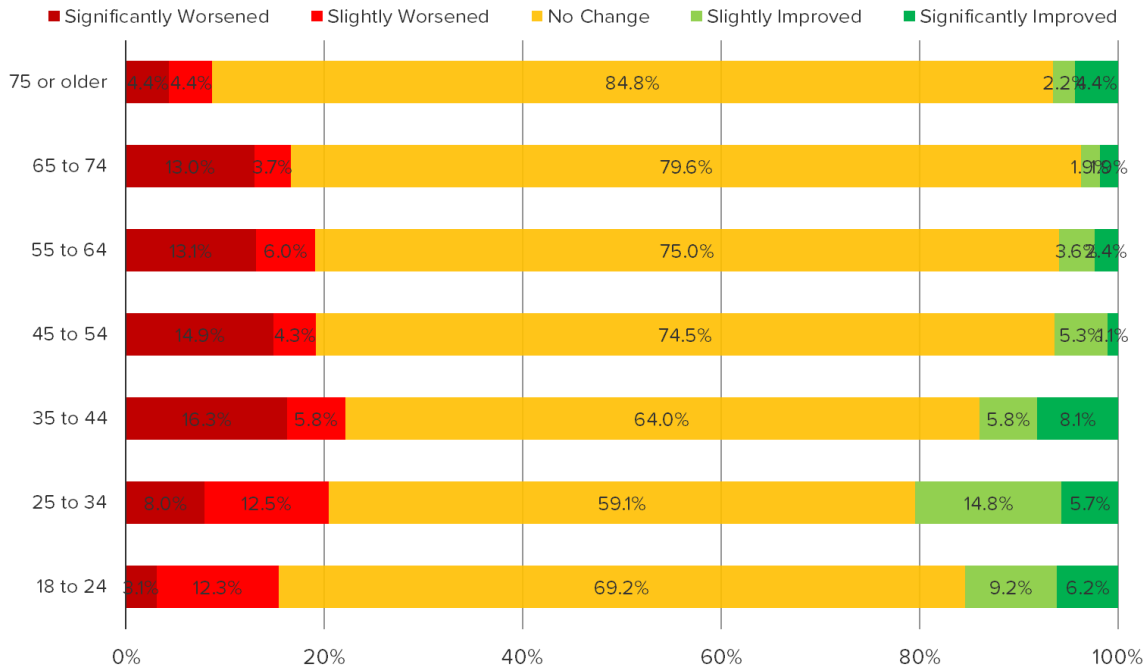
HAS YOUR OPINION OF BUD LIGHT / BUDWEISER CHANGED IN THE PAST MONTH?

Posed to all respondents

Cross-Tab: Male and age

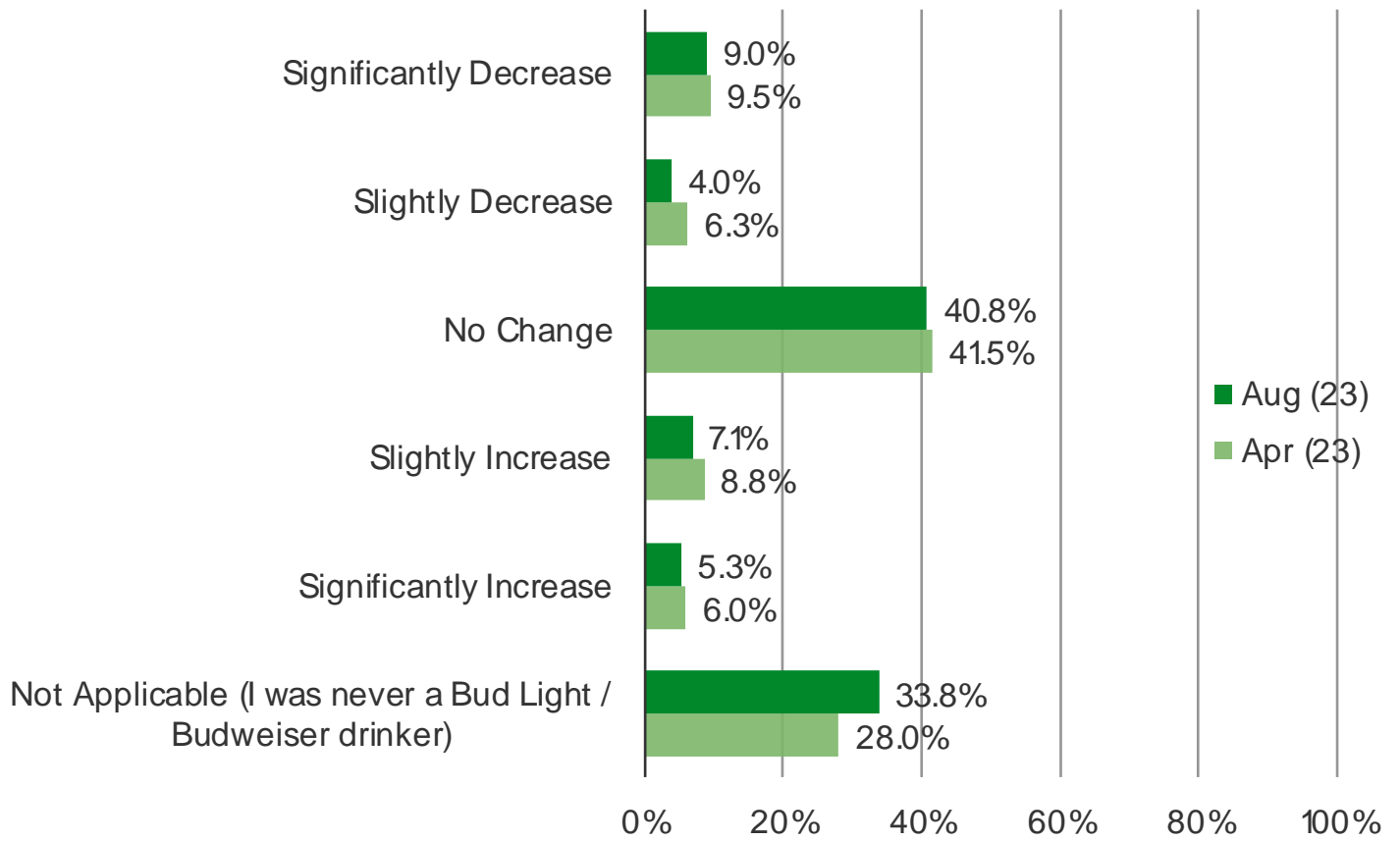


Cross-Tab: Female and age



DOING FORWARD, WILL YOU WILL INCREASE OR DECREASE YOUR PURCHASING OF BUD LIGHT / BUDWEISER?

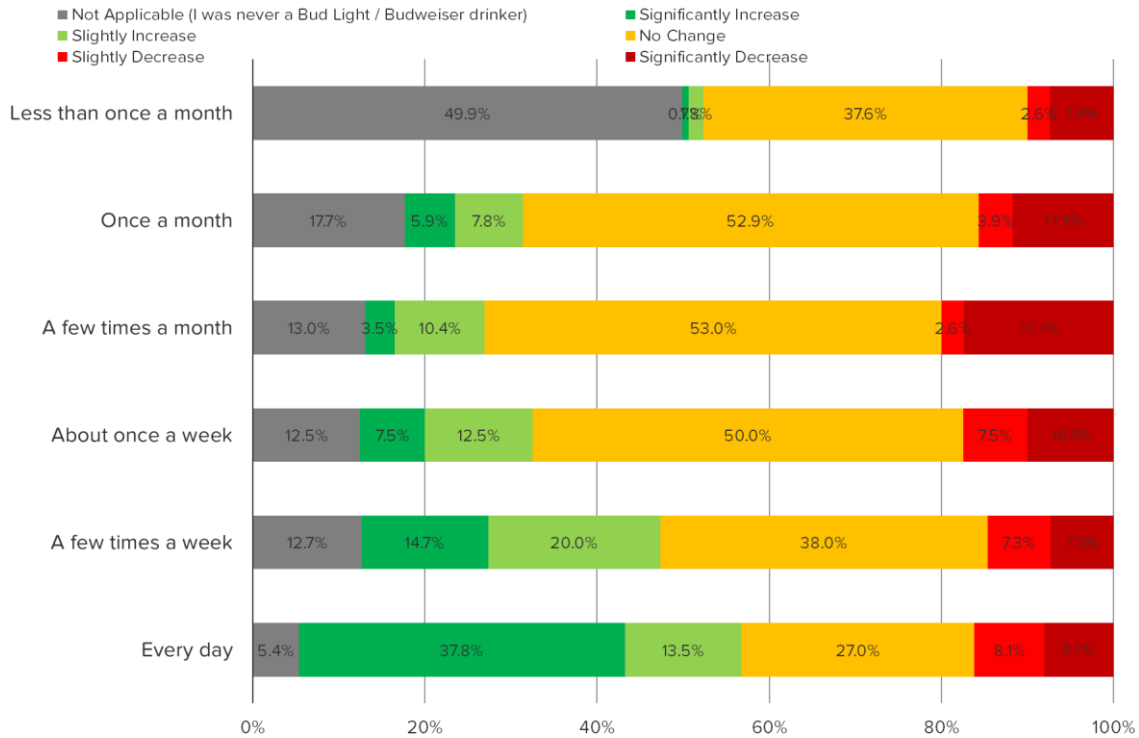
Posed to all respondents



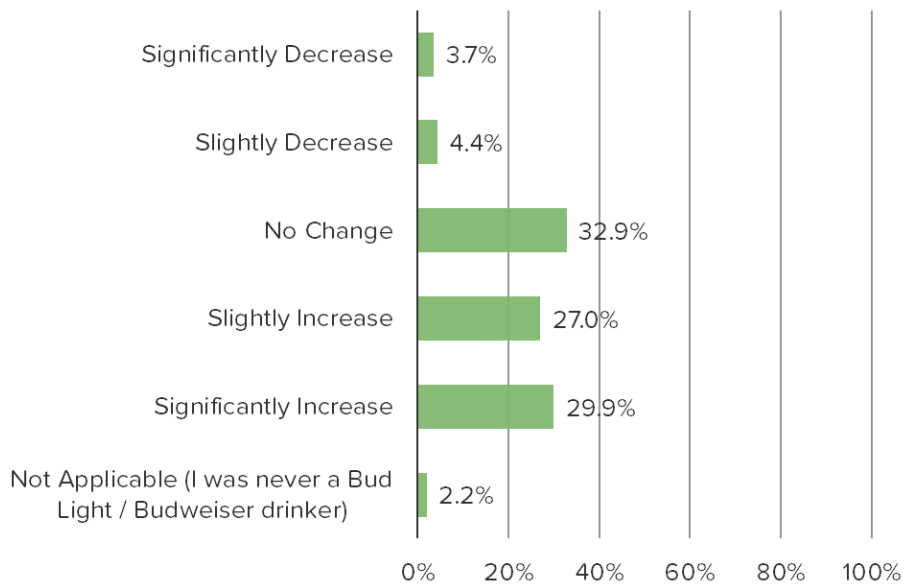
DOING FORWARD, WILL YOU WILL INCREASE OR DECREASE YOUR PURCHASING OF BUD LIGHT / BUDWEISER?

Posed to all respondents

Cross-Tab: By how often respondents drink beer



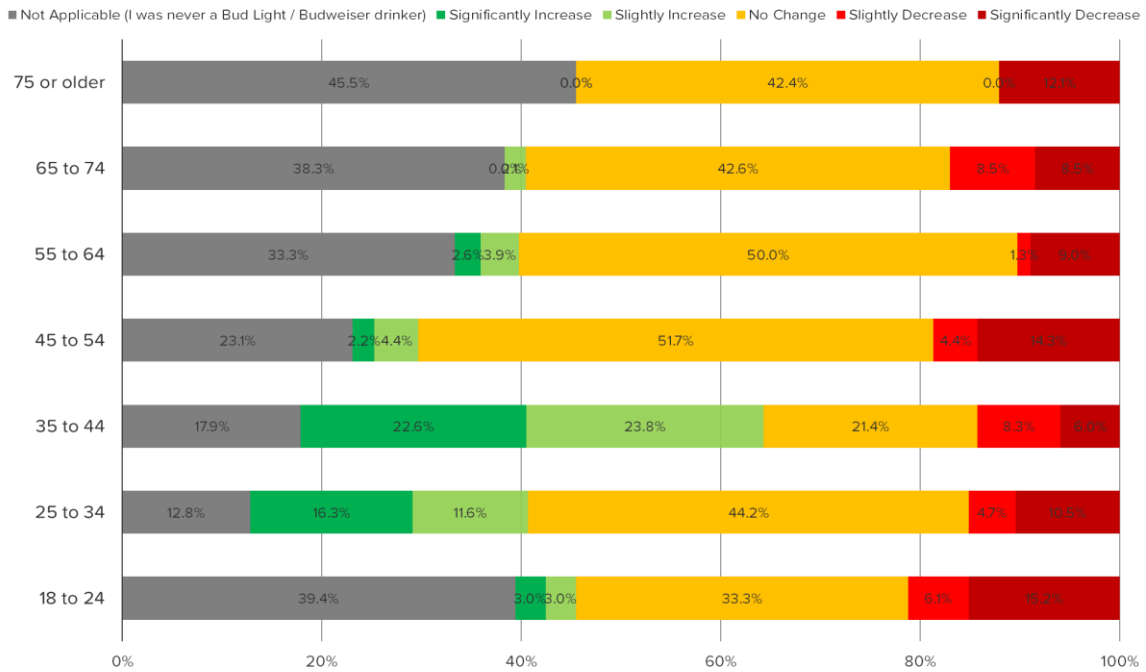
Filter: In the past year purchased Bud Light frequently or very frequently.



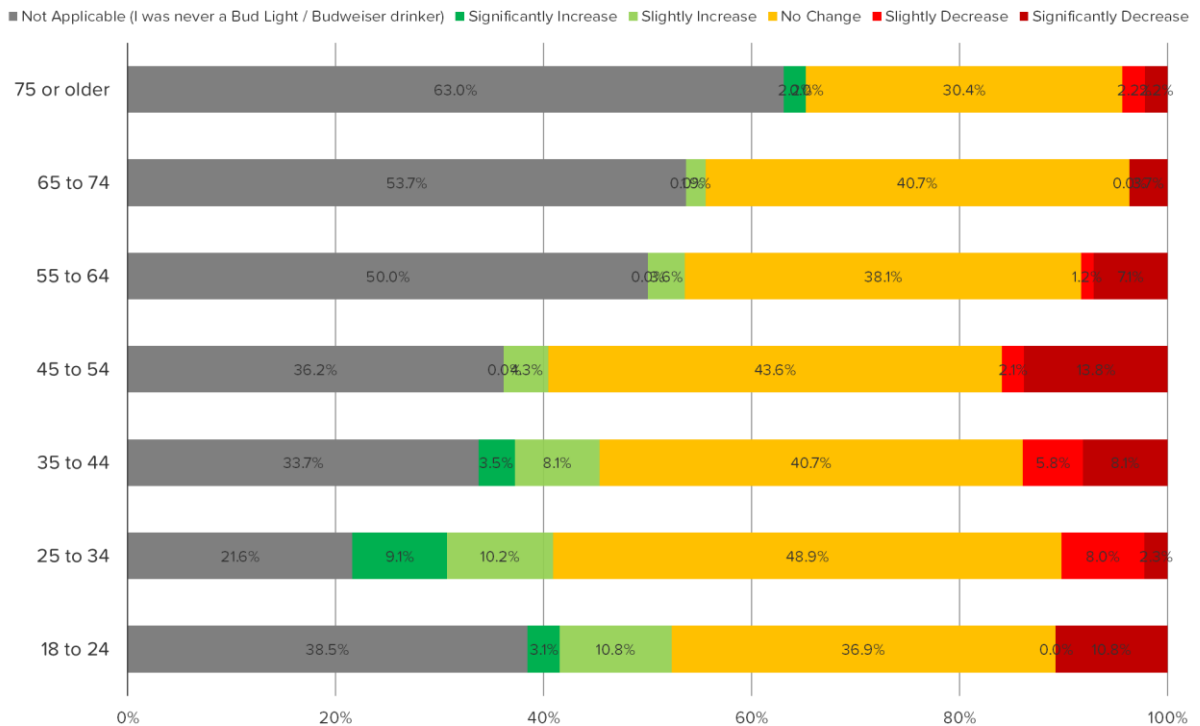
DOING FORWARD, WILL YOU WILL INCREASE OR DECREASE YOUR PURCHASING OF BUD LIGHT / BUDWEISER?

Posed to all respondents

Cross-Tab: Male and age



Cross-Tab: Female and age



ARE THERE ANY OTHER BEER BRANDS YOU WILL BUY MORE OFTEN IN PLACE OF WHAT YOU WOULD HAVE SPENT ON BUD LIGHT / BUDWEISER?

Posed to all respondents who would decrease purchases of Bud Light/Budweiser.

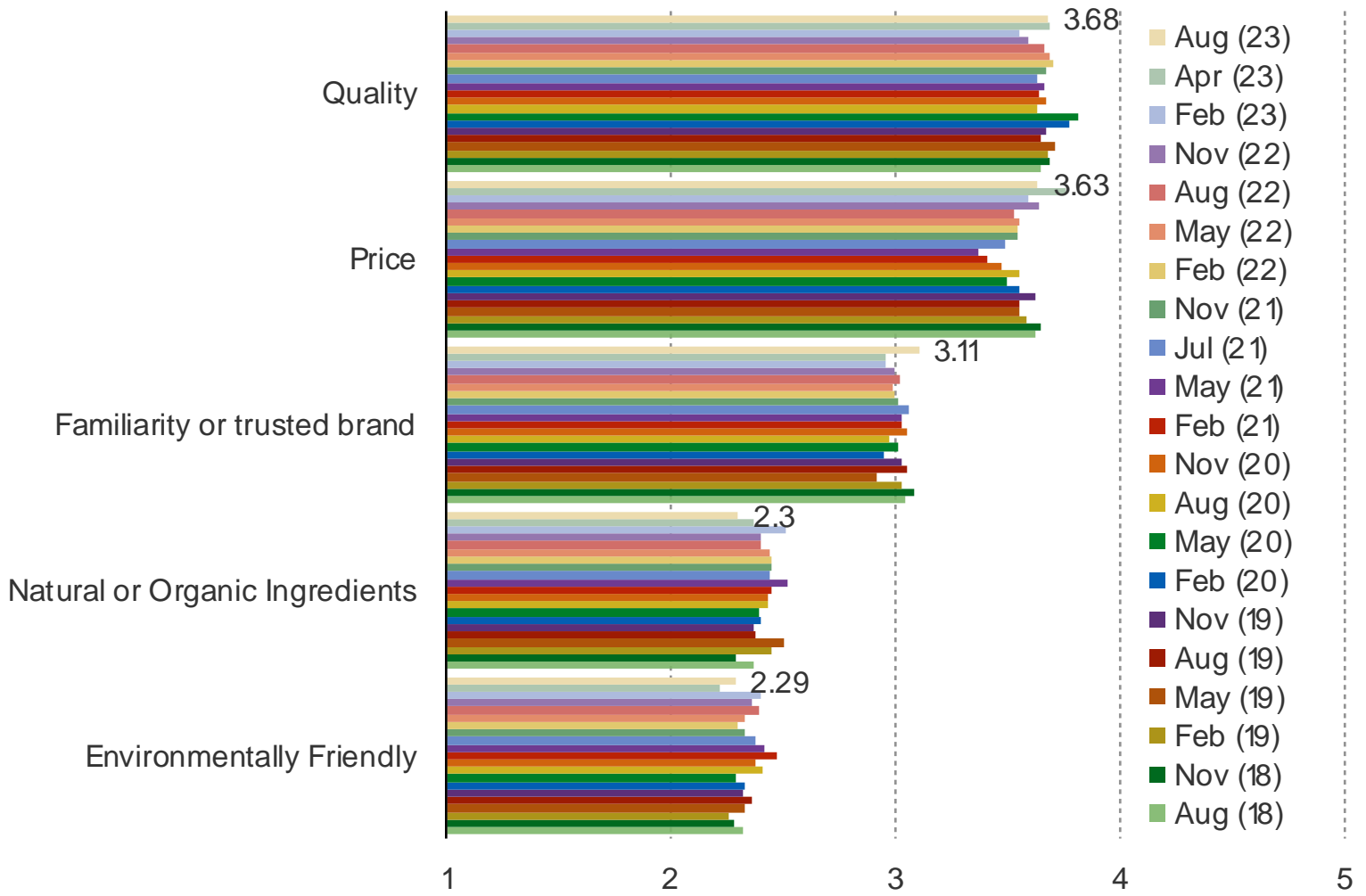


Davids vs. Goliaths

CPGS OVERALL

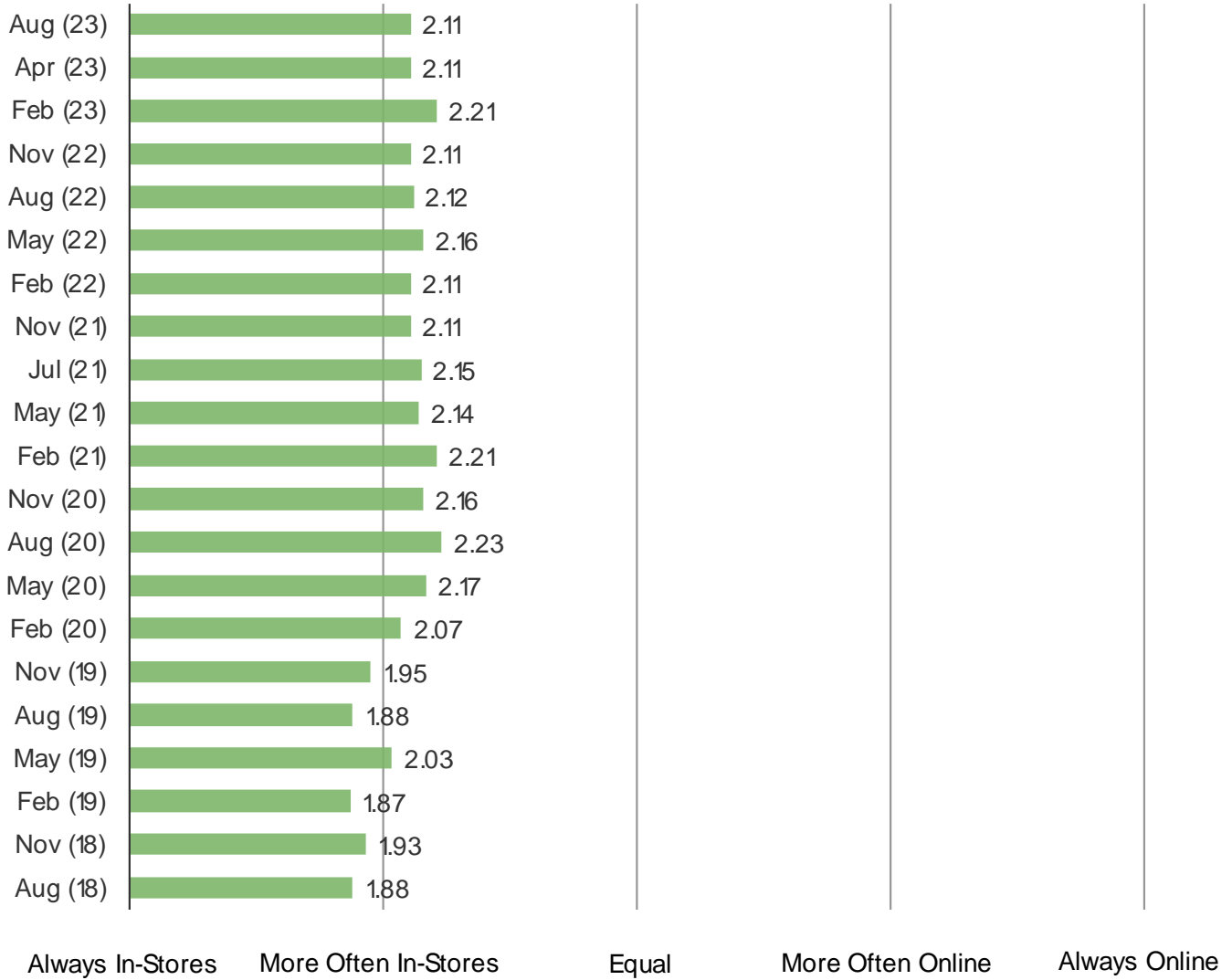
PLEASE RANK WHICH ARE MOST IMPORTANT TO YOU WHEN IT COMES TO PURCHASING PERSONAL CARE AND HOUSEHOLD ITEMS.

Posed to all respondents



WHERE DO YOU BUY HOUSEHOLD AND PERSONAL CARE ITEMS?

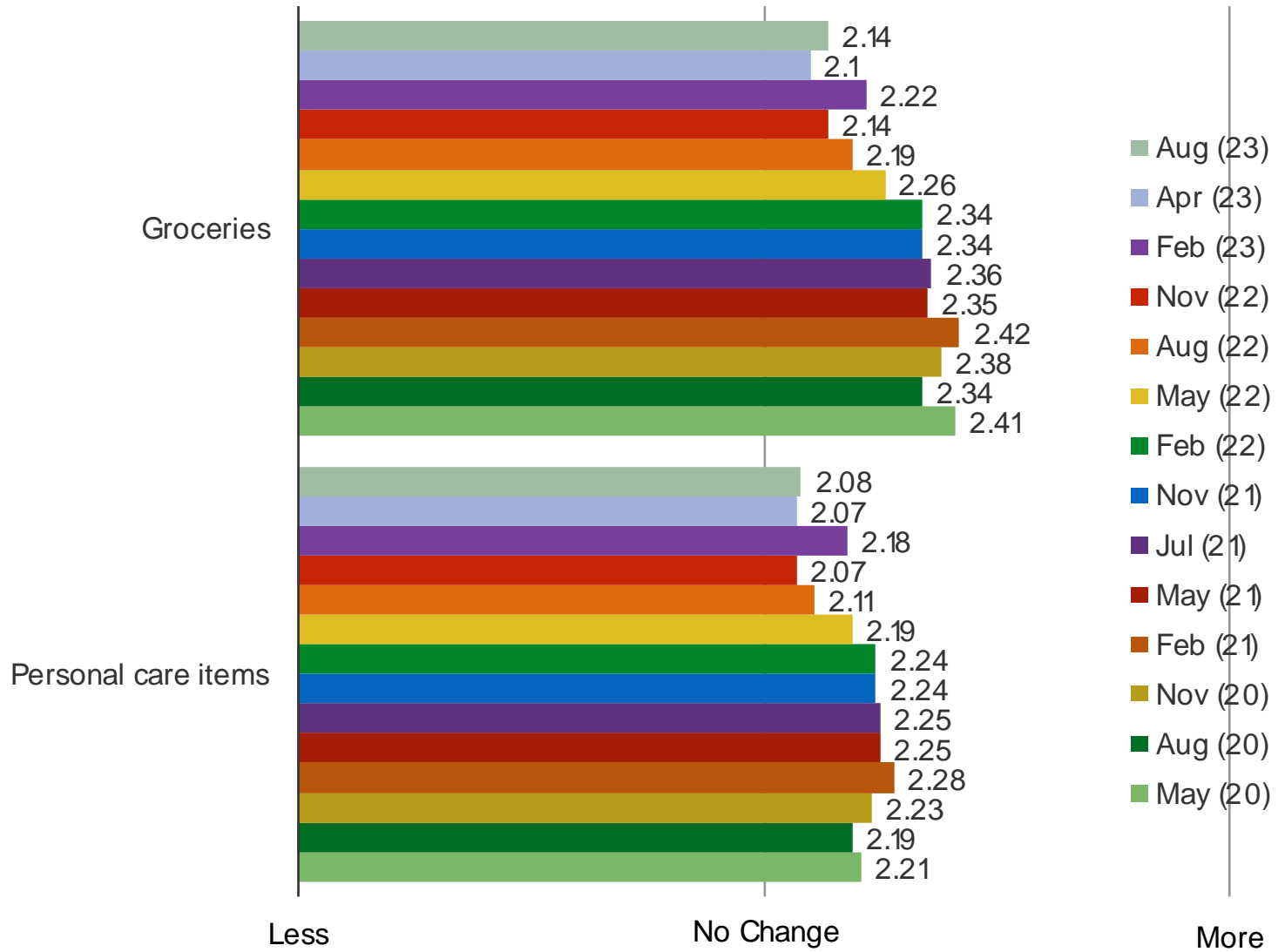
Posed to all respondents





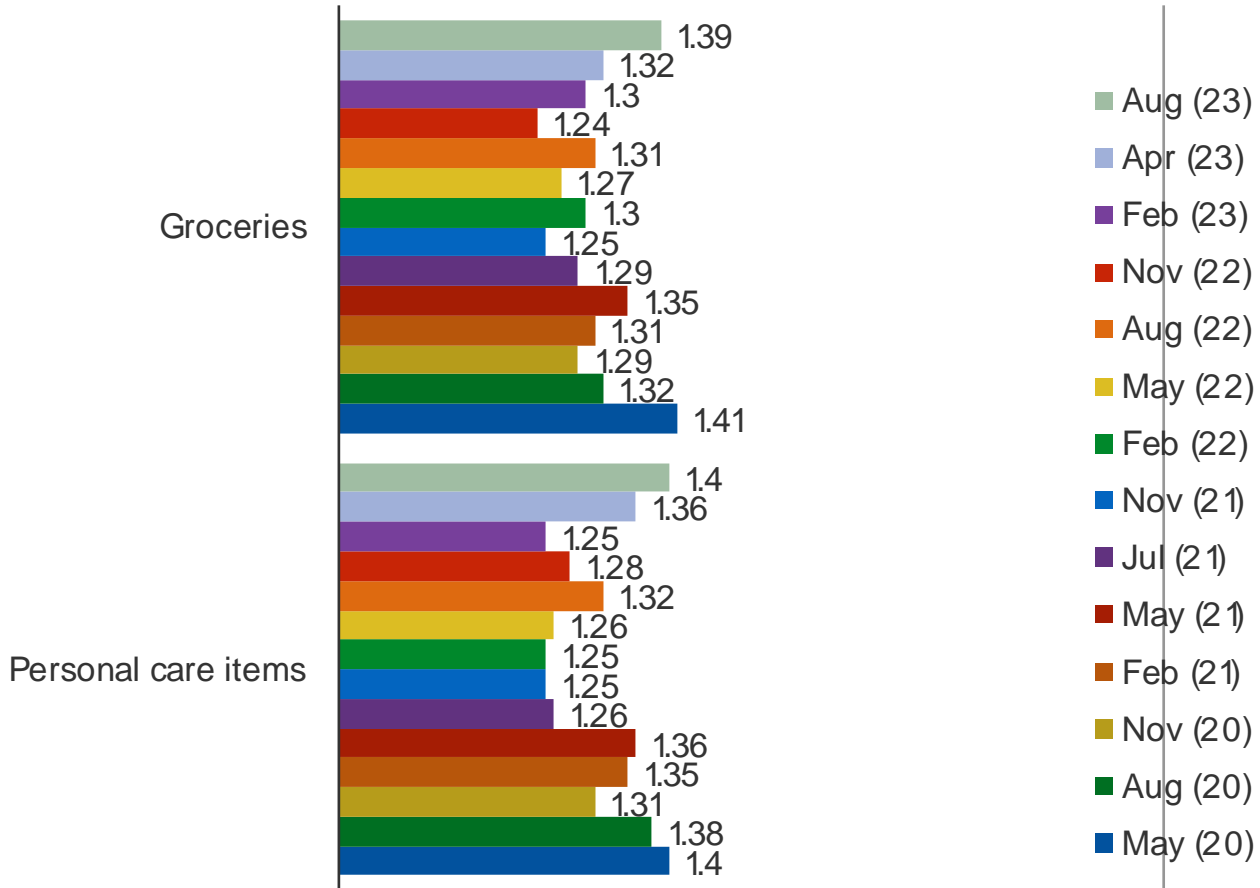
WHEN IT COMES TO BOTH PERSONAL CARE ITEMS AND GROCERIES, ARE YOU KEEPING MORE OR LESS INVENTORY IN YOUR HOME LATELY?

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

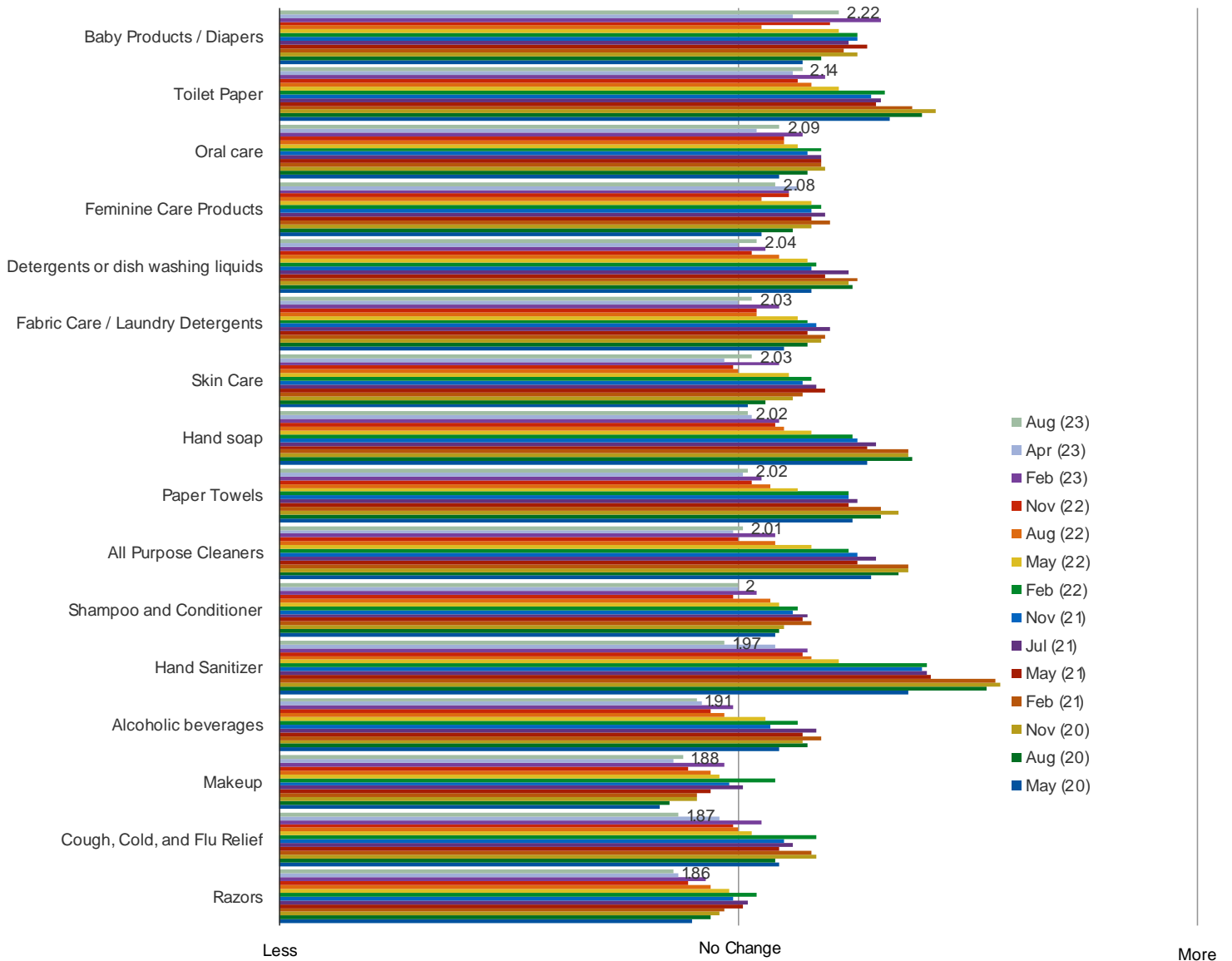


We will continue to keep higher than normal inventory going forward

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

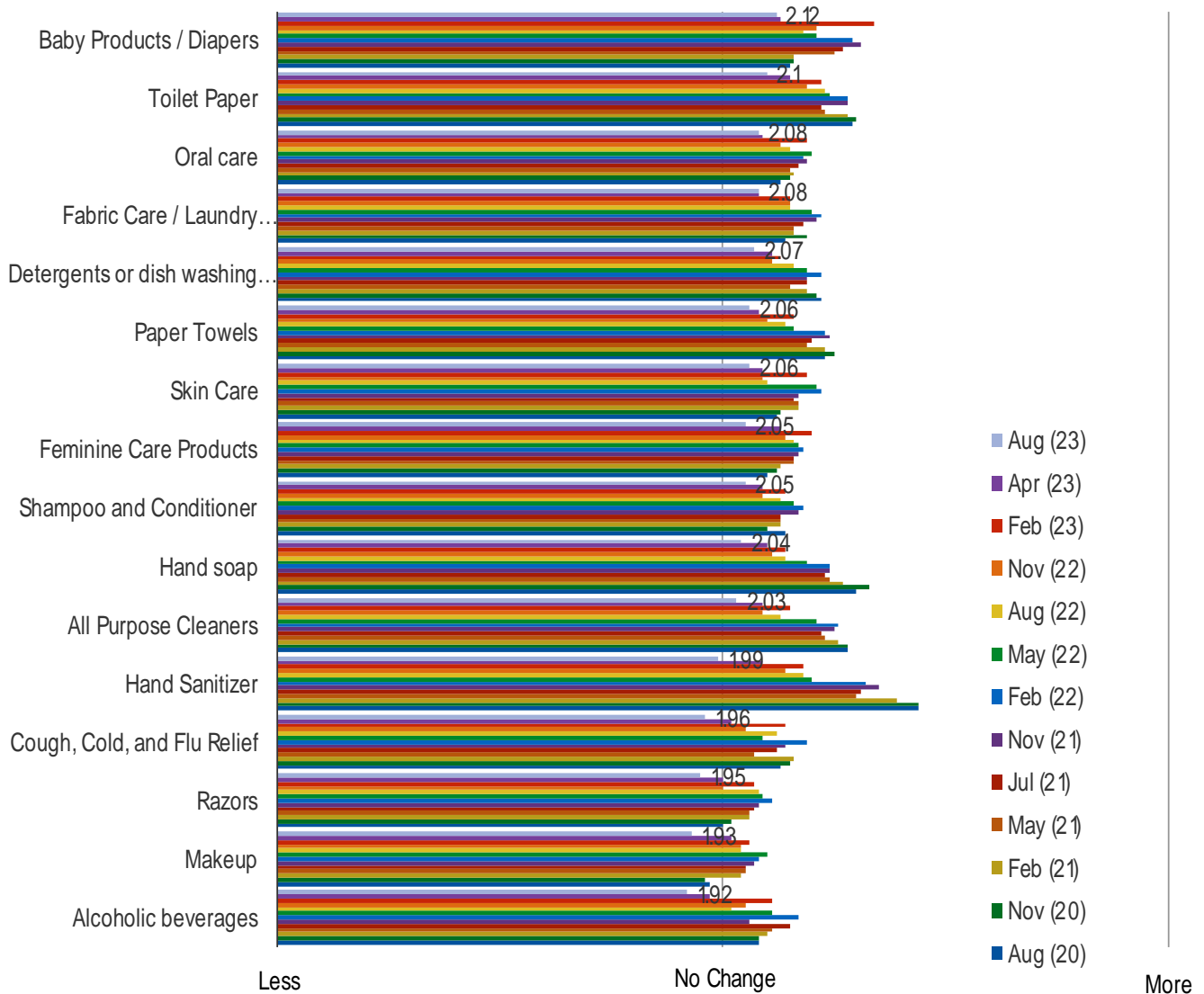
HAVE YOU RECENTLY CHANGED YOUR SPENDING ON THE FOLLOWING ITEMS YOU TYPICALLY SHOP FOR?

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



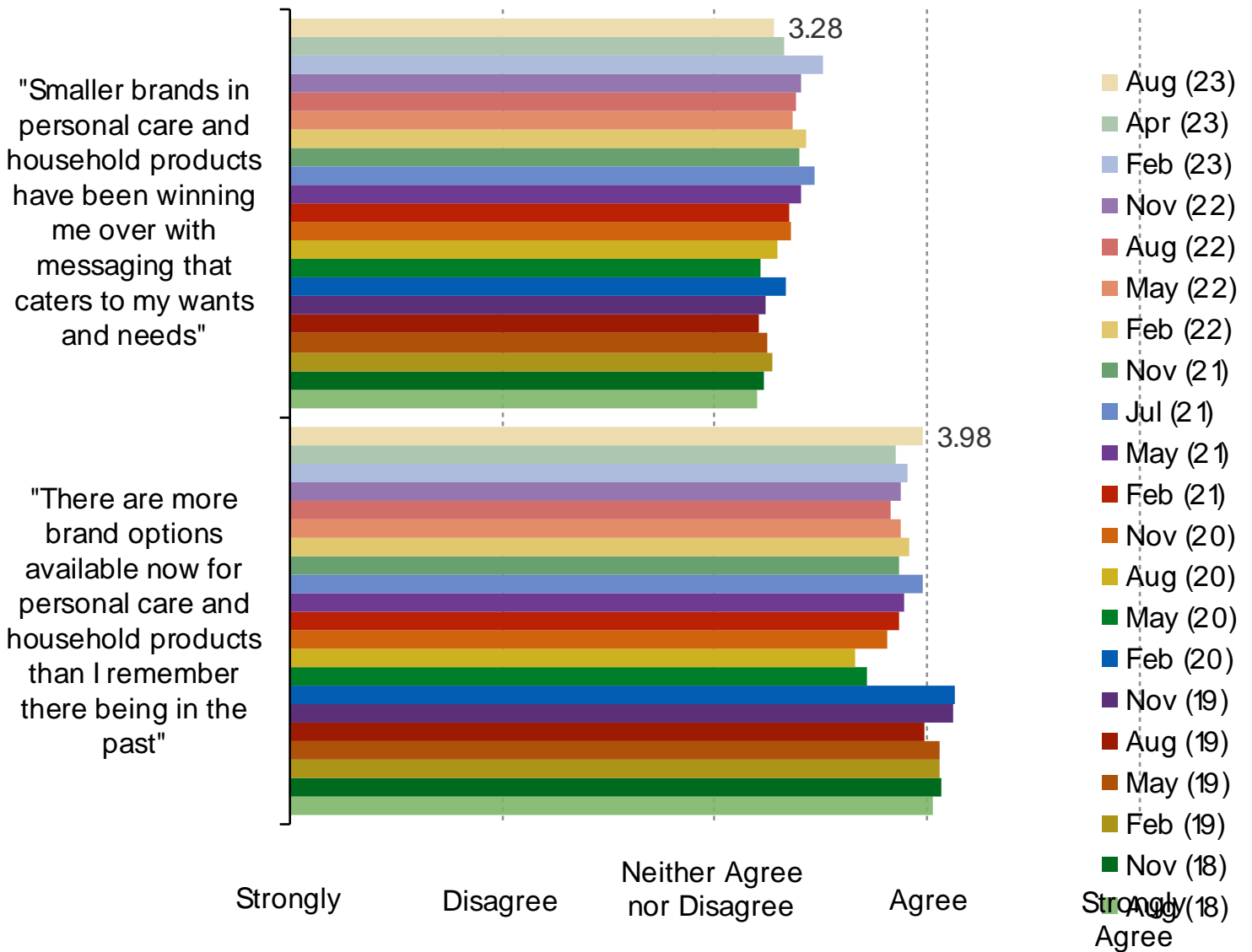
GOING FORWARD, TO YOU EXPECT TO SPEND MORE OR LESS THAN NORMAL ON THE FOLLOWING PRODUCTS?

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



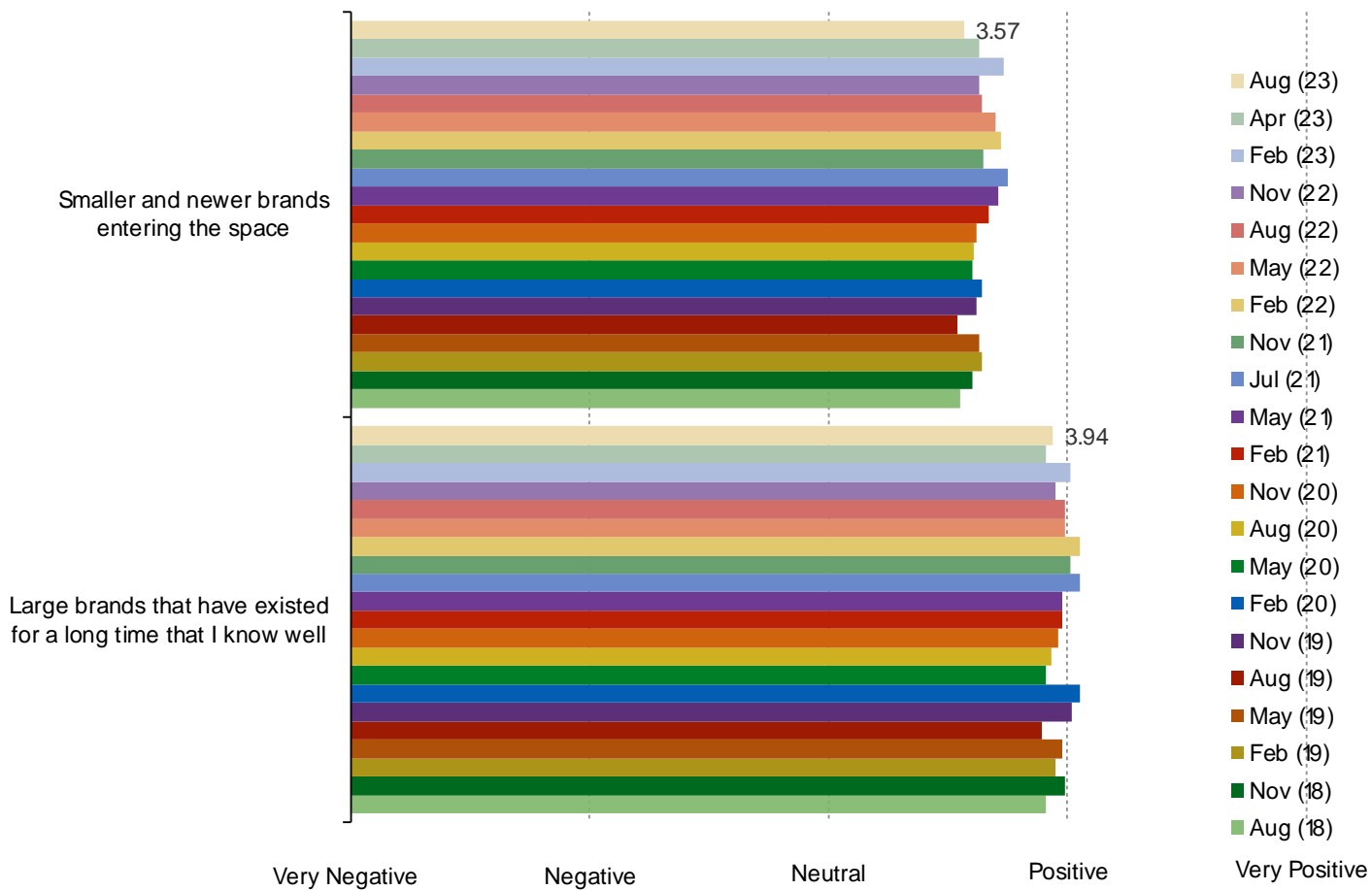
HOW MUCH DO YOU AGREE WITH THE FOLLOWING STATEMENTS?

Posed to all respondents



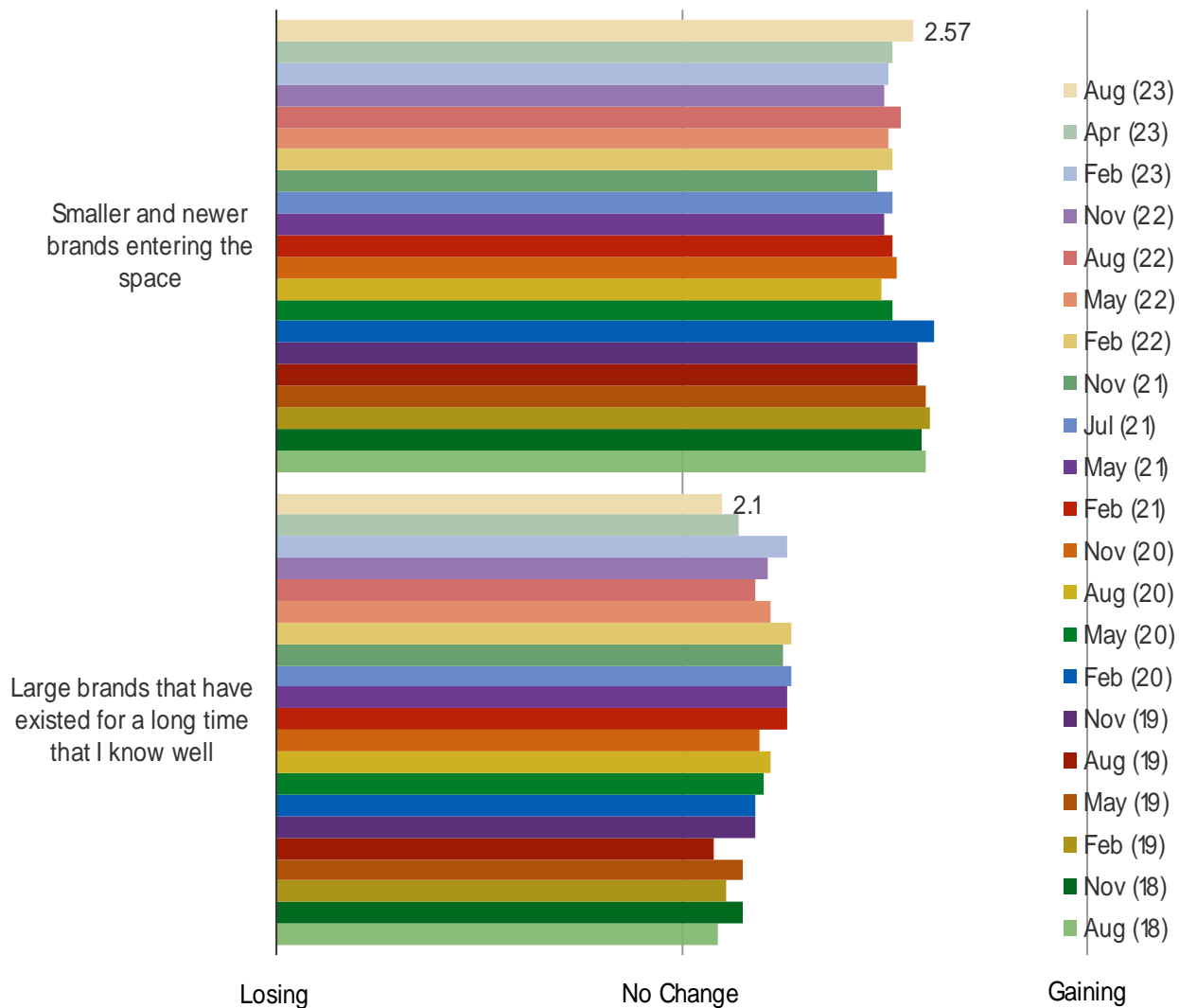
WHEN IT COMES TO HOUSEHOLD AND PERSONAL CARE PRODUCTS, WHAT IS YOUR OPINION OF THE FOLLOWING?

Posed to all respondents



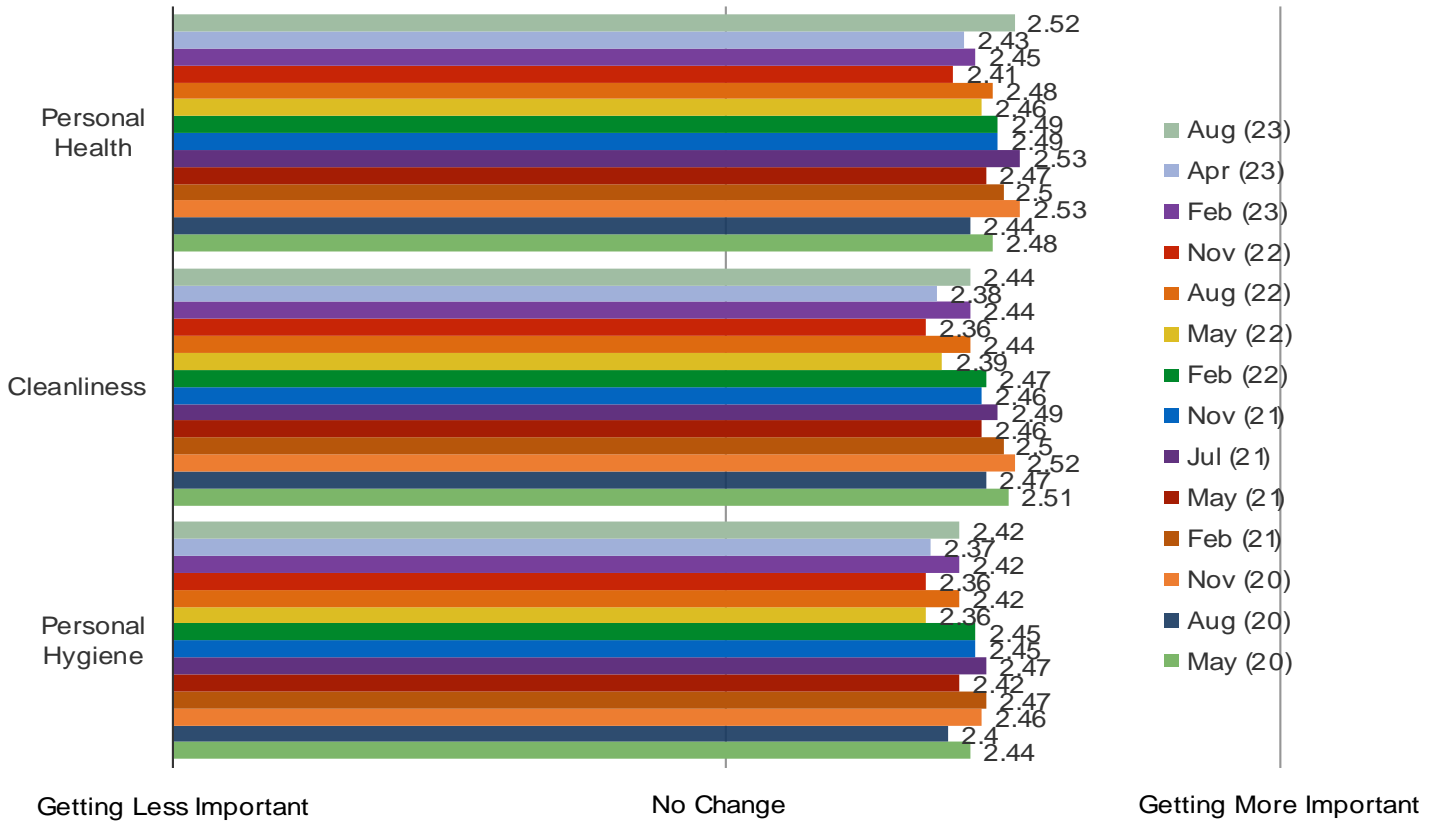
WHEN IT COMES TO HOUSEHOLD AND PERSONAL CARE PRODUCTS, DO YOU FEEL THE FOLLOWING ARE GAINING OR LOSING POPULARITY?

Posed to all respondents



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

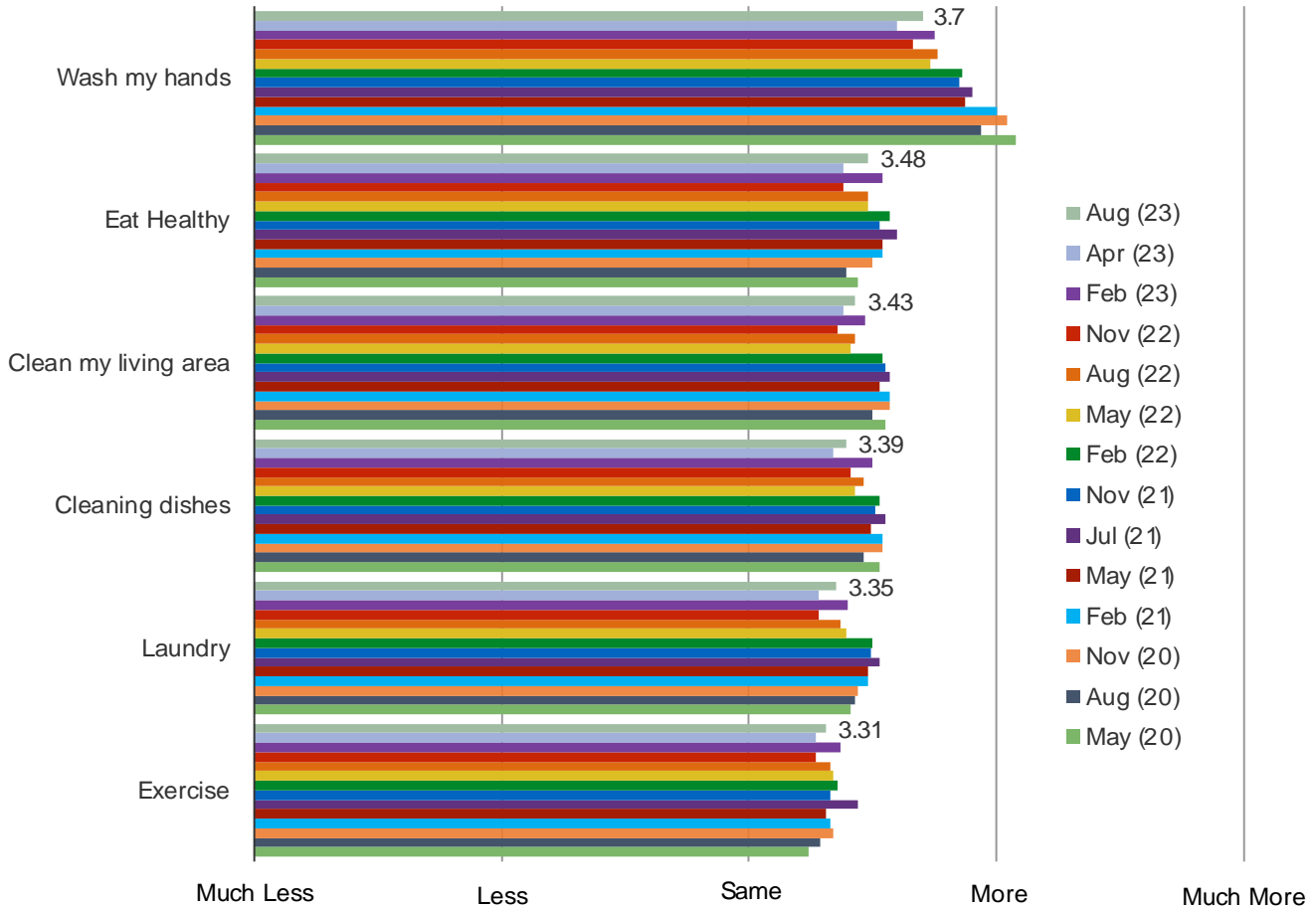
Posed to all respondents.





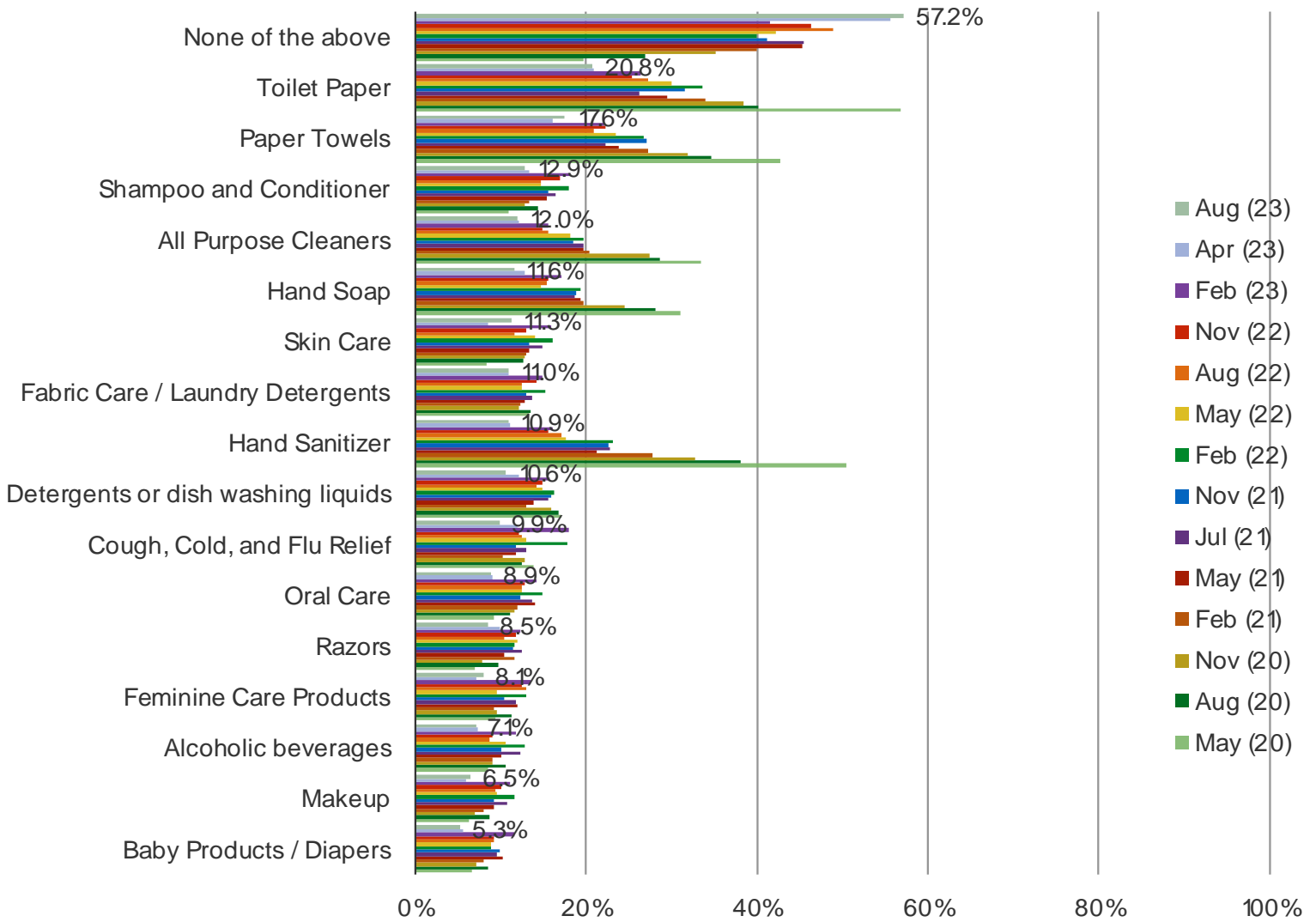
HAVE YOU RECENTLY CHANGED HOW OFTEN YOU DO THE FOLLOWING?

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.

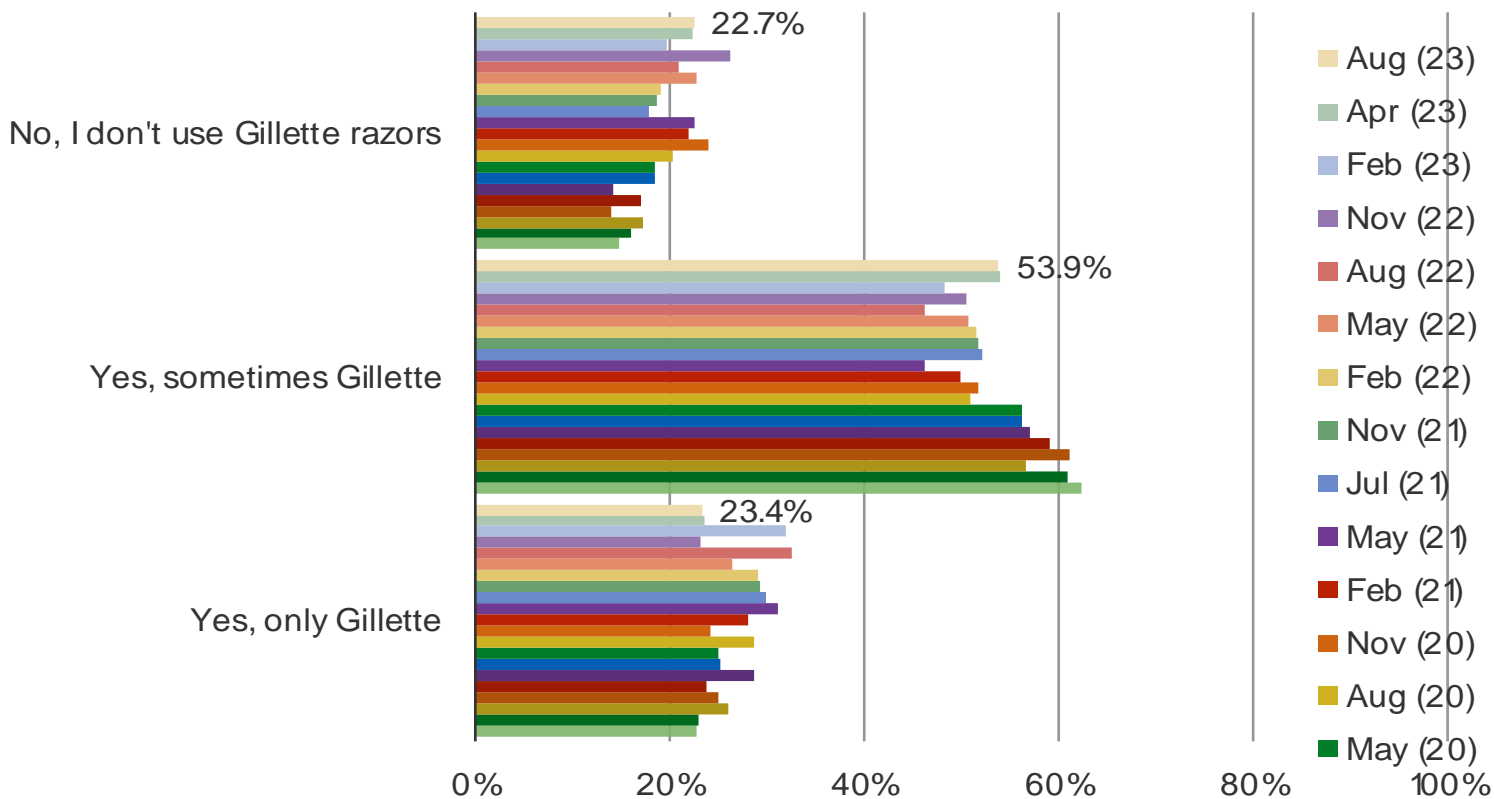


Davids vs. Goliaths

GILLETTE

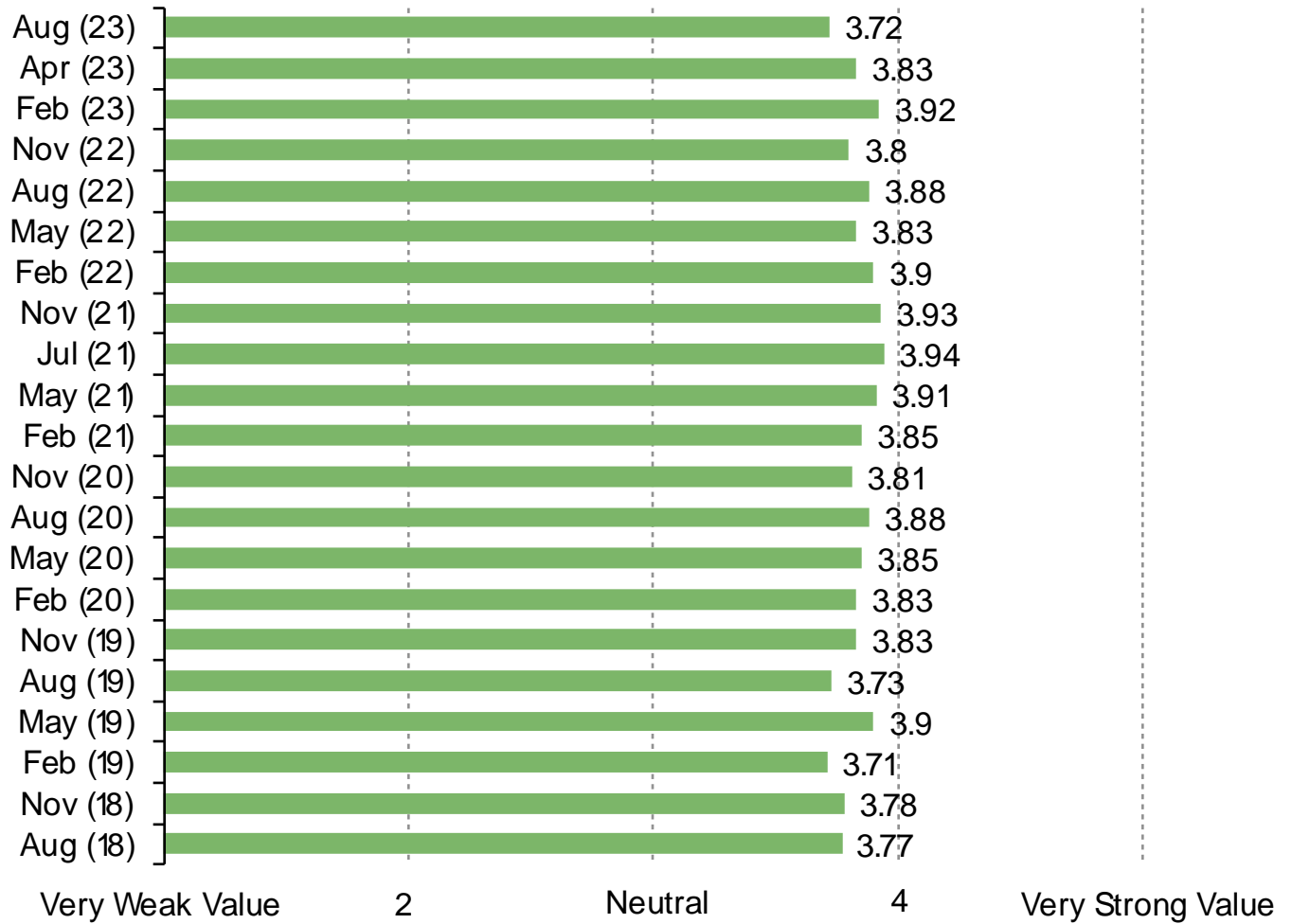
DO YOU USE GILLETTE RAZORS?

Posed to respondents who make purchase decisions on razors



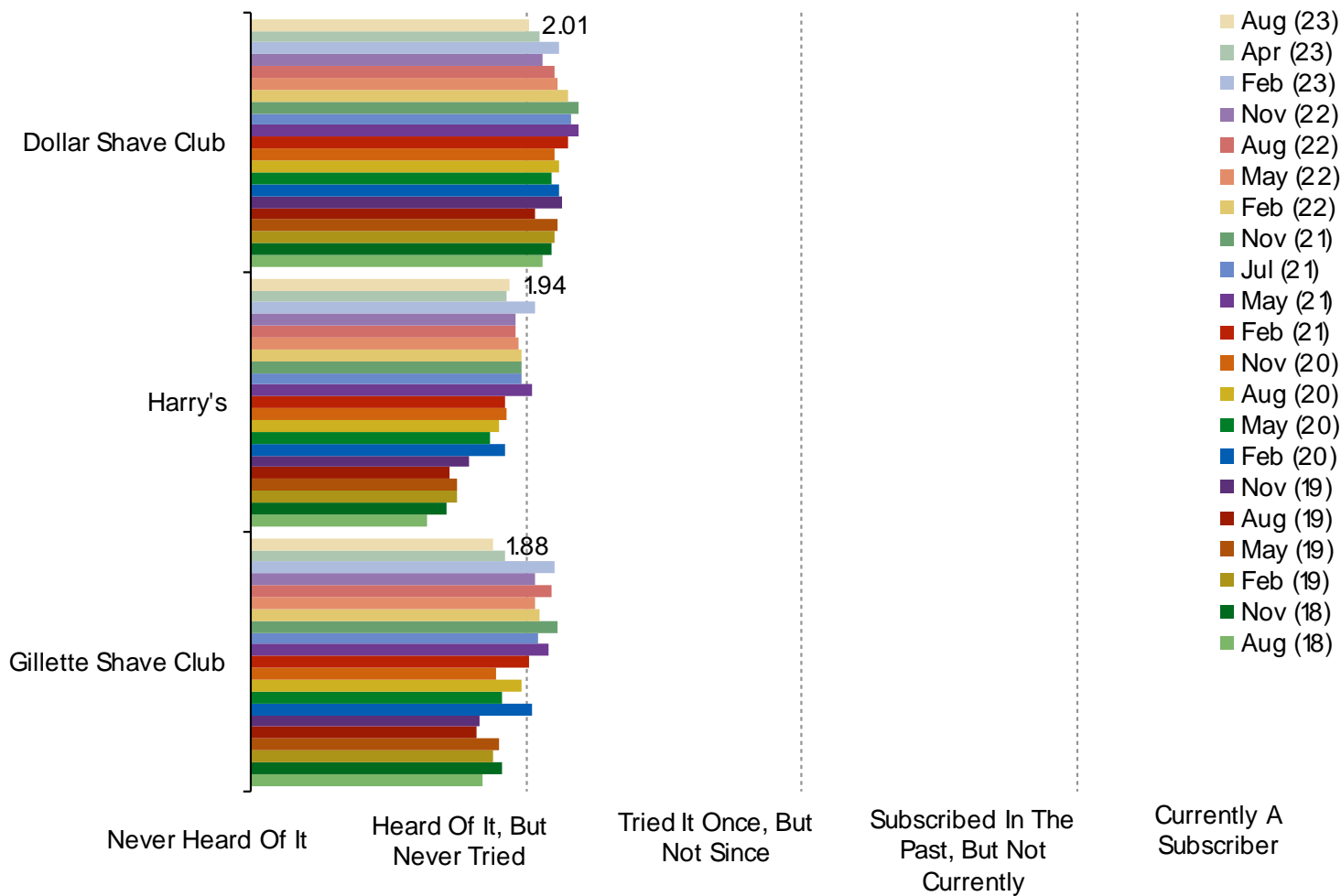
WHAT IS YOUR OPINION OF THE VALUE GILLETTE RAZORS OFFERS FOR THE PRICE?

Posed to respondents who make purchase decisions on razors



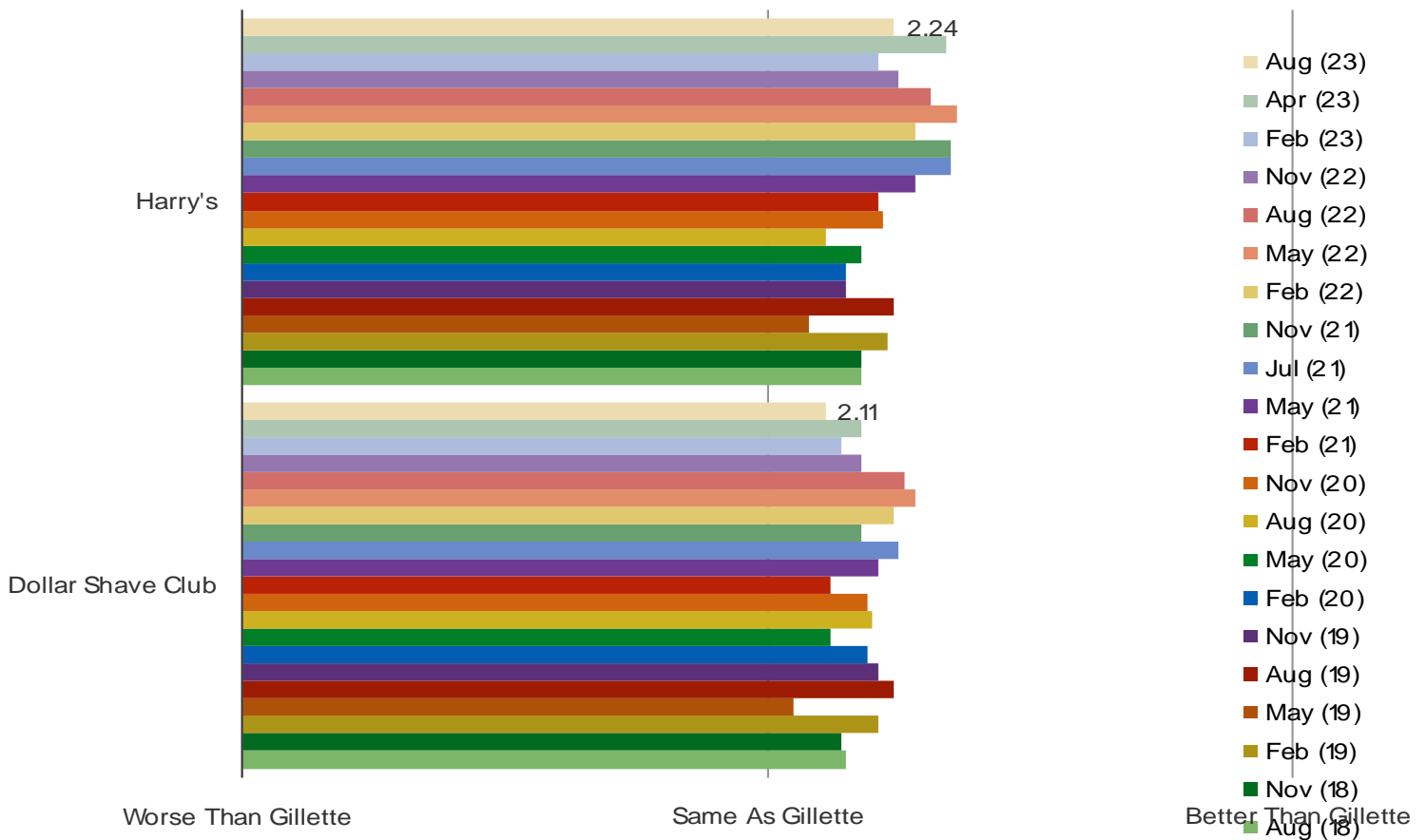
WHAT IS YOUR EXPERIENCE WITH THE FOLLOWING SHAVE CLUBS?

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

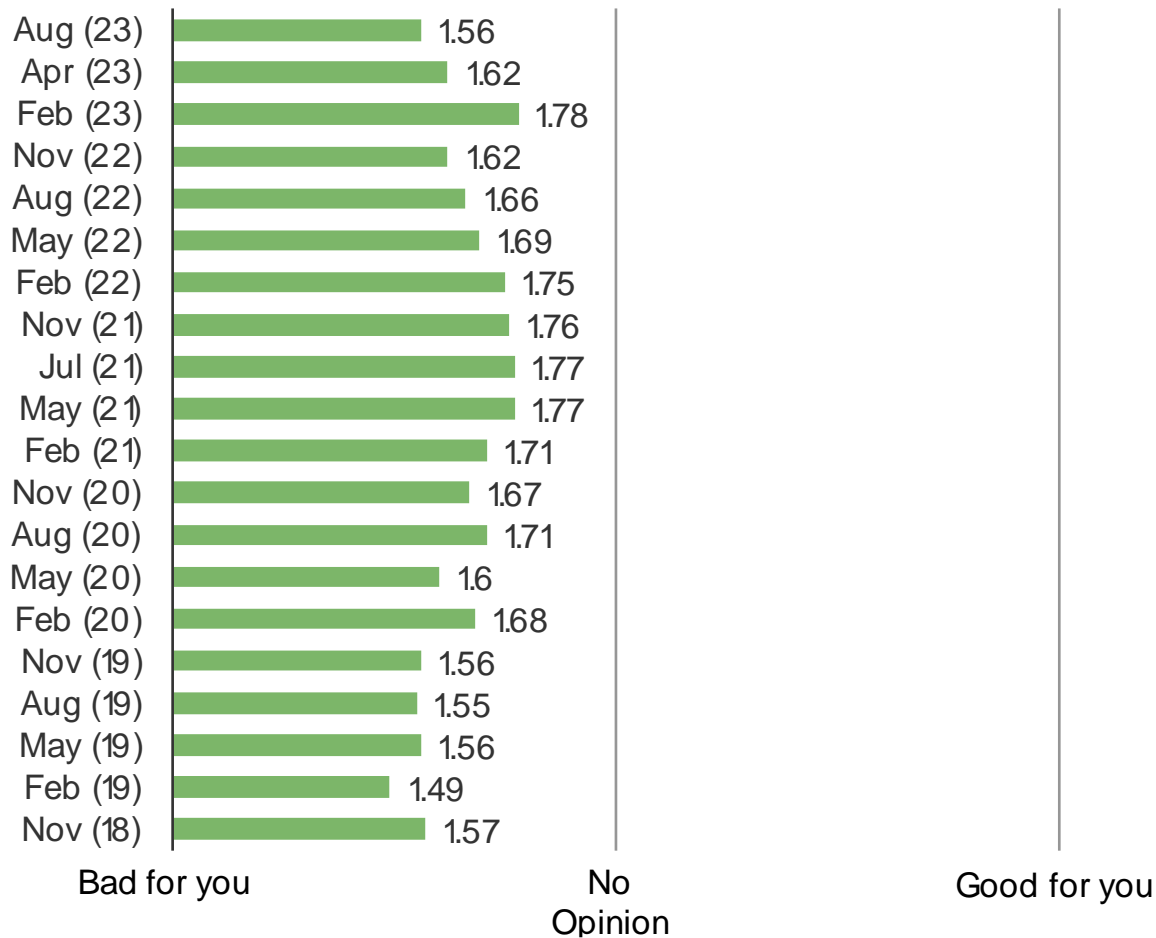


# SODA



IN YOUR OPINION, IS SODA...

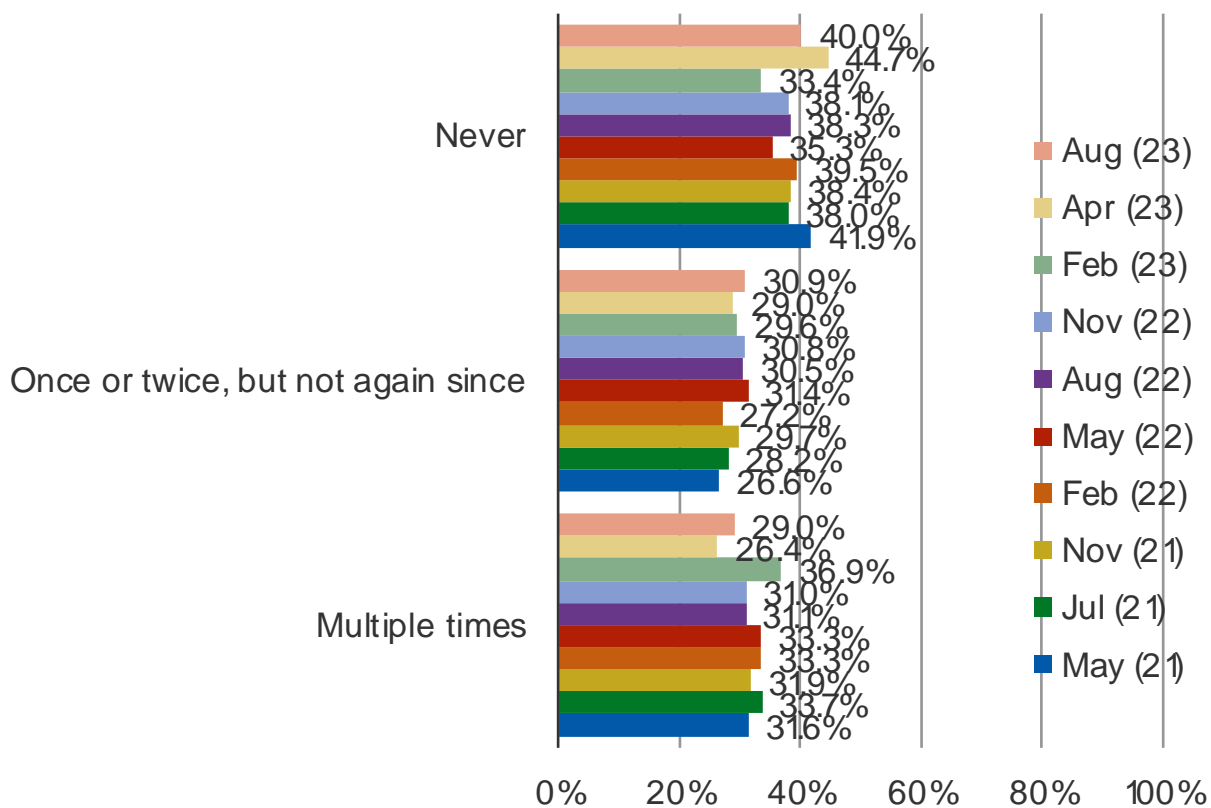
Posed to all respondents



## HARD SELTZER

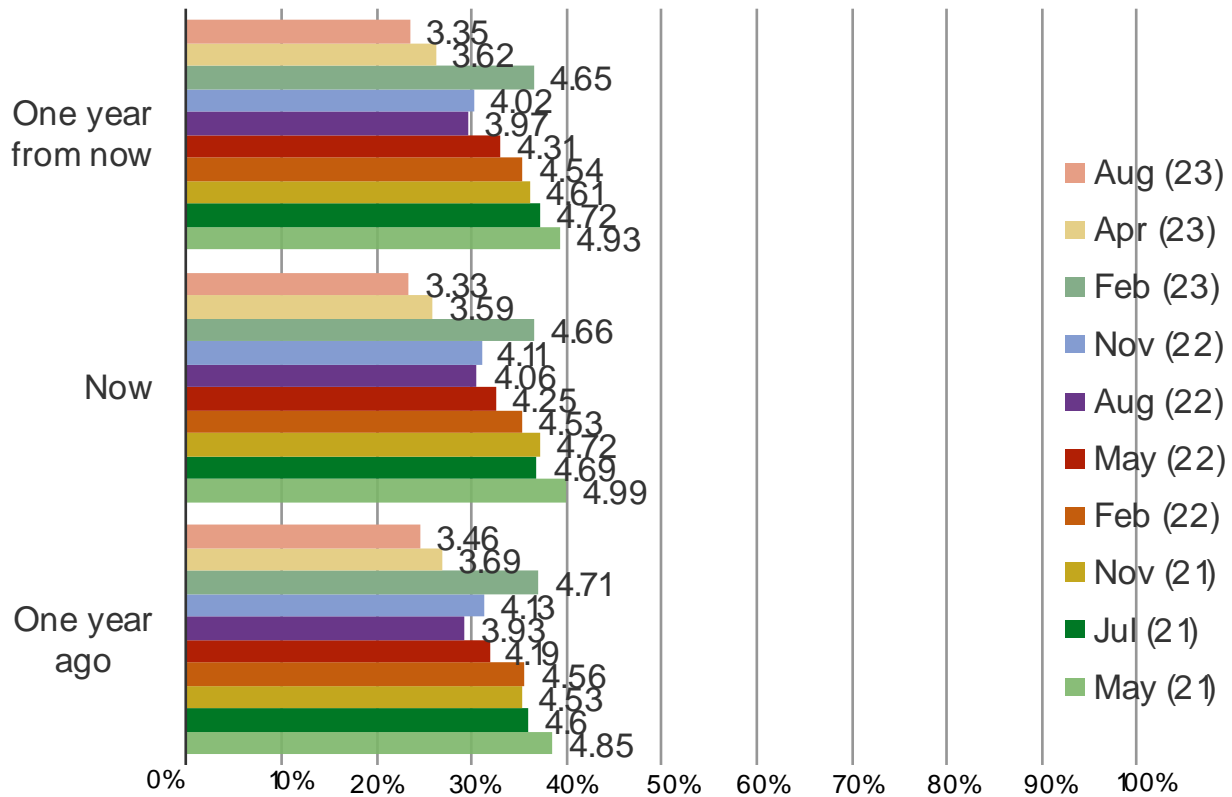
HAVE YOU EVER CONSUMED HARD SELTZER BEVERAGES? IE - CARBONATED WATER/SELTZER BEVERAGES WITH ALCOHOL IN IT.

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 = 601).



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

Posed to all respondents who have consumed hard seltzer (N = 601).

August 2023

A word cloud visualization showing brand recall for August 2023. The most prominent brand is 'WHITECLAW' in large, dark red letters. Other visible brands include 'MIKESHARDLEMONADE' in green, 'TRULY' in yellow, and 'BUDLIGHT' in small blue letters. The background is white.

April 2023

A word cloud visualization showing brand recall for April 2023. The most prominent brand is 'WHITECLAW' in large, yellow letters. Other visible brands include 'TRULY' in purple, 'MIKESHARDLEMONADE' in red, and 'BUDLIGHT' in small blue letters. The background is white.

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

Posed to all respondents who have consumed hard seltzer (N = 667).

February 2023

November 2022



August 2022

February 2022



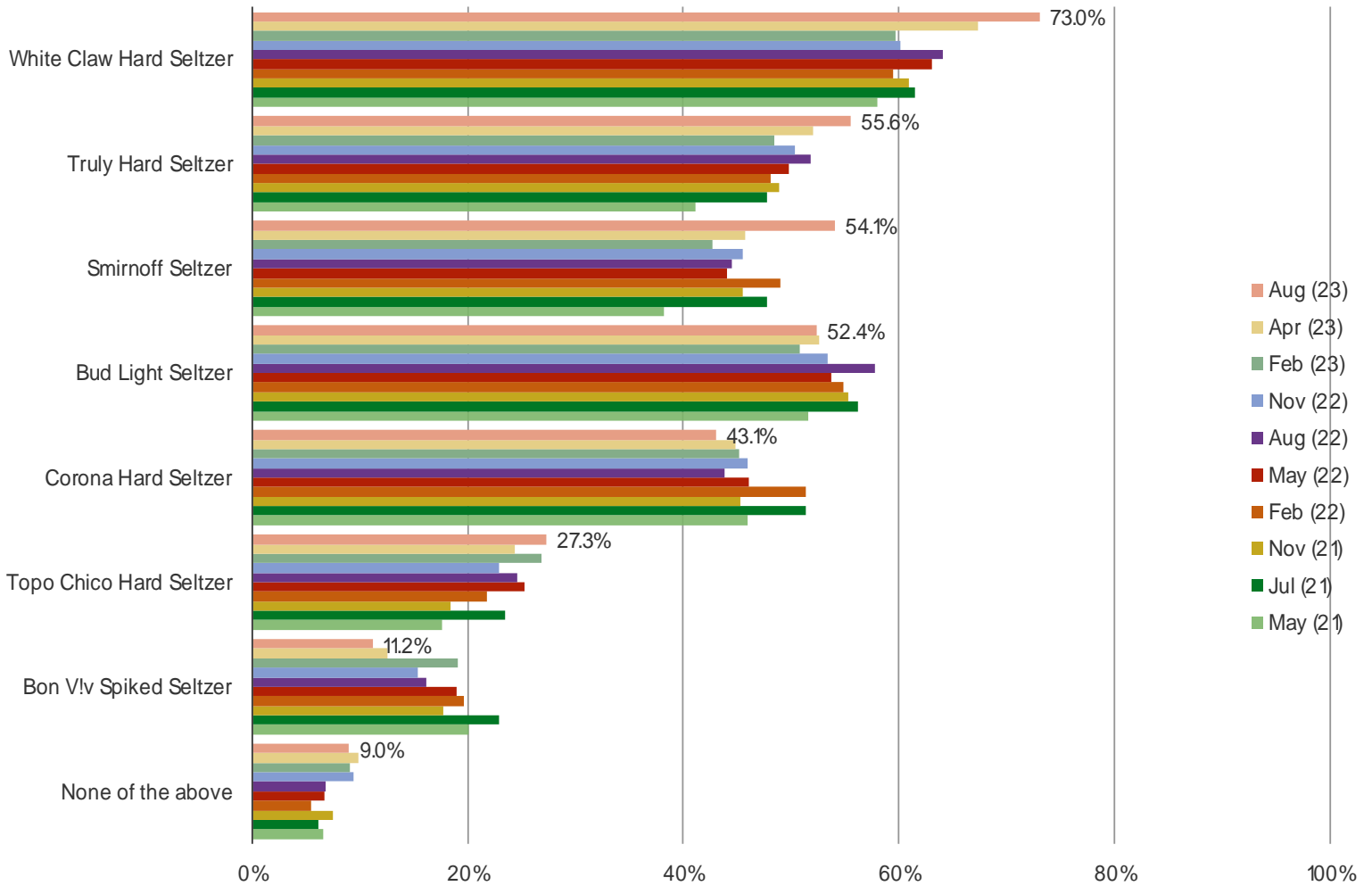
July 2021

November 2021



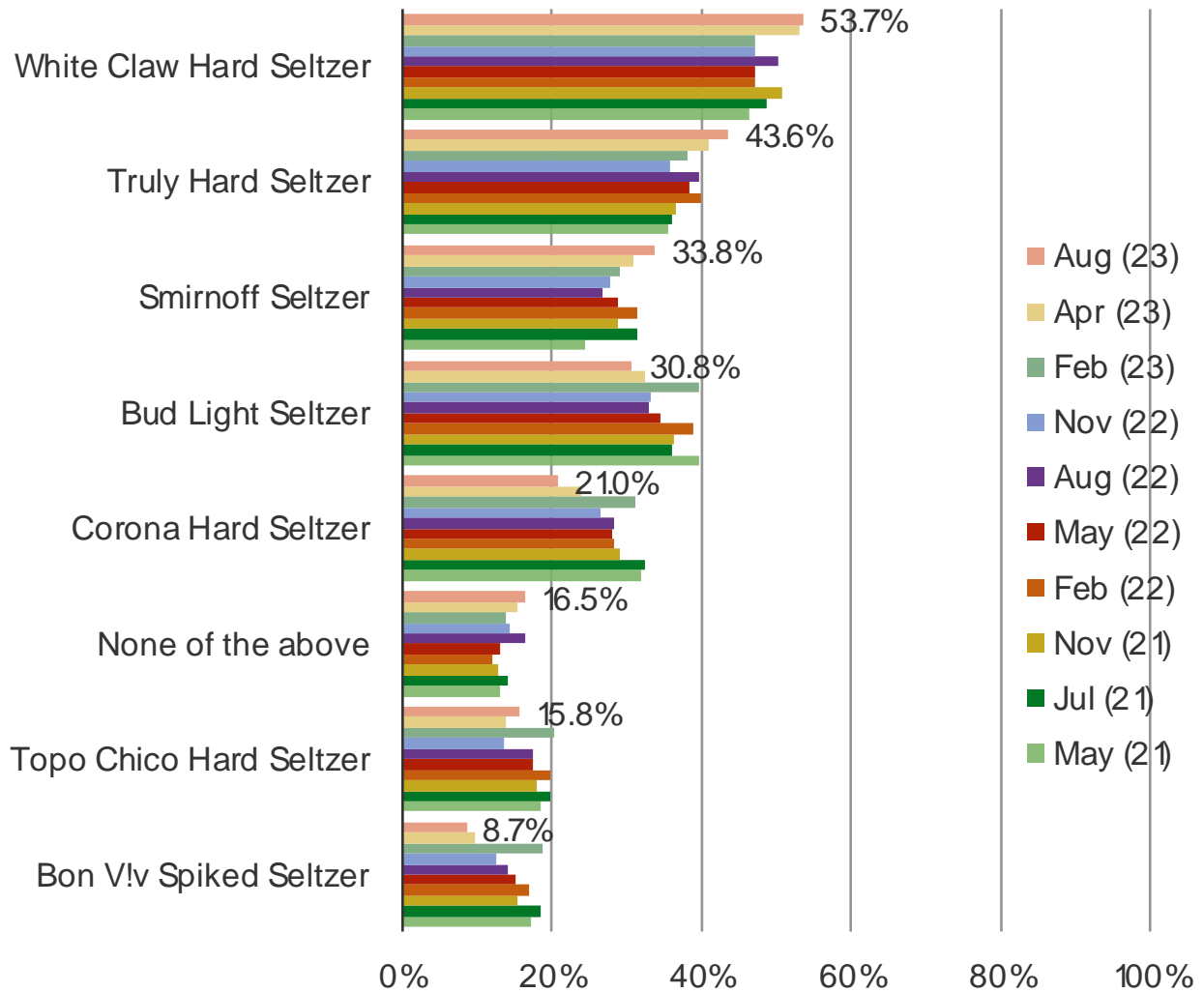
ARE YOU AWARE OF ANY OF THE FOLLOWING BRANDS? SELECT ALL THAT APPLY

Posed to all respondents who have consumed hard seltzer (N = 601).



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 = 601).





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

Posed to all respondents who have consumed hard seltzer (N = 601).

