

Beverage Omni Strategy

As online Beverage sales continue to outpace in-store, it is imperative that beverage manufacturers take a fresh look at their overall Omni Strategy.

Online beverage dollars grew

2.7x

faster than in-store beverage dollars

Growth in-store was purely inflationary, as units were down

-1.8%

while online units grew

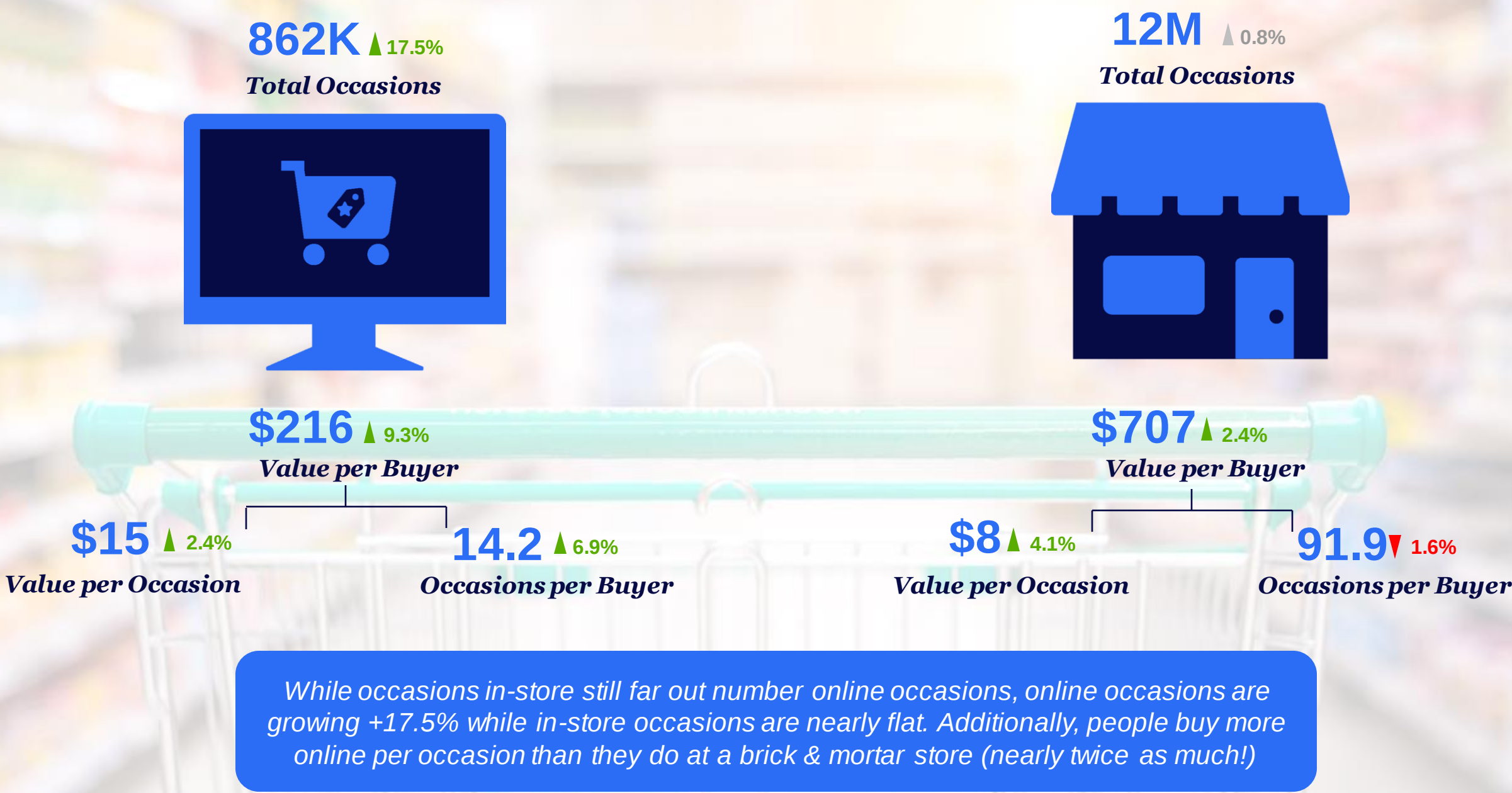
+8.4%

Online beverage penetration is

47%

and grew 3.3 penetration pts vs. YA

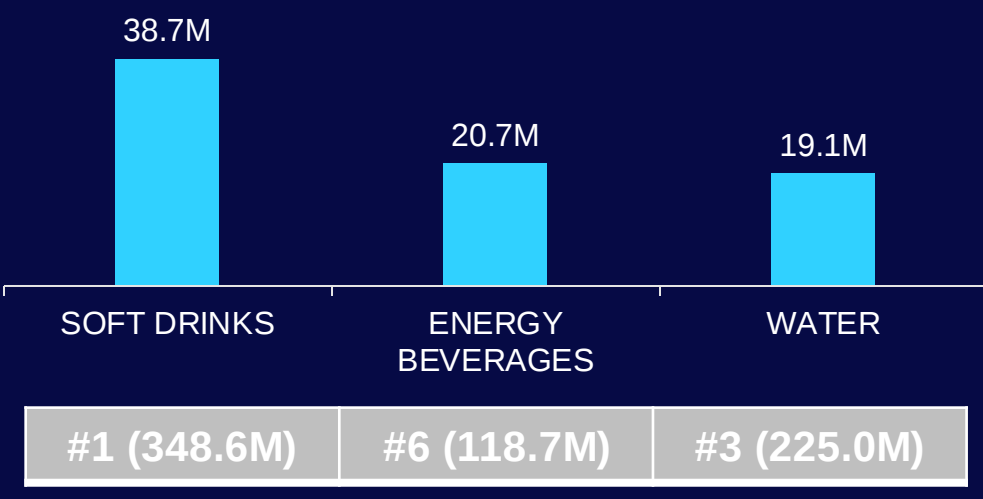
Beverage Online vs. In-Store Panel Drivers



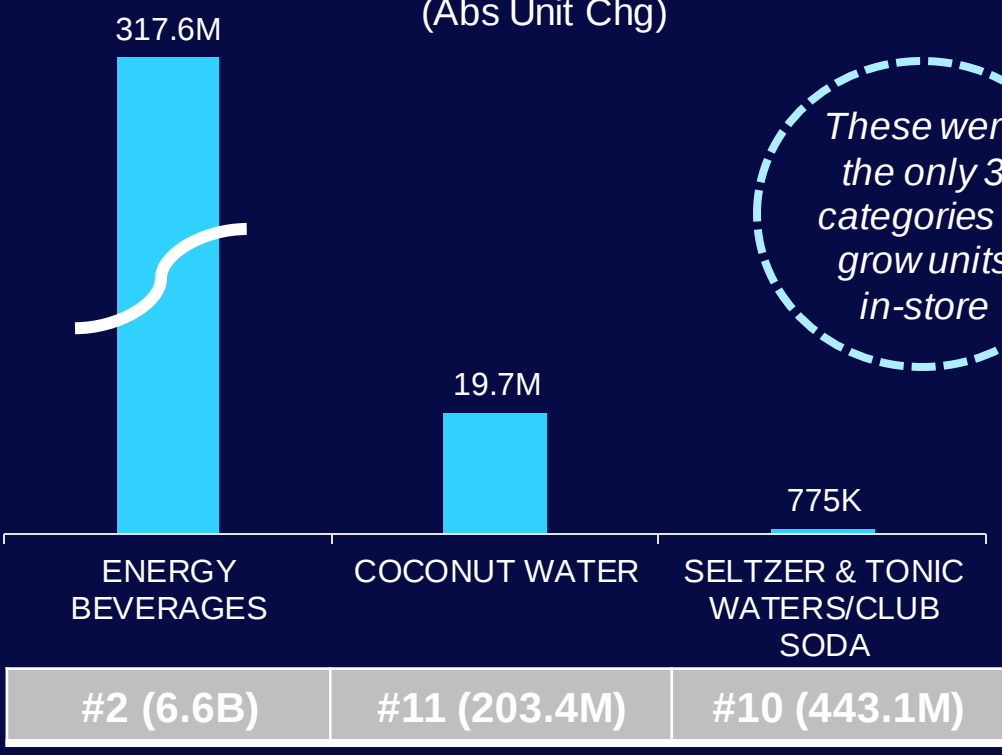
Time Saving, Good Value, and Shop Anytime are the largest motivators for purchasing beverages online.

Convenient Location, Habit, and Product Availability are the largest motivators for purchasing beverages in-store.

Online Category Winners
(Abs Unit Chg)



In-Store Category Winners
(Abs Unit Chg)



Key Takeaways

- Online beverage growth outpaces in-store, yet in-store occasions still far outnumber online occasions. A true Omni strategy is essential: ensure you have the right marketing tools in place and an optimized product mix to meet consumer needs in both channels.
- Purchase size online almost doubled in-store, and occasions per buyer are growing online while they decline in-store. Consider marketing levers to increase purchase frequency in-store, such as smaller packs and displays. Online, offer larger pack sizes and multi-packs to meet consumers where they already are purchasing more per occasion.
- Energy Beverages emerge as category winners both online and in-store. Ultimately, winning brands will recognize motivators for online vs. in-store occasions and adapt their strategy accordingly.

Reach out to your NIQ representative to hear more about our Omni measurement solutions to develop a true omnichannel strategy.



Scan the QR code for more beverage related insights