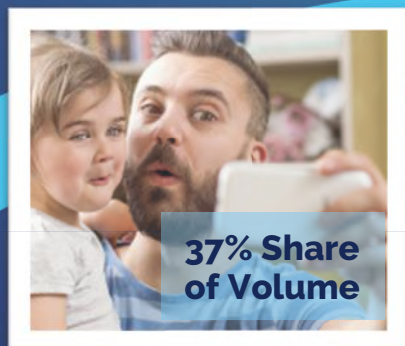


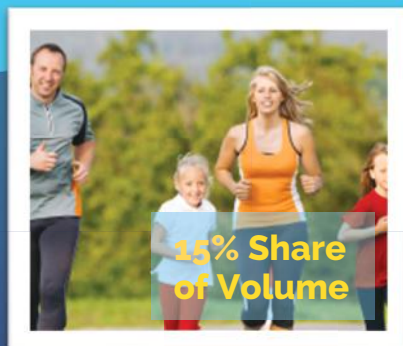
GET TO KNOW YOUR SHOPPERS!



Enthusiasts

Young male bias. Full & active lives, using sport & energy regularly

Shopping across multiple brands

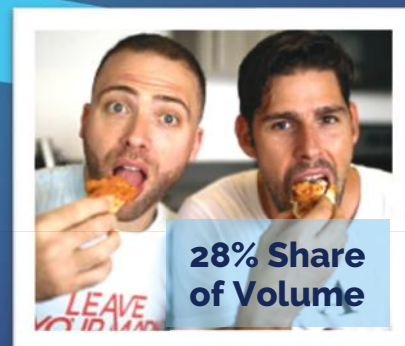


Fitness Fans

Working higher social class couples. Health focused.

Using Sport & Energy

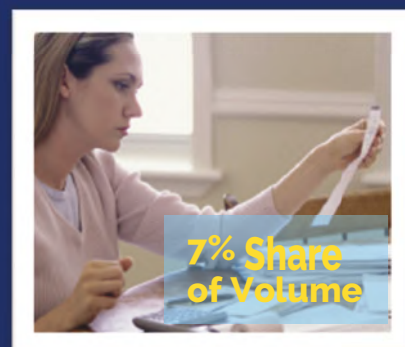
Over index on Lucozade and Red Bull.



Laid Back Locals

Younger single men. Price & taste focussed. Love to socialise and drink sports & energy for taste

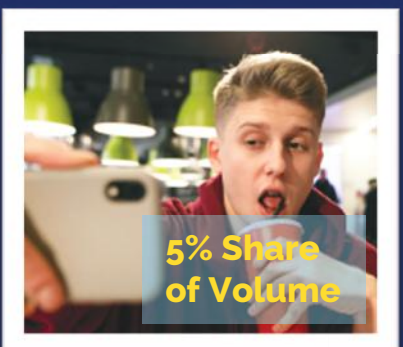
Over index on Boost.



Busy Budgeters

Female in 40's. Drink Energy & Sport at a low level when feeling tired. Price focused & shops in discounters.

Over index on own-brand.



Taste Seekers

Under 20's and over 45's, lone parents or students from a lower social class. It's all about taste and they buy Sport & Energy

Lucozade is their preferred brand followed by Monster.



Sensible Socials

Older couple. Have a healthy lifestyle and prefer to drink water over sugary drinks but occasionally buy Sport & Energy.

Mainly drink Lucozade