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**Low 2 No opportunity grows as four-in-ten reduce alcohol consumption during pandemic**

**38% of consumers have reduced their alcohol consumption since the pandemic began in March. This rises to 42% for 18-24 year olds and 46% for 25-34s, with health the main motivation for consumption.**

The key reasons why consumers choose Low 2 No alcohol options:

1. Health - 31% of consumers cite health reasons for consuming L2N drinks
2. Variety - 25% choose L2N to try something new
3. Ease - 17% because it is easy to consume at home
4. Cost - 14% drink L2N as a cheaper option to alcohol

When broken down by age group, 18-24s are 14% more likely to choose health as a key reason than the average consumer, followed by 35-44’s (7% more likely). The 18-24’s are also 51% more likely to be put off by price and therefore consume L2N as it is a cheaper drink option. Variety is a key motivation for shoppers under 44, with these shoppers more likely to consume Low 2 No because they want to ‘try something new’.

Convenience stores are the most popular channel for buying Low 2 No alcohol products, ahead of supermarkets and discounters. The top three drivers to purchase in convenience store shoppers are prices, promotions and trying something new.

Clear merchandising, point of sale and packaging is key to ensuring shoppers can navigate the category while in store, particularly as some consumers define Low 2 No as BWS and others define it as a premium soft drink. Equipping staff with category knowledge which they can share with shoppers is also a great way of driving awareness of the category and engaging with shoppers, who are open to recommendations.

Commenting on the results, Sarah Coleman, Insight & Communications Director at Lumina Intelligence said, *“The trend towards Low 2 No has been gathering pace for some time and it seems that the coronavirus pandemic has accelerated this. With health high on the agenda, a significant proportion of consumers have cut back on their alcohol consumption since the outbreak in March. This highlights a significant opportunity for retailers to tap into, particularly within the convenience channel, which attracts a higher visit frequency than other channels.”*

*“With younger consumers driving the growth in the Low 2 No market, health and price are two key areas to focus on. Highlighting the health benefits of low alcohol alternatives will attract shoppers and finding a competitive price point will be key to driving sales.”*

**ENDS**

**Convenience Tracking Programme**

The Lumina Intelligence Convenience Tracking Programme (CTP) comprehensively measures and tracks consumer behaviour across all convenience retail shopping channels every week, including in-store, delivery and click & collect. Built from analysis of over 50,000 shopping trips per year, CTP is the largest convenience shopper survey in the UK. This continuous

The methodology for this Beer, Wine and Spirits deep dive is:

* Data collected 12-17 November 2020
* 1,500 nationally representative sample
* Online interviews with consumers

**About Lumina Intelligence**

Lumina Intelligence inspires the global food and drink sector with deep, actionable insights powered by the world’s best analytics technology. Our products and services are used by the major brands and organisations in these fast moving and growing markets to support business planning, strategic marketing and new product development.

With offices in London, Chicago, Montpellier, and Singapore, and local on the ground analysts across our businesses, you can trust our market knowledge. We are committed to providing all our customers with up to date accurate information to support critical decision making.

Combining the expertise and experience of HIM, MCA Insight and Lumina Intelligence, we are the experts in market and consumer insight across the food & drink and nutrition markets.

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