BORD BIA

Republic of Ireland Beer & Cider Market
Data to w/e 8th October 2017

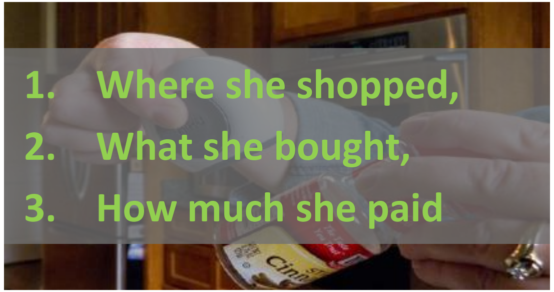
KANTAR WORLDPANEL

WHO ARE WE?

330

5,000

Every time Maeve brings her shopping home she scans it in for Kantar & receive points to convert to vouchers in return. She tells us;



1. Where she shopped,
2. What she bought,
3. How much she paid

From this we can tell you…

- **How many shoppers are buying (% of households) – Penetration**
- **How often they are buying (trips) - Frequency**
- **How much they buy on each trip – Volume/Packs per trip**
- **What price they paid – Price per pack/kg**

Overview of Sector, Shopper & Retailer
Beer & Cider market

Market growth of +5.8% €19m - shoppers picked up more litres per trip

Growth across both markets

- Price per Lt,
+ Vol per trip, Trips, Shoppers

- Price per Lt, Shoppers
+ Price per Pack, Vol per Trip, Spend per Trip

Shopper numbers up in Beer but not Cider

Trips numbers are relatively flat in both

Volume per trip up in both

TESCO IRELAND **+16%**

Tesco outperforming & gaining share

KANTAR WORLDPANEL

TOTAL GROCERY

€10.4bn

+2.5%

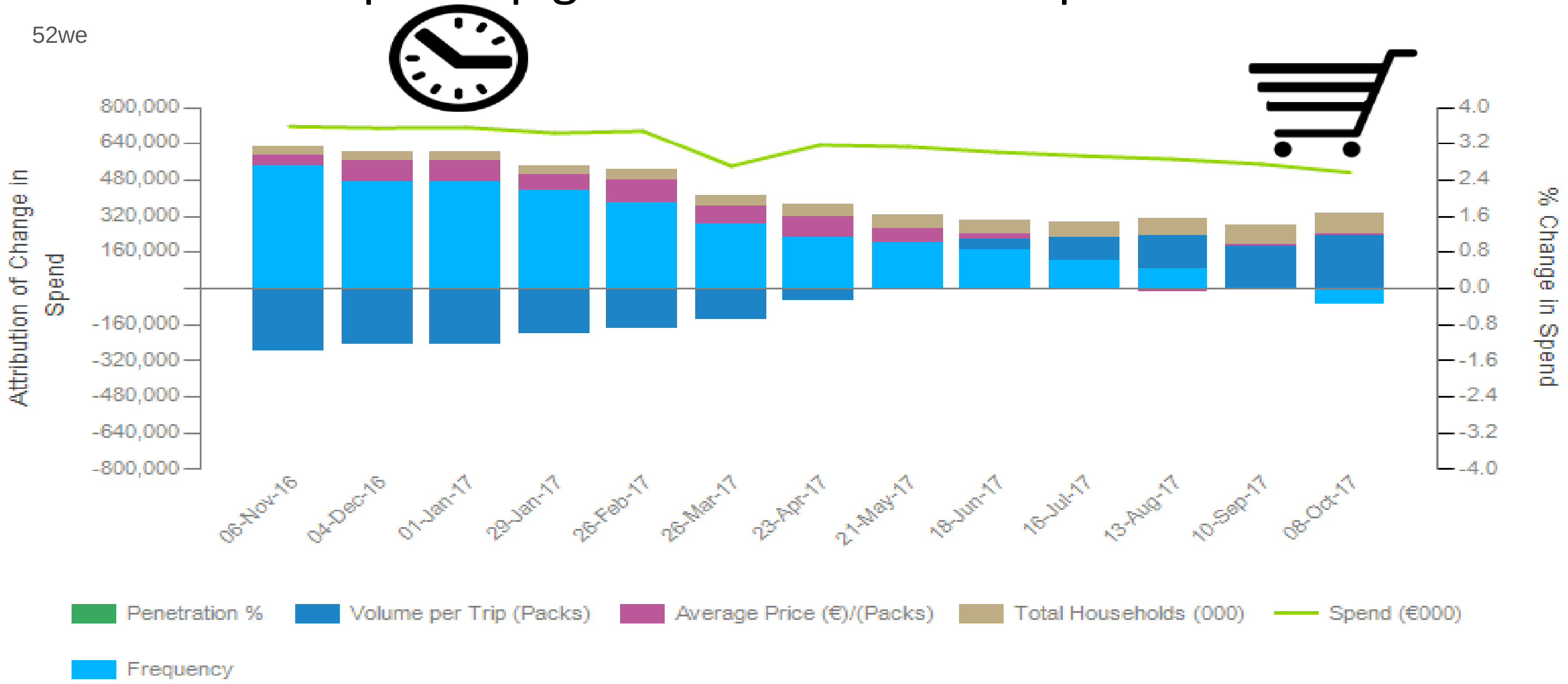
+€258M

The grocery market has grown primarily through greater volume per trip

Shopper Penetration	Frequency	Trip Volume	Price per Pack
100% of ROI	**268 x year**	**13 x trip**	**€1.72**
-	-0.7%	+2.3%	+0.0%
-	€68m	€237m	€4.3m

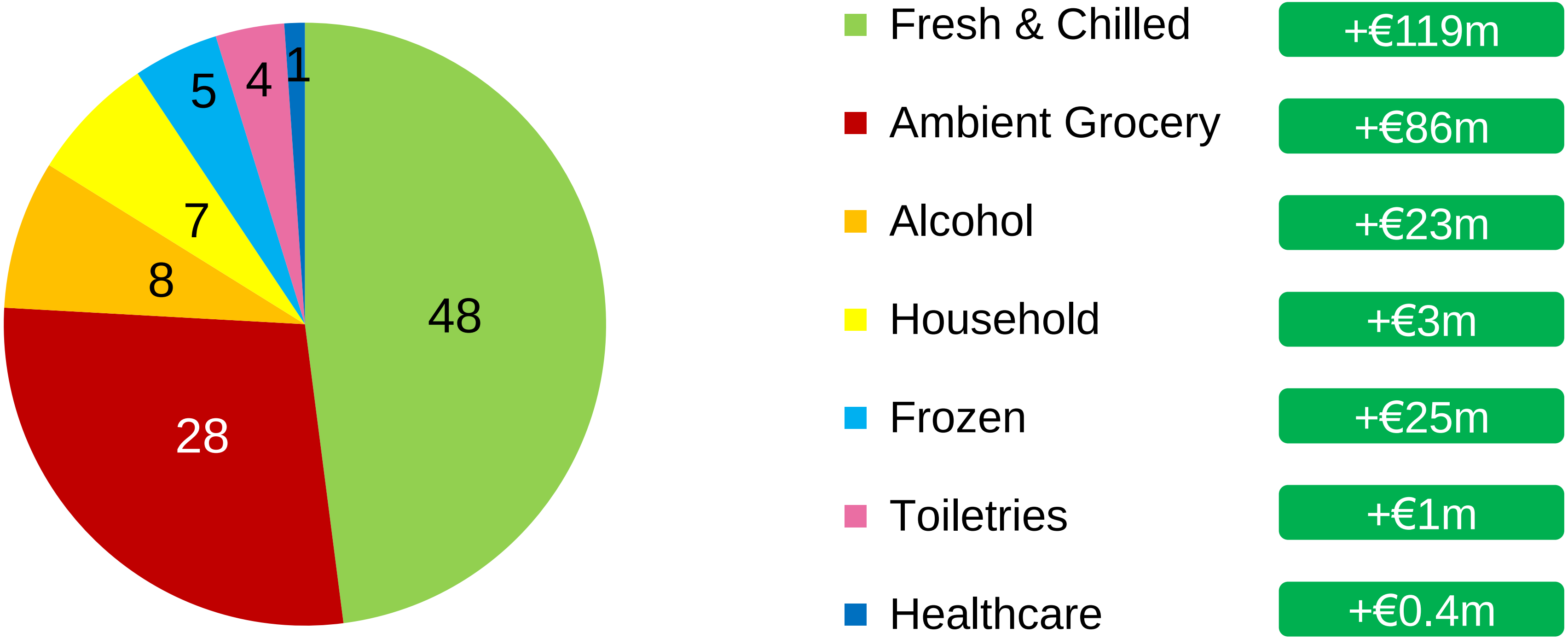
Trended over the year we can see the growth of Frequency slowing while Volume per Trip growth became more prominent

52we



Fresh & Chilled accounts for 48% of grocery sales, ambient is the second biggest category at 28%

52we



Which markets are seeing biggest shifts?

52we

Driving Growth

Declining

KANTAR WORLDPANEL

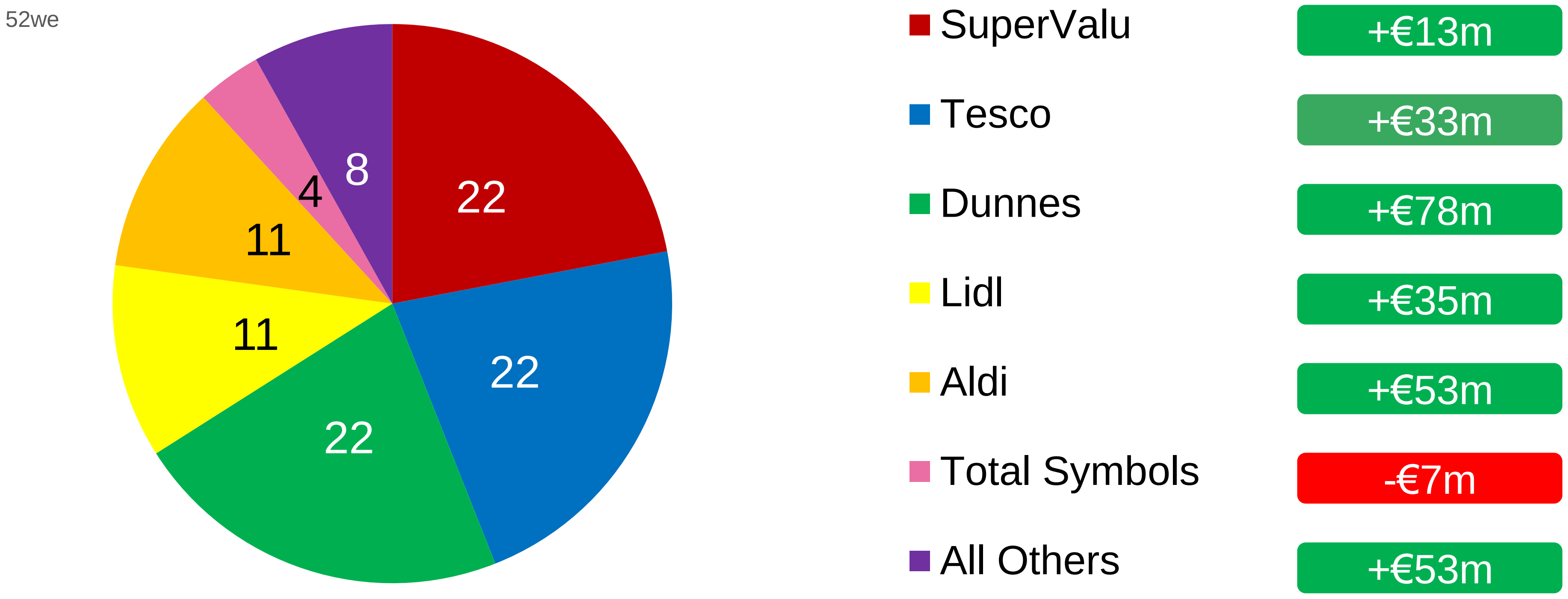
How are related categories performing?

52we

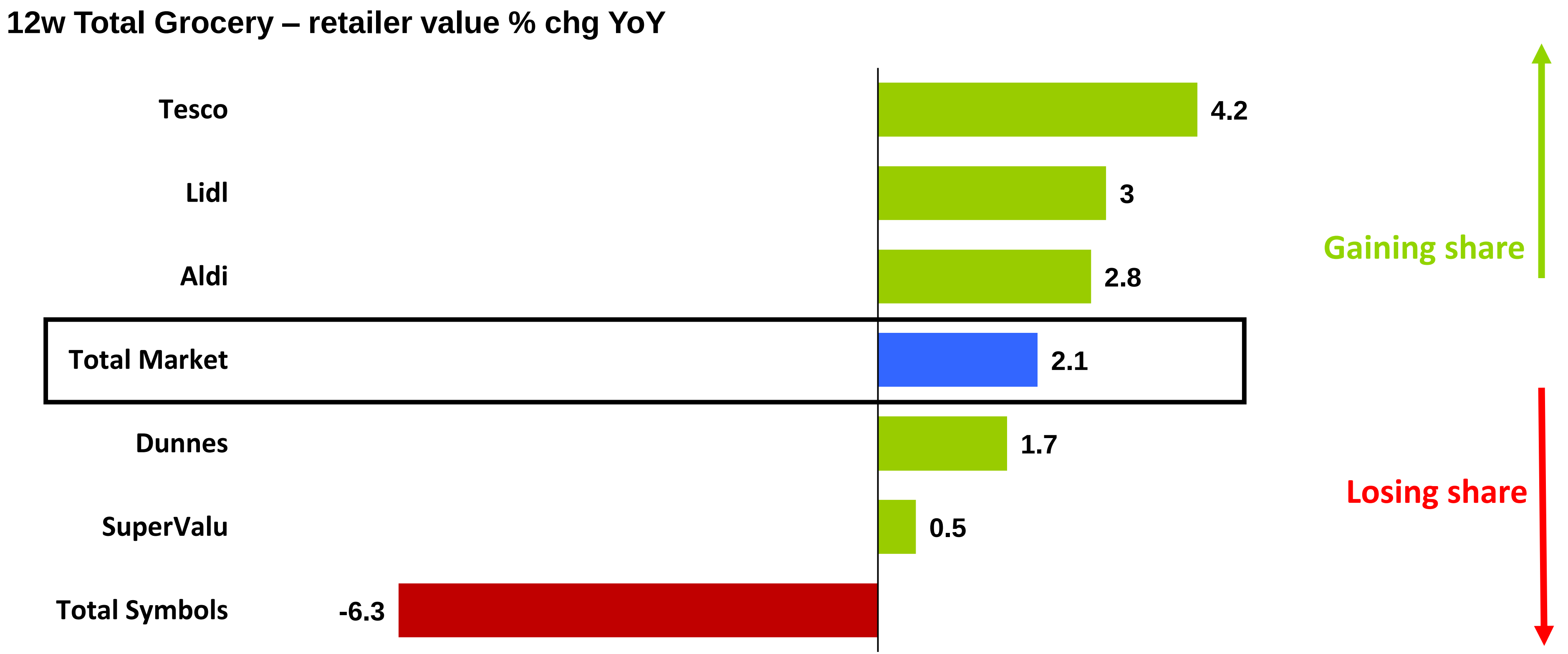
Growing

Declining

The top three multiples are neck and neck with Dunnes growing the most. Aldi and Lidl are improving on their 22% share.

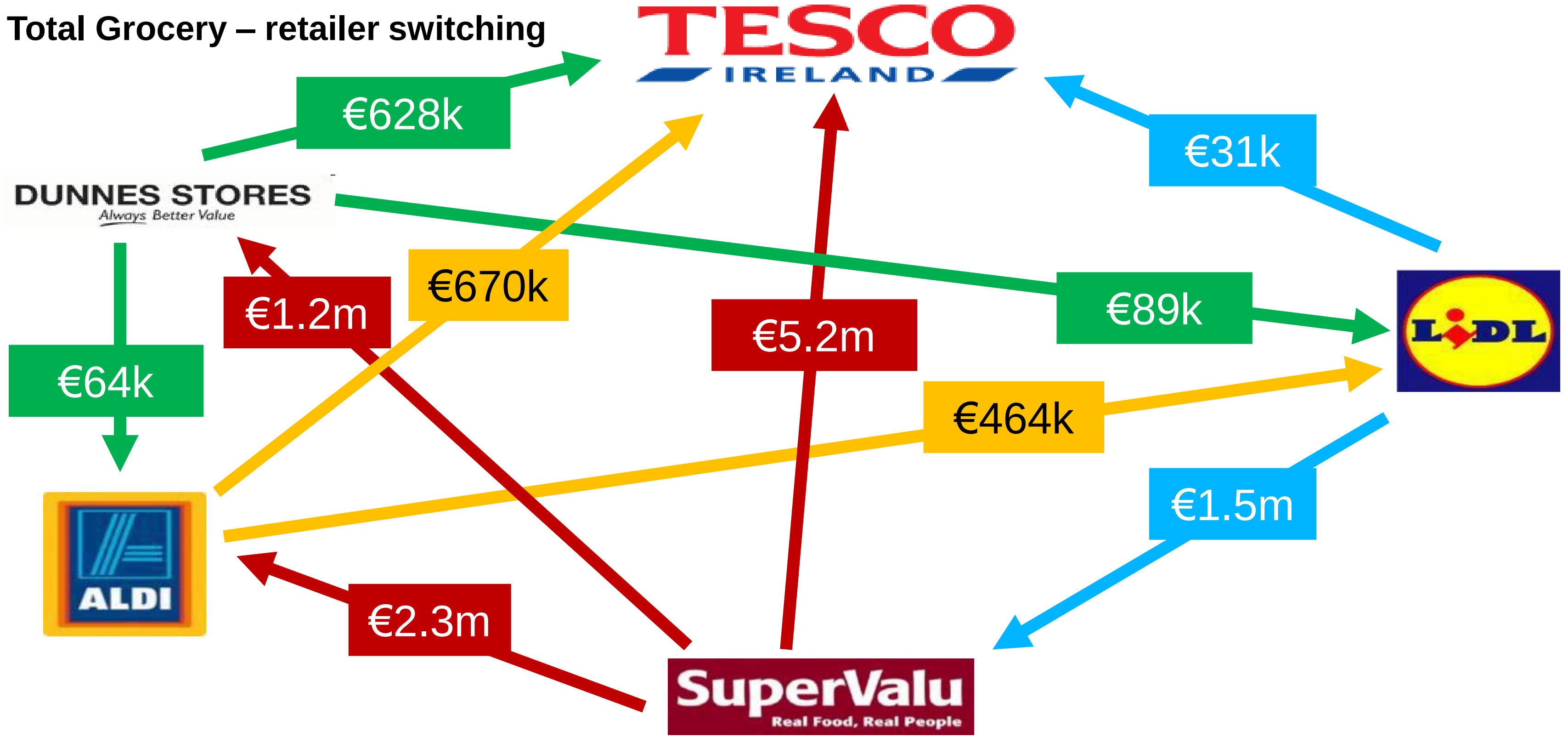


In the last 12 weeks however, it is Tesco, Lidl & Aldi who are driving market growth



Tesco were the switching winners this period as they stole €5.2m from SuperValu.

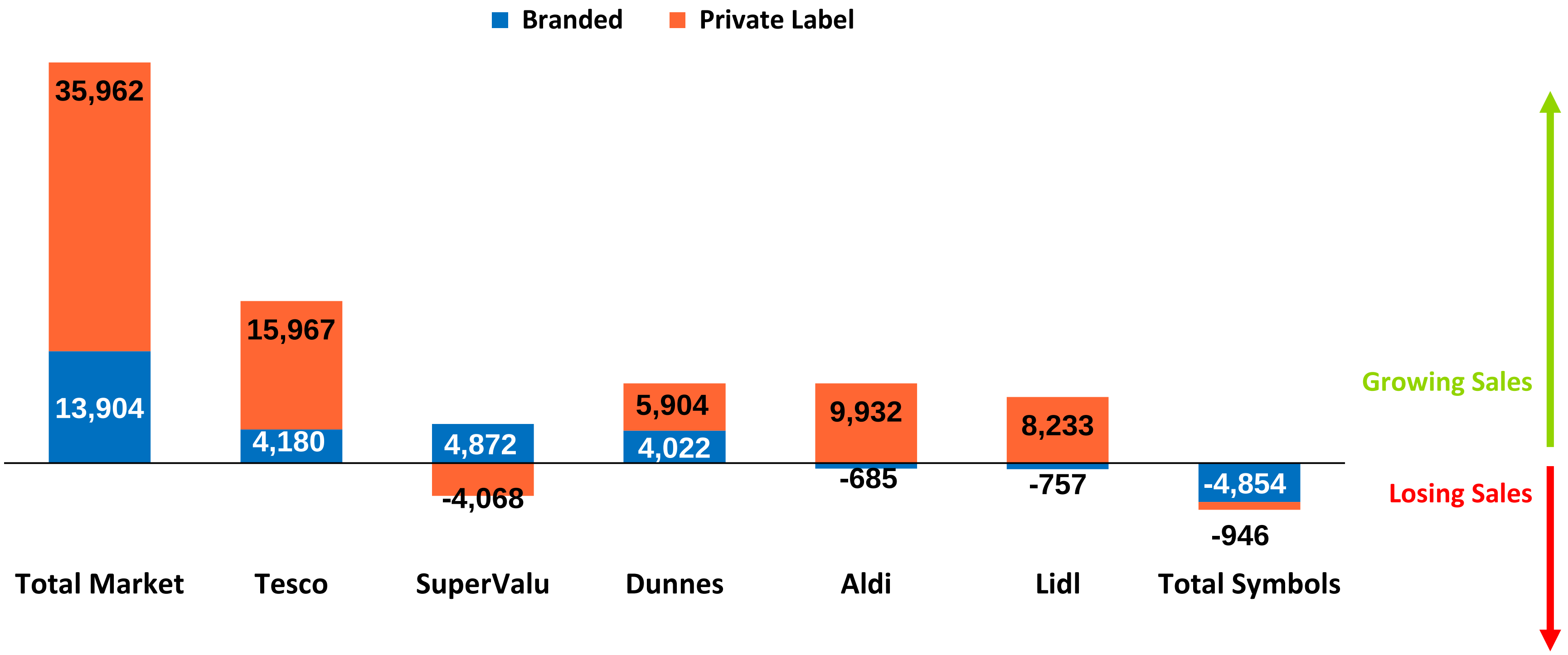
12w Total Grocery – retailer switching



KANTAR WORLDPANEL

Tesco and Dunnes both saw strong growth in PL & Brands. SuperValu also grew through brands, but lost PL sales.

12w Total Grocery – retailer branded vs PL value sales change YoY €000s



Beer

KANTAR WORLDPANEL

52w Beer – value sales YoY change %

€287m

+5.8%

+€15.7m

More shoppers are buying more Beer on each trip and making more trips

52w Beer

Shopper Penetration	Frequency	Trip Volume	Price per Litre
68.7% of ROI	**22.6 x year**	**3.8lt x trip**	**€2.82**
+1.2%	+1.0%	+4.1%	-1.4%
€5.5m	**€2.8m**	**€11.1m**	**€3.7m**

Ale/Bitter is growing through all but price with Lager relying on Volume per Trip gains

52w Beer

Total Market €5.5m

Stout €558k

Ale/Bitter €3.6m

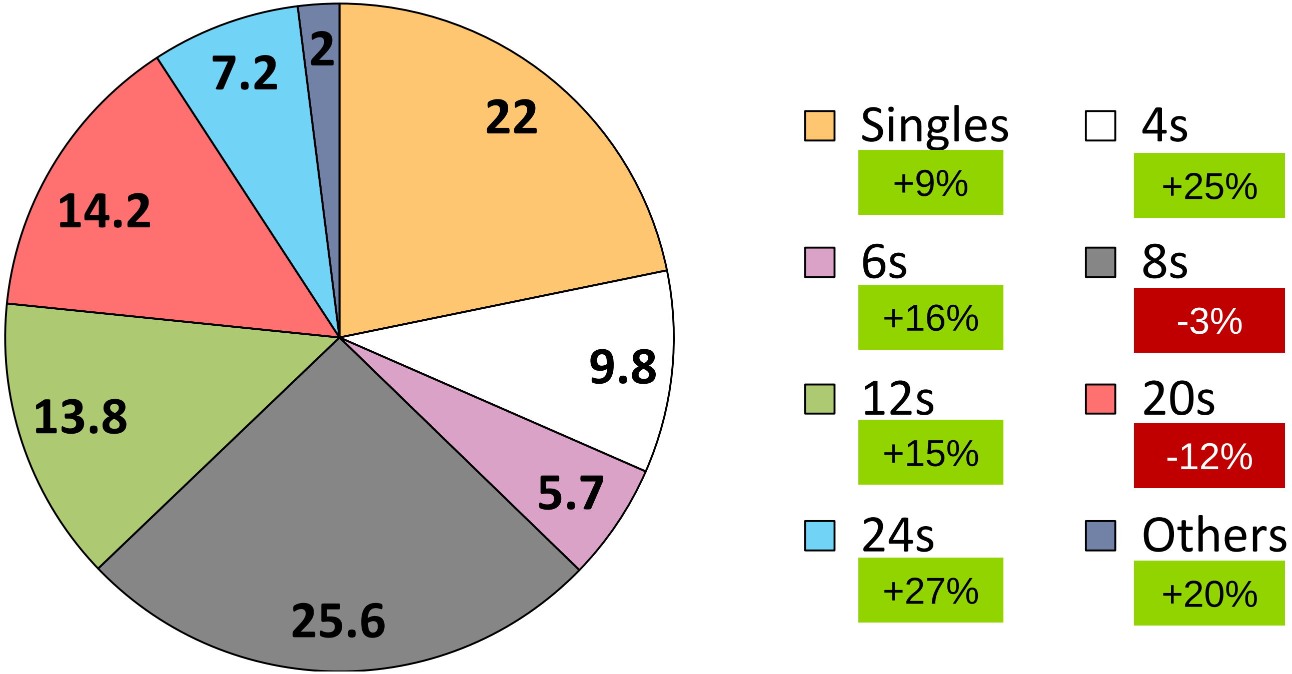
Lager €943k

KANTAR WORLDPANEL

Beer growth is being driven by Singles, 4-packs, 12-packs and 24-packs

€287m

52w Beer – value share & sales YoY %



52w Beer Pack Size – value sales YoY growth

+€5.2m

+€5.6m

+€2.3m

€287m

+5.8%

+€15.7m

-€2.2m

+€5m

+€941k

+€4.3m

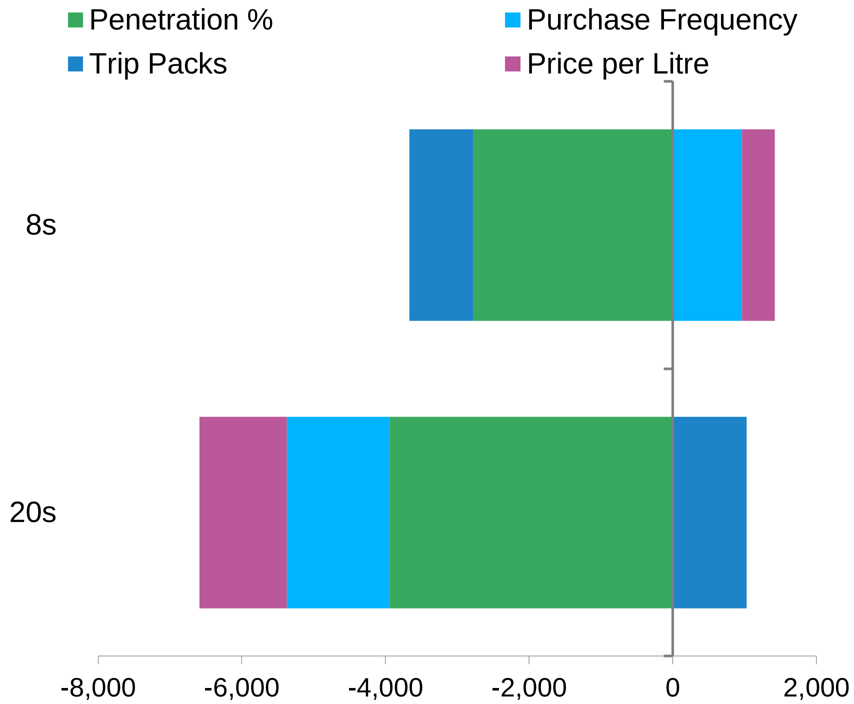
-€5.6m

KANTAR WORLDPANEL

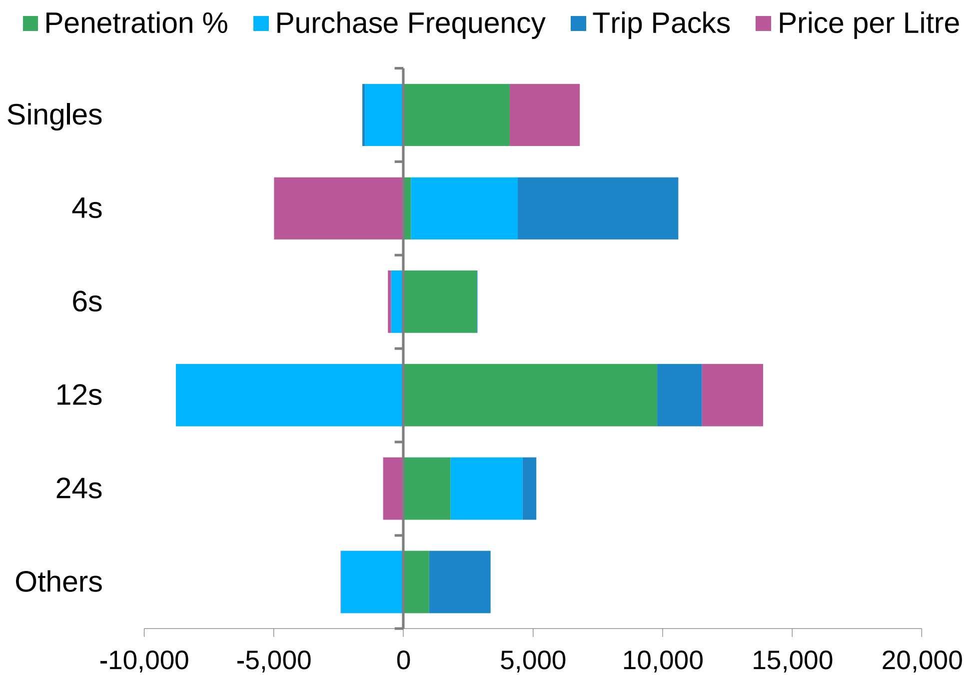
Singles are winning through new shoppers paying a higher price and 4s are winning through a higher frequency and volume per trip

52w Beer

Decline sizes



Growth sizes

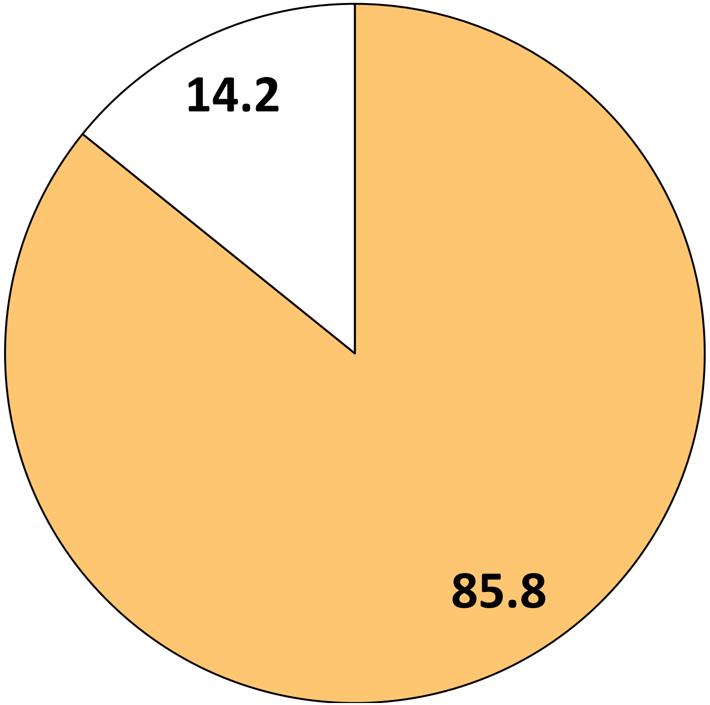


KANTAR WORLDPANEL

Brands are almost 86% of the market and are growing sales but Private Label is driving growth

€287m

52w Beer – value share & sales YoY %



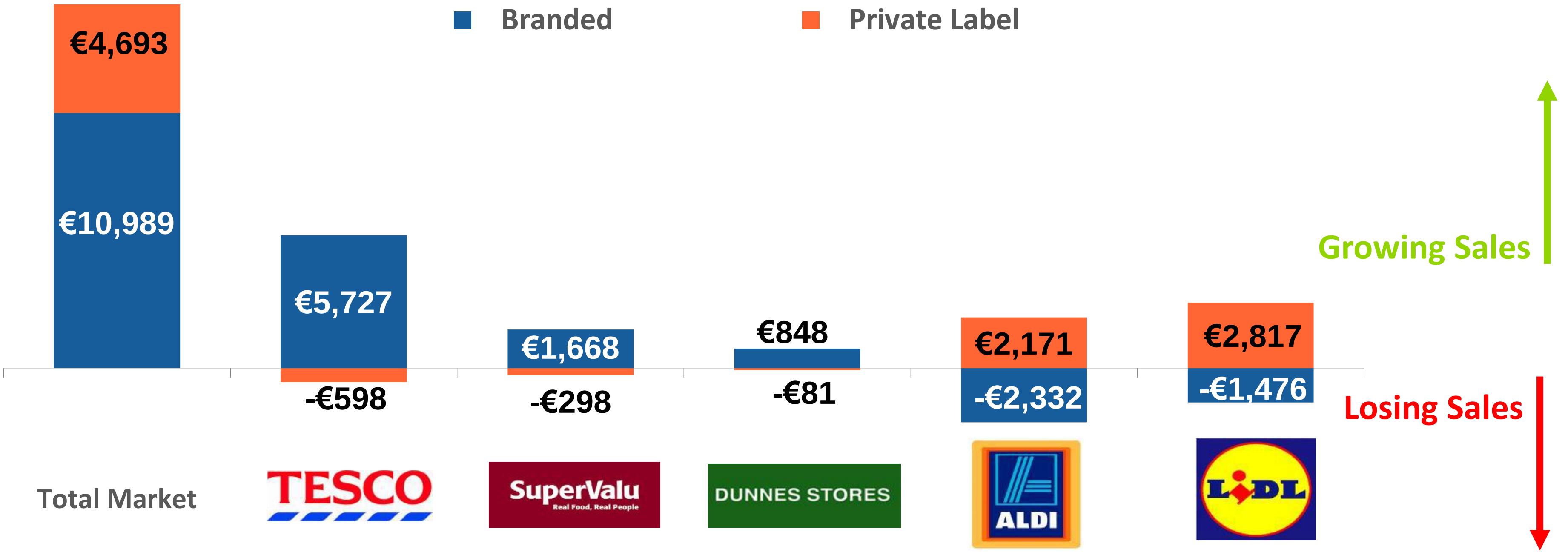
Branded
+4.7%

Private Label
+13%

KANTAR WORLDPANEL

Aldi & Lidl are driving Private Lable sales with Tesco doing well to grow through Brands

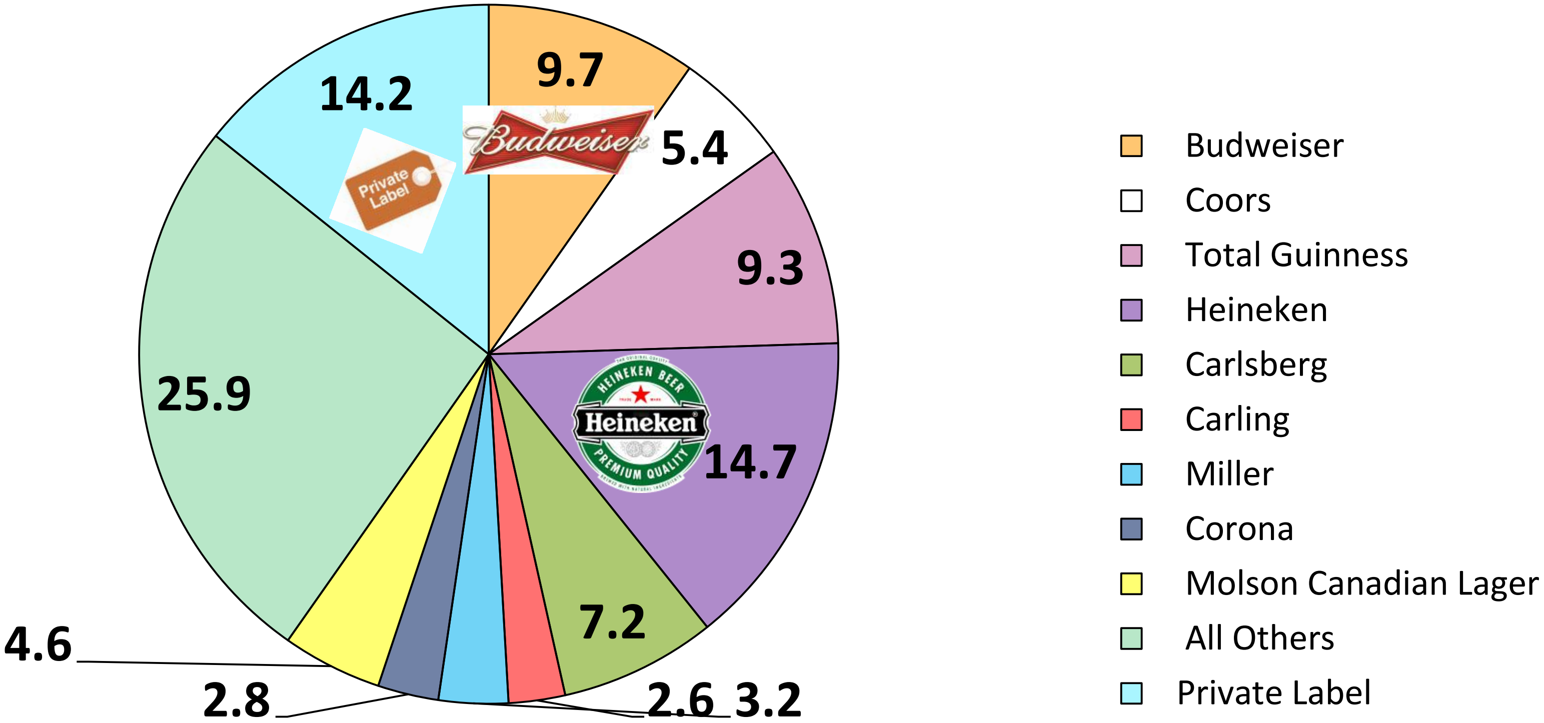
52w Beer – retailer Branded vs PL value sales change YoY €000s



Heineken has the biggest market share followed by Budweiser but Private Label & Other Brands are growing the fastest

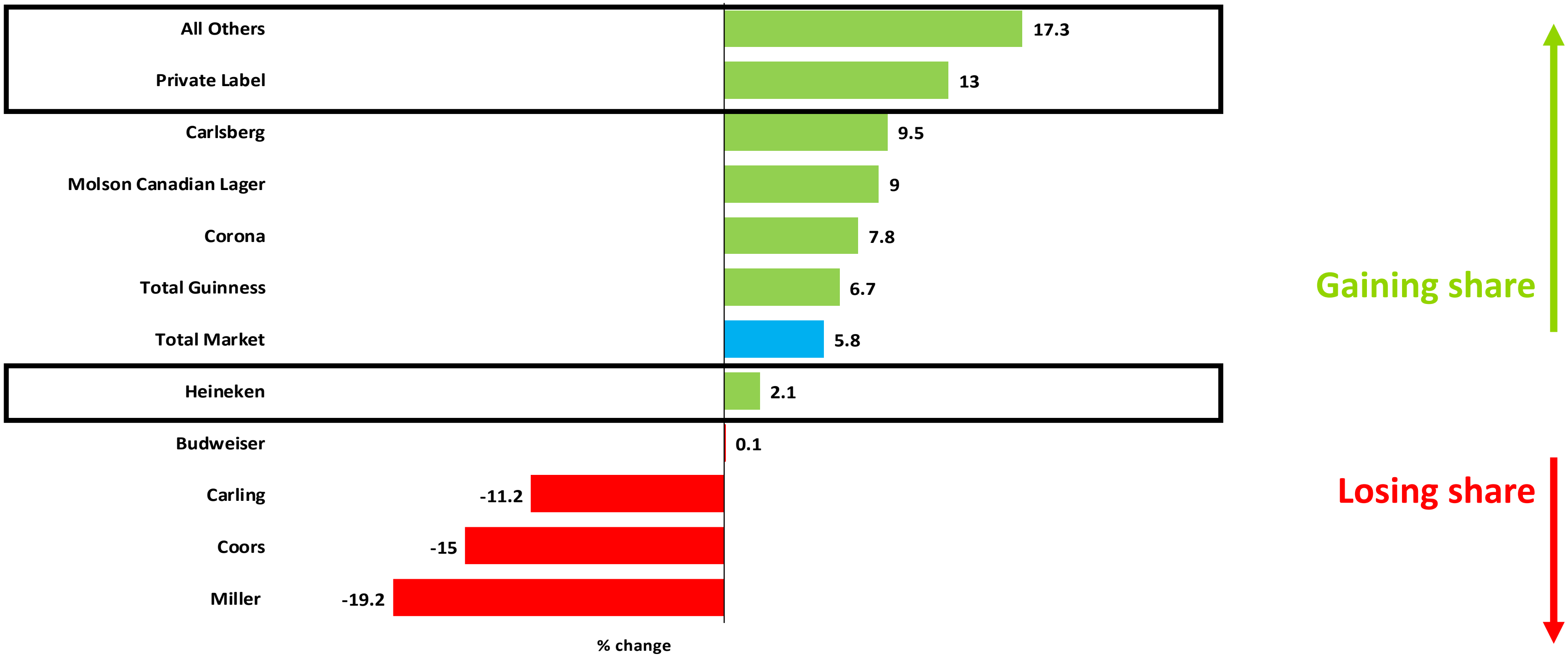
€287m

52w Beer – Top Brands value share & sales YoY %



Heineken are growing behind the market while PL and Other brands lead the charge in Beer growth

52w Beer – sales YoY %



KANTAR WORLDPANEL

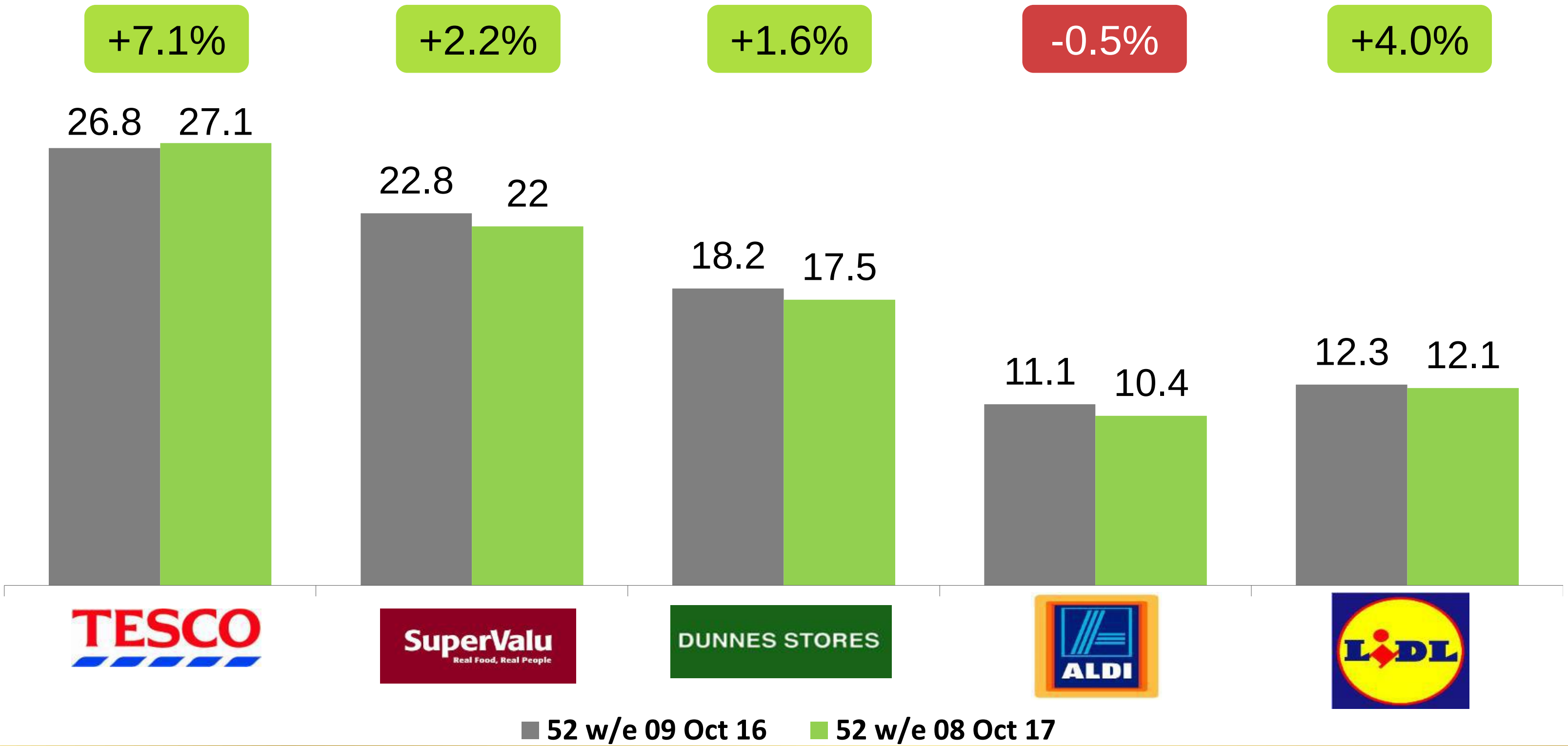
The top performing brands are all growing through more litres bought per trip

Top Growth Brands

Carlsberg	€3.1m
Corona	€711k
Molson Canadian Lager	€1.1m
All Others	€3.4m

Tesco are market leaders in Beer and they experienced the best value growth

52w Beer – Retailer Value Share & Growth Rate



All retailers suffered from Beer deflation but all but Aldi grew through new shoppers and increased litre purchasing per trip

52w Beer

	shopper penetration (Actual change in shopper penetration)	litres per trip (% change vs last year)	average price (% change in € per ltr)
TESCO	+1.5ppt	+5.4%	-2.6%
SuperValu Real Food, Real People	+0.4ppt	+5.3%	-0.7%
DUNNES STORES	+0.9ppt	+4.2%	-0.5%
ALDI	-1.5%	-0.3%	-0.8%
LIDL	+1.0ppt	+1.1%	-1.0%

WHAT DO I NEED TO KNOW BEFORE I TALK TO A RETAILER?

TESCO

How are they doing in Beer?

+€5.1m

How can you help?

Older Dependents

45+ Family

Empty Nesters

Tesco under-trades

Stout = €1.2m

Ale/Bitter = €3.1m

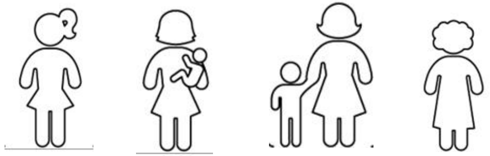
SuperValu
Real Food, Real People

How are they doing in Beer?

+€1.4m

-

How can you help?



Pre-Family	Young Family	Middle Family	Empty Nesters

LEINSTER RUGBY

<u>SuperValu under-trades</u>
Lager = €1.6m

KANTAR WORLDPANEL

DUNNES STORES

How are they doing in Beer?

Heineken

Guinness

+€766k

-

How can you help?

Pre-Family

Retired

Connacht Rugby

Ulster Rugby

Dunnes under-trades

Lager = €2.9m

KANTAR WORLDPANEL

How are they doing in Beer?

-€162k

-

How can you help?

Pre-Family

Young Family

Older Dependents

Empty Nesters

<u>Aldi under-trades</u>

Stout = €1.8m

How are they doing in Beer?

+€1.3m

Other Brands

How can you help?

45+ Family

Older Dependents

<u>Lidl under-trades</u>
Stout = €789k
Lager = €1.4m

Cider

52w Cider – value sales YoY change %

€57m

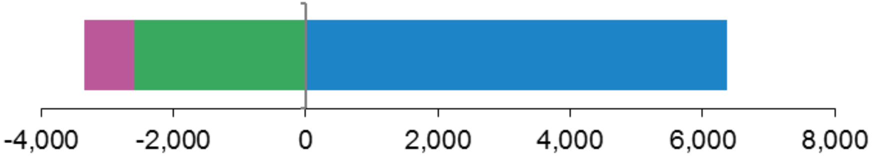
+5.6%

+€3m

Fewer shopping are buying Cider but those that are, are buying a lot more per trip

52w Cider

Shopper Penetration	Frequency	Trip Volume	Price per Litre
39% of ROI	**9.1 x year**	**3.2lt x trip**	**€3.10**
-5.5%	+0.1%	+12.2%	-1.3%
€2.6m	€31k	€6.3m	€747k



KANTAR WORLDPANEL

Each multiple retailer is driving Cider growth through big volume per trip gains

52w Cider

Total Market	€2.6m
Tesco	€2.5m
SuperValu	€2.5m
Dunnes	€2m

KANTAR WORLDPANEL

Aldi’s losses are coming mainly through frequency declines while Lidl are gaining through frequency and volume per trip

52w Cider

Aldi

€158k

Lidl

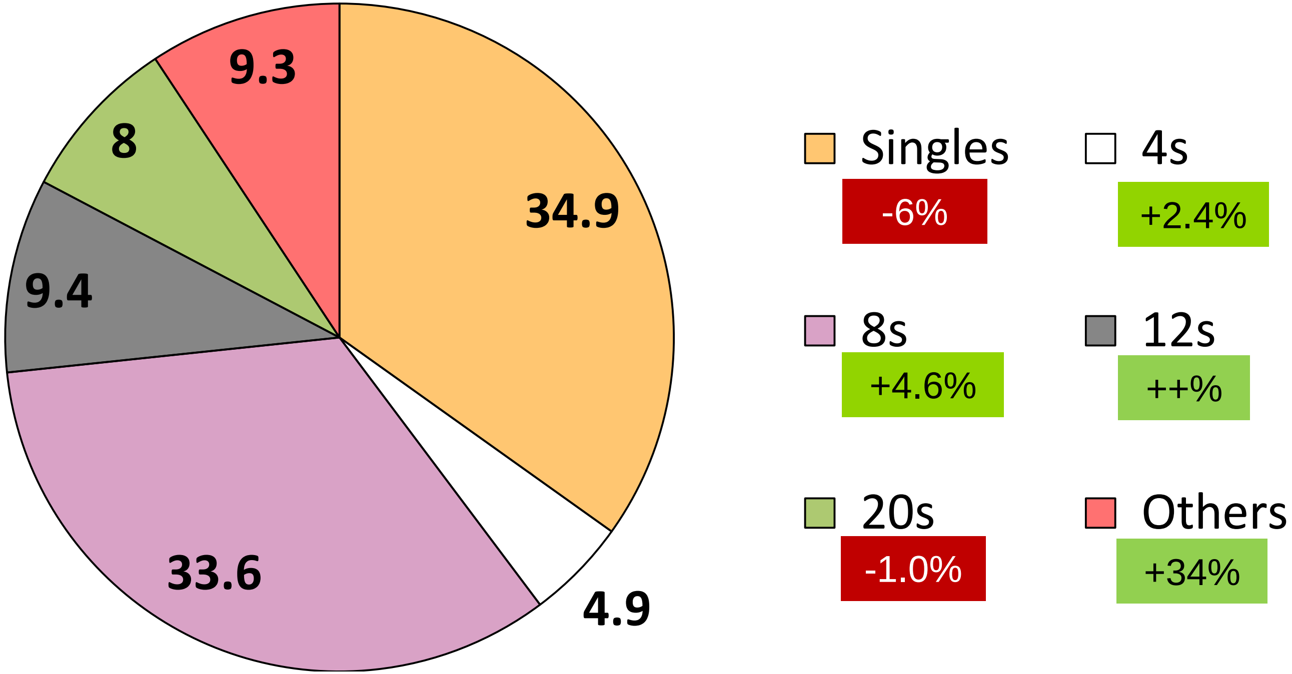
€561k

-

KANTAR WORLDPANEL

Cider growth is being driven by strong performance of 12 packs which now makes up 9.4% share of Cider

52w Cider – value share & sales YoY %



52w Cider Pack Size – value sales YoY growth

€57m

+5.6%

+€3m

-€1.3m

+€65k

+€835k

+€1.3m

-€41k

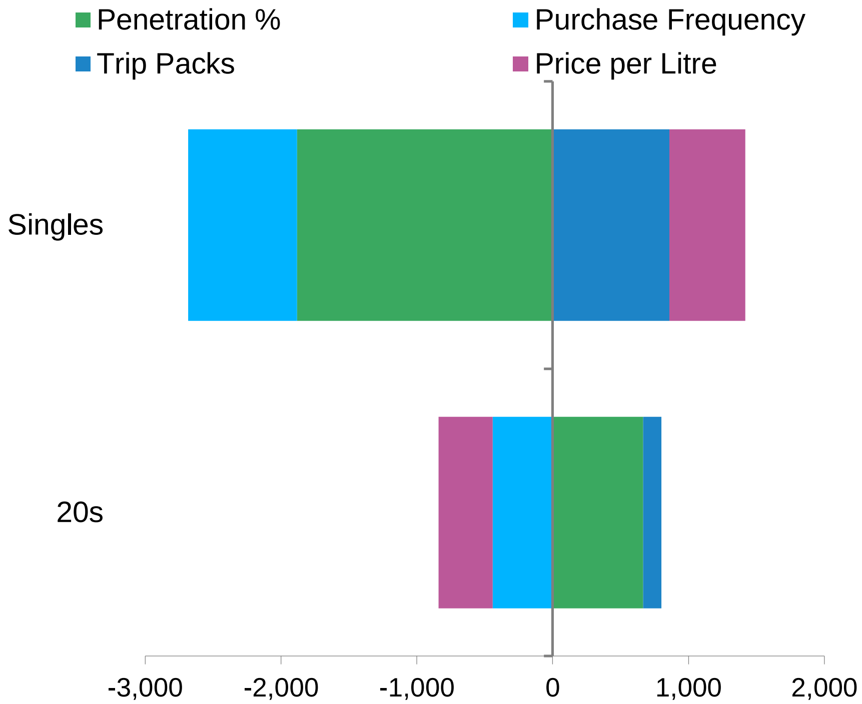
+€2.1m

KANTAR WORLDPANEL

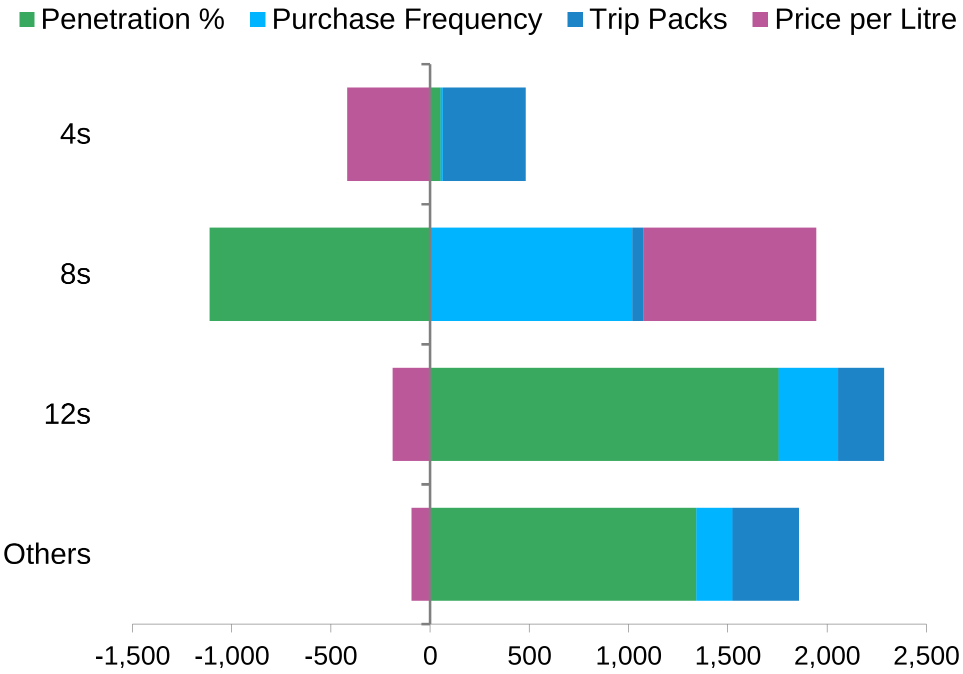
Singles are in decline through lost shoppers while 12 packs are growing welll through new shoppers and 8 packs are up with higher frequency and price

52w Cider

Decline sizes



Growth sizes

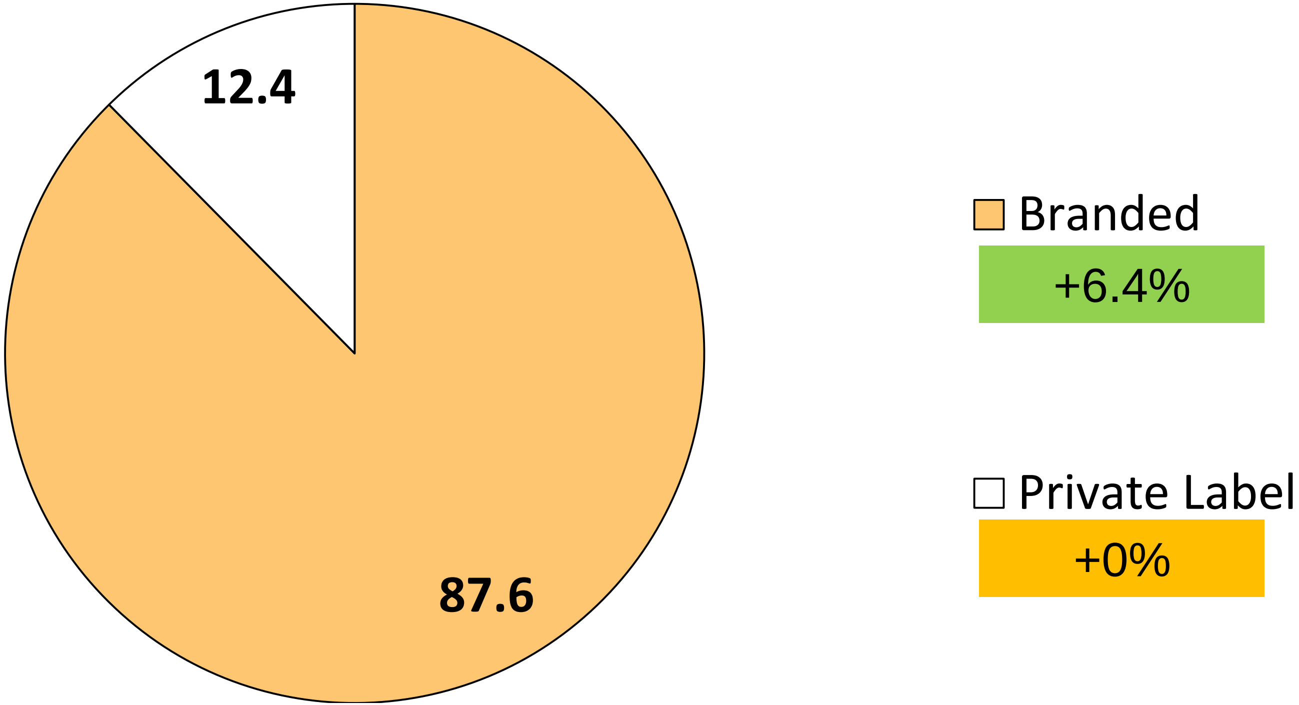


KANTAR WORLDPANEL

€57m

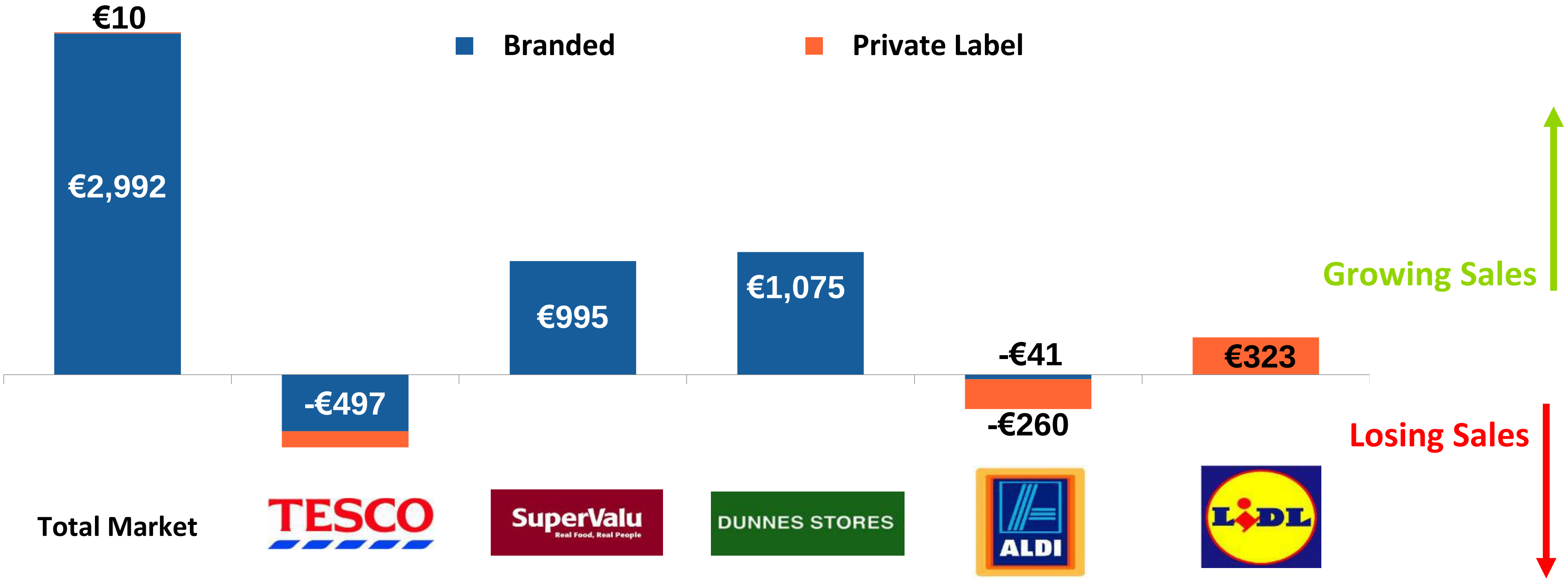
Brands make up almost 88% of the market and are growing sales and share while Private Label is flat YoY

52w Cider – value share & sales YoY %



Dunnes & SuperValu drove branded cider sales in the last year

52w Cider – retailer Branded vs PL value sales change YoY €000s

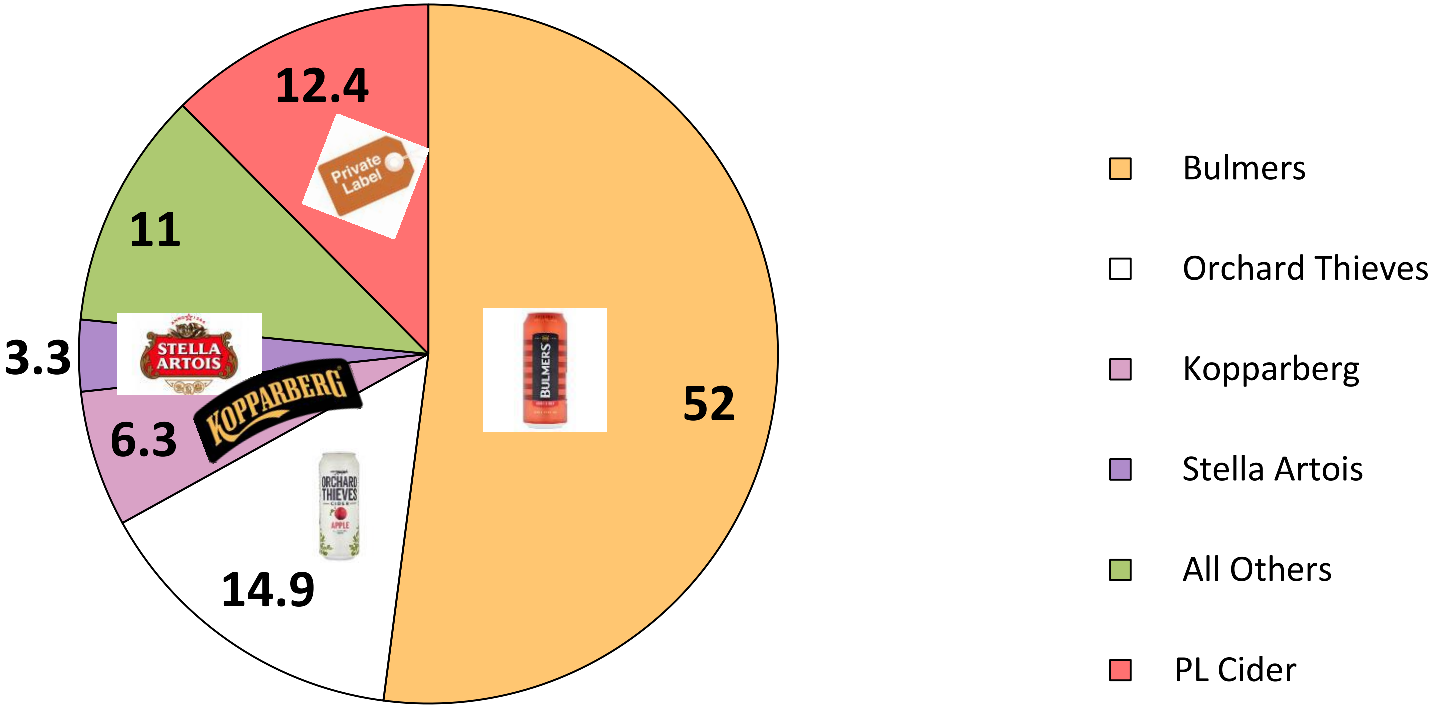


KANTAR WORLDPANEL

Bulmers is the biggest Cider brand with 52% share followed by Orchard Thieves and Kopperberg

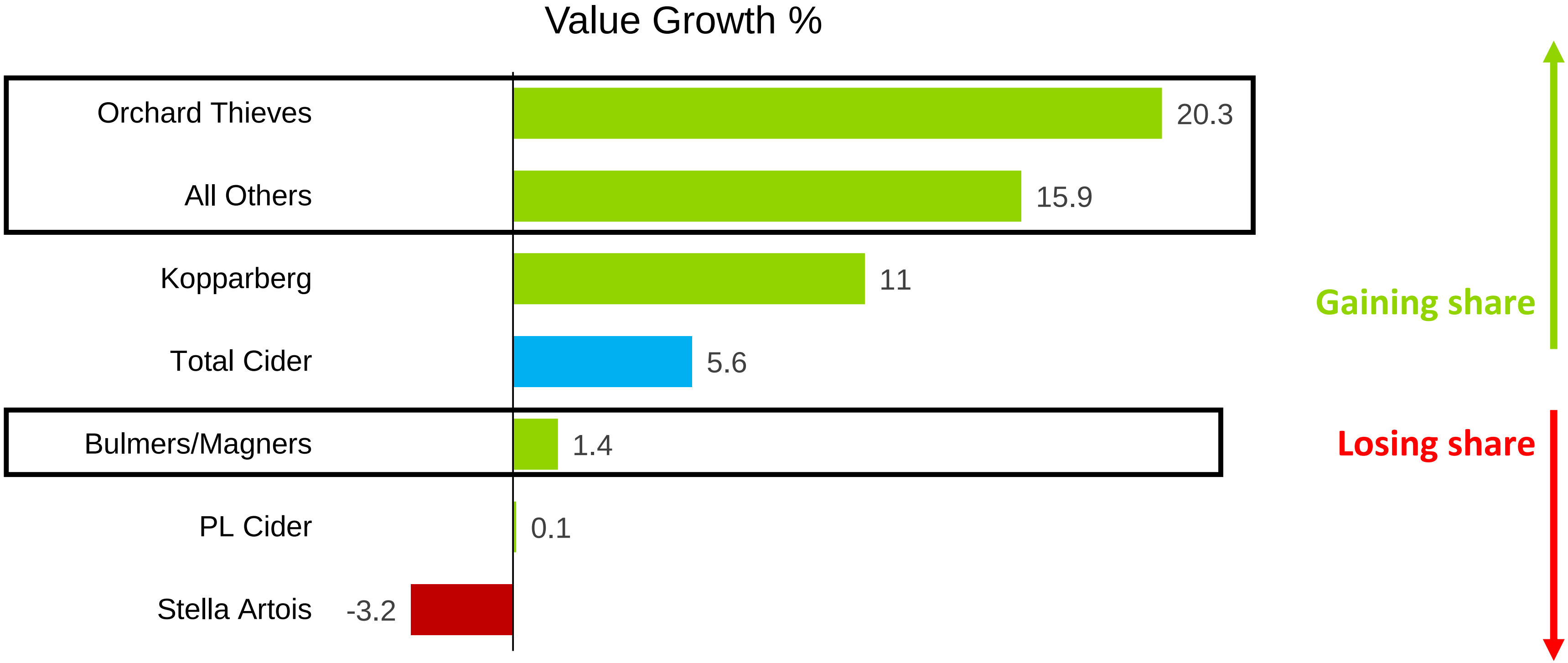
€57m

52w Cider – Top Brands value share & sales YoY %

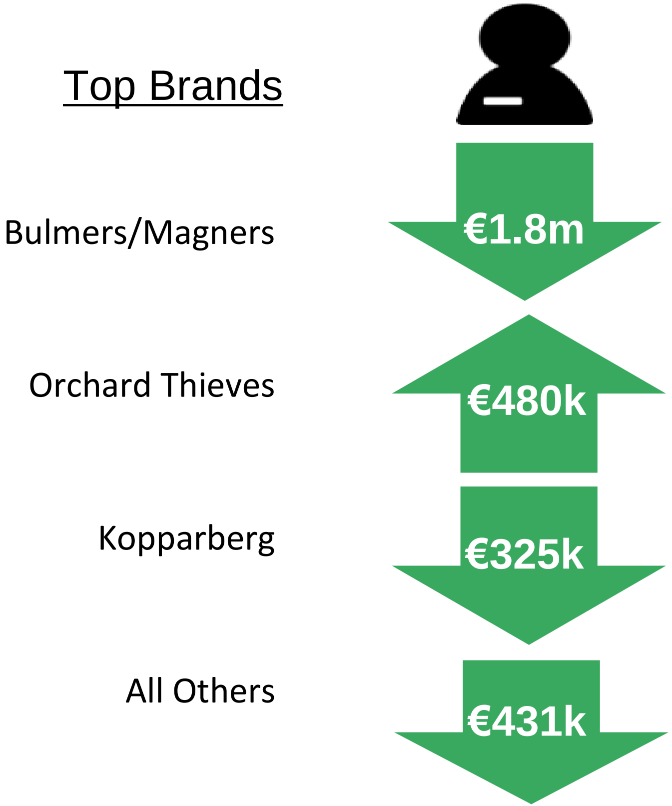


Bulmers are growing behind the market while Orchard Thieves and Other brands lead the charge in Cider growth

52w Cider – sales YoY %

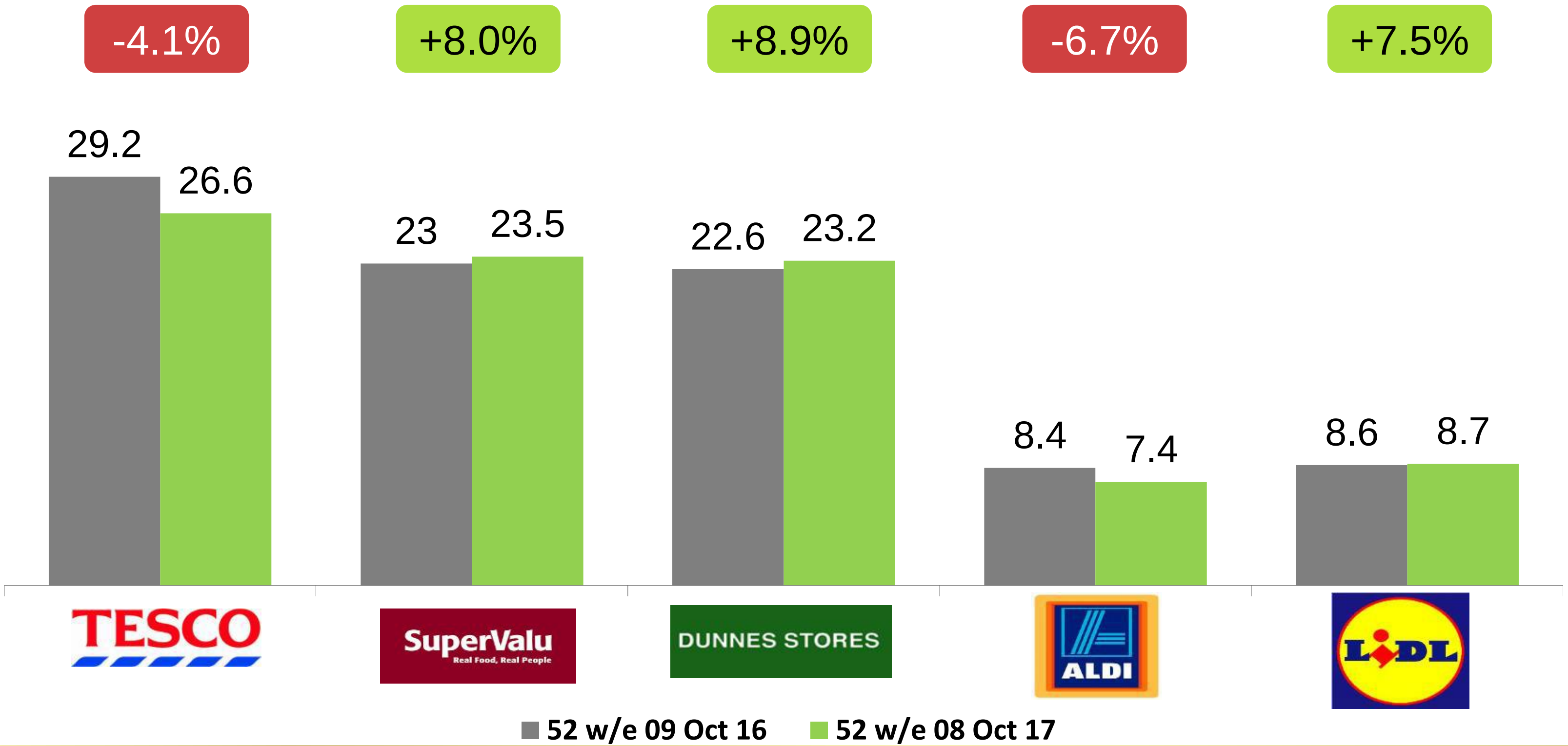


The top performing brands are all growing through more litres bought per trip



Dunnes were the Cider growth winners while Tesco and Aldi lost out.

52w Cider – Retailer Value Share & Growth Rate



All retailers but Dunnes are losing Cider shoppers but shoppers are buying more per trip in all except Aldi.

52w Cider

	shopper penetration (Actual change in shopper penetration)	litres per trip (% change vs last year)	average price (% change in € per ltr)
TESCO	-2.8ppt	+10.6%	-1.2%
SuperValu Real Food, Real People	-2.6ppt	+11.4%	+0.6%
DUNNES STORES	+1.6ppt	+17.2%	-5.5%
ALDI	-0.4ppt	-1.0%	+4.1%
LIDL	-1.3ppt	+13.8%	-2.2%

WHAT DO I NEED TO KNOW BEFORE I TALK TO A RETAILER?

How are they doing in Cider?

-€639k

-

How can you help?

ABC1

Aged >45

With Children

<u>Tesco under-trades</u>

Dublin = €151k

Connacht & Ulster = €363k

Munster = €302k

SuperValu
Real Food, Real People

How are they doing in Cider?

+€995k

-

ORCHARD THIEVES

How can you help?

C2DE

Aged >45

With Children

ÁTH CLIATH

<u>SuperValu under-trades</u>
Dublin = €749k

DUNNES STORES

How are they doing in Cider?

+€1.1m

-

ORCHARD THIEVES

How can you help?

C2DE

Without Children

<u>Dunnes under-trades</u>

Rest of Leinster = €886k

KANTAR WORLDPANEL

How are they doing in Cider?

-€302k

-

How can you help?

ABC1

With Children

<u>Aldi under-trades</u>

Rest of Leinster = €76k

How are they doing in Cider?

+€345k

-

How can you help?

C2DE

With
Children

<u>Lidl under-trades</u>

With Children = €84k

Questions?

	Kantar Contact:
	Eoghan Fox/ Seoin Talbot
	Telephone: 01 480 89 91 /41
	Eoghan.Fox@KantarWorldpanel.com
	Seoin.Talbot@KantarWorldpanel.com

Overview of Sector, Shopper & Retailer
Beer & Cider market

Market growth of +5.8% €19m - shoppers picked up more litres per trip

Growth across both markets

Beer +5.8%

- Price
+ Vol per trip, Trips, Shoppers

Cider +5.6%

- Price per Lt, Shoppers
+ Price per Pack, Vol per Trip, Spend per Trip

Shopper numbers up in Beer but not Cider

Trips numbers are relatively flat in both

Volume per trip up in both

TESCO IRELAND **+16%**

Tesco outperforming & gaining share