**CONTACT INFORMATION:**

**Lumina Intelligence**

**Giorgio Rigali**

**07545990030**

**Giorgio.rigali@lumina-intelligence.co.uk**

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**Price and visibility remain the primary barriers to purchasing Low2No alcohol category**

According to the new Lumina Intelligence Low2No Alcohol Report 2021, the biggest barriers to buying Low2No are that it is considered too expensive, poor value for money and some consumers have been unable to find the products.

According to the findings within the report, the main barriers preventing consumers purchasing the Low2No alcohol category are:

|  |  |
| --- | --- |
| Too expensive | 16% |
| Poor value for money | 14% |
| Don’t believe in the health benefits | 11% |
| Didn’t see product in-store/behind bar/on menu | 11% |
| Can’t always find what I am looking for |  9% |

The cost of Low2No products and its perceived poor value for money are the two key barriers to purchasing Low2No products more often. Category exposure is a barrier too as 11% fail to see the product in store/on menus/behind the bar and 9% can’t find what they are looking for.

In the on trade, the key driver to purchase is ‘if I am driving’, with one in five consumers citing this motivation. This is followed by product appeal, which is the most important motivation for buying Low2No in the on trade in London – reflecting both lower car ownership as well as a more developed Low2No offer in the capital.

Top motivations for purchasing a Low2No product when in a pub, bar or restaurant:

|  |  |
| --- | --- |
| If I am driving | 19% |
| A product looked appealing |  8% |
| Part of a promotion |  6% |
| I want fewer calories |  6% |
| I want to avoid a hangover |  6% |

Within the off trade, the primary motivations for buying Low2No are experimentation and health, with 12% of consumers citing a desire to try something new and the same proportion wanting a healthier option. Driving is a less important factor than in the on trade at 10%.

Top motivations for purchasing a Low2No product when in a supermarket, convenience store or discounter:

|  |  |
| --- | --- |
| I want to try something new | 12% |
| I want a healthier option | 12% |
| If I am driving  | 10% |
| I want fewer calories |  8% |
| A product looked appealing |  8% |

Supermarkets are key for driving the category, both as the most common place that consumers first purchase the category and also as the main channel used by those purchasing the category frequently. 43% of consumers most regularly visit a supermarket to purchase Low2No products, whereas 11% choose supermarket online, 10% a pub, 8% a convenience store and 8% a discounter.

Commenting on the results, Blonnie Whist, Insight Director at Lumina Intelligence said, *“The Low2No category continues to see tremendous growth, with supermarkets playing a pivotal role in driving awareness of the category as the most common place for the first purchase. We have seen some really innovative examples of retailers and operators within other channels really getting behind the category and offering a comprehensive range that drives interest in Low2No, however it is clear that there remains a significant untapped opportunity.*

*Price and visibility remain the main barriers to consumers purchasing more Low2No products. The category continues to evolve with exciting NPD regularly hitting the market, however retailers and operators need to play their role by making the category as visible as possible on shelves in-store, behind bars and on menus.”*

**ENDS**

**Report methodology**

The Lumina Intelligence Low2No Alcohol Report 2021 includes data from the following sources:

* Low2No bespoke survey, comprising online interviews with a nationally representative sample of 1,000 UK consumers (conducted May 2021)
* Consumer eating and drinking out behaviour data based on 78,000 surveys across the year from Lumina Intelligence Eating & Drinking Out Panel (data to 16.05.21)
* Beer/wines/spirits bespoke survey, comprising online interviews with a nationally representative sample of 1,500 consumers (conducted November 2020)

**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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