



«Ζυθοποιούμε για ένα καλύτερο σήμερα και αύριο»

Convenience Trade: Triggers, Mission, Occasions

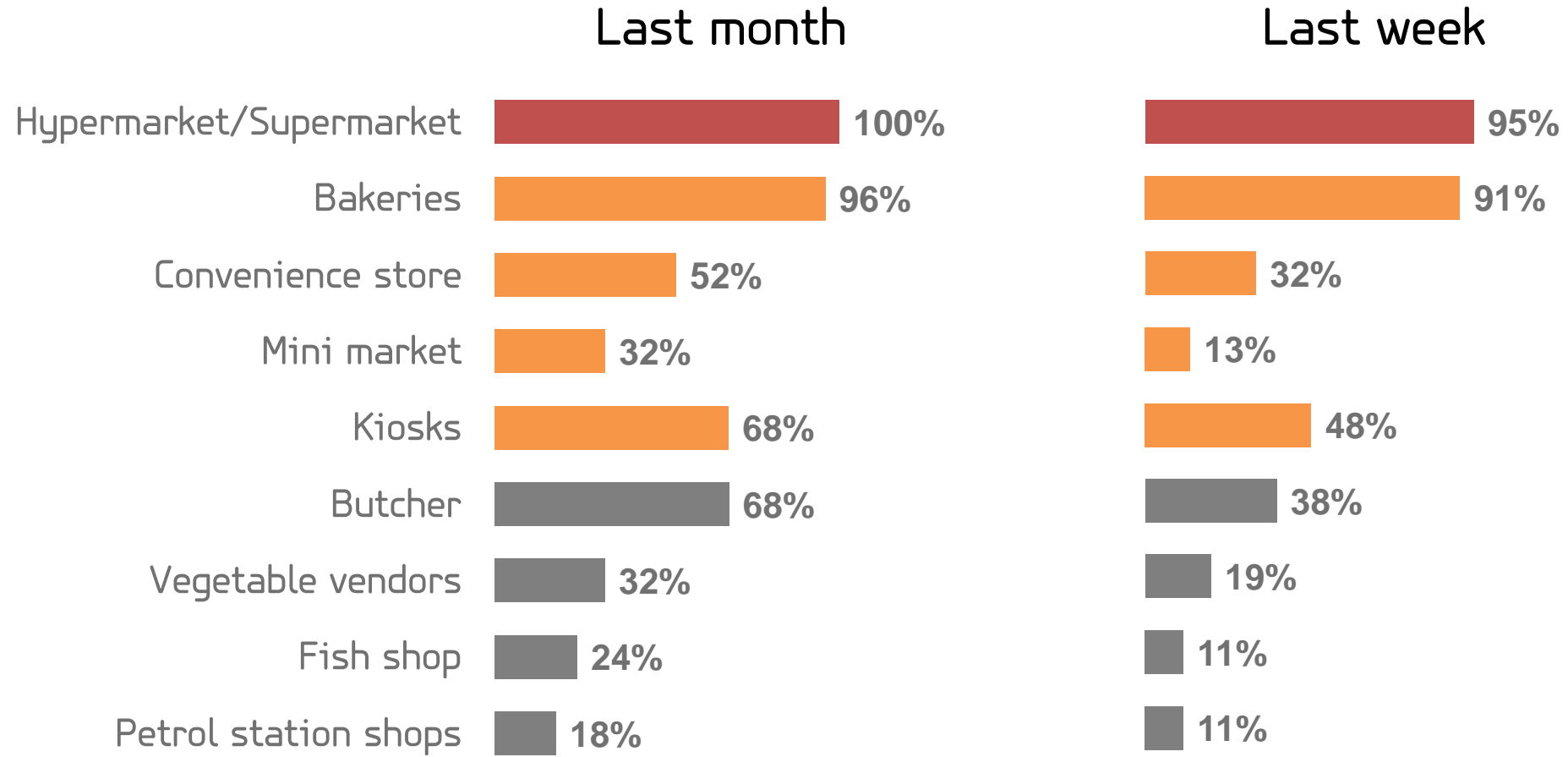
Convenience Retailing Conference 2019

Βασίλης Φιλίππου
Insights & Innovation Manager

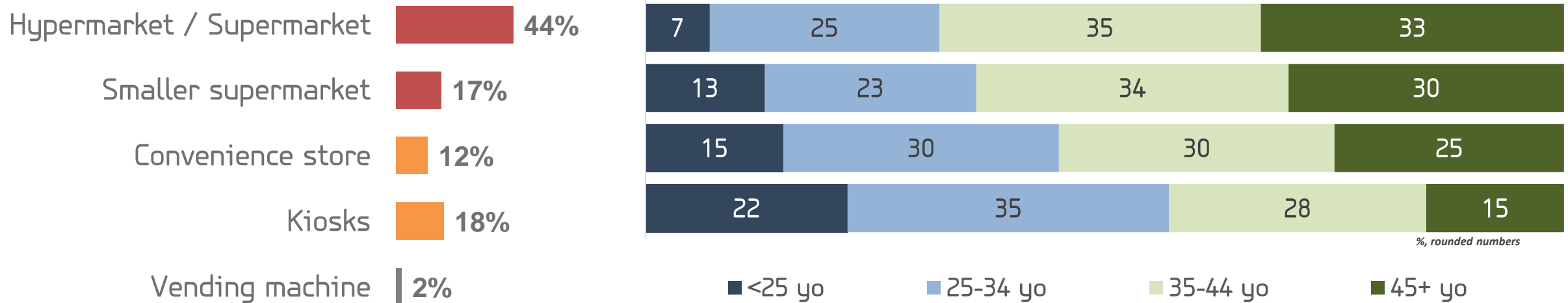
Off Trade in detail

			% number of outlets	% beer sales location
Organized Trade	Hypermarkets	Above 2,500m ² selling surface	13%	64%
	Large Supermarkets	Between 1,000m ² and 2,500m ² selling surface		
	Small Supermarkets	Between 400m ² and 1,000m ² selling surface		
	Superettes	Between 100m ² and 400m ² selling surface		
Convenience Trade	Convenience	Mini markets, Traditional Food Stores, Haberdasheries, Dairies and Bakeries	71%	23%
	Kiosks	1-2m ² selling surface, all around access, no entrance	16%	13%
	Other	'Seasonal stores', 'specialty' stores like Vegetable Vendors, Fish & Meat Stores, Liquor Stores, Petrol stations, On-line shopping, Vending machines	?	?

Store type visit frequency

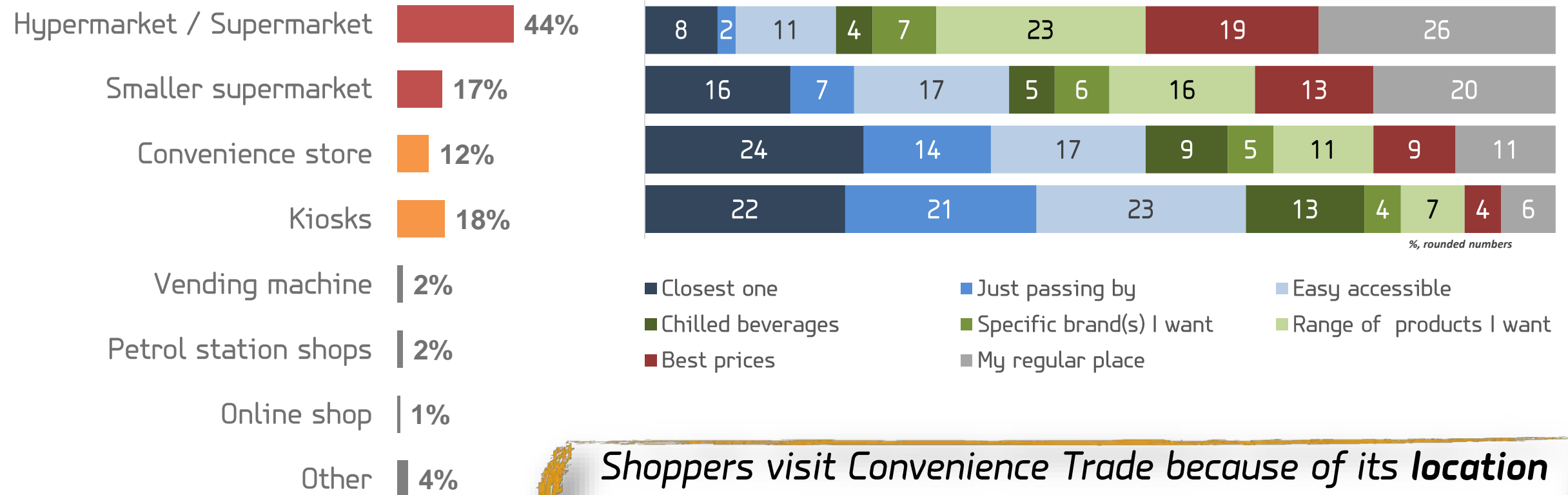


Store type they visited last time for beer purchase



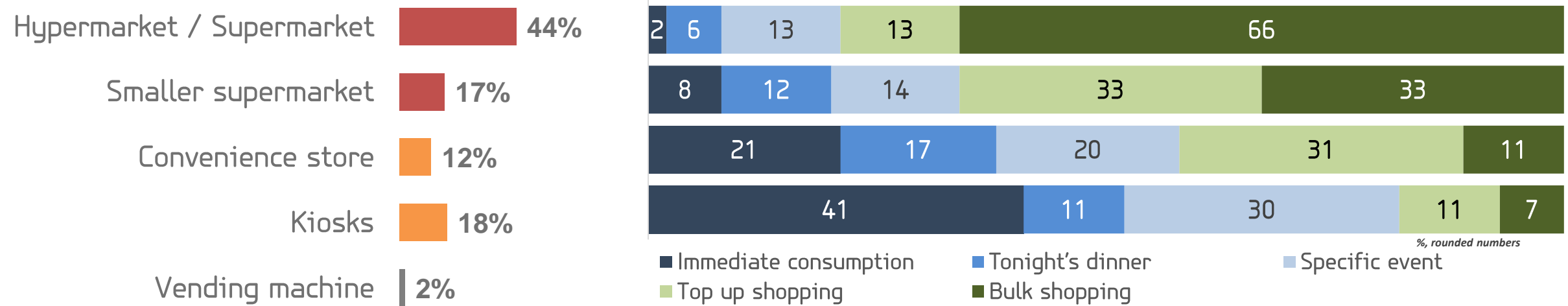
The majority of beer shoppers in Convenience Trade are <34 y.o.

Store type triggers



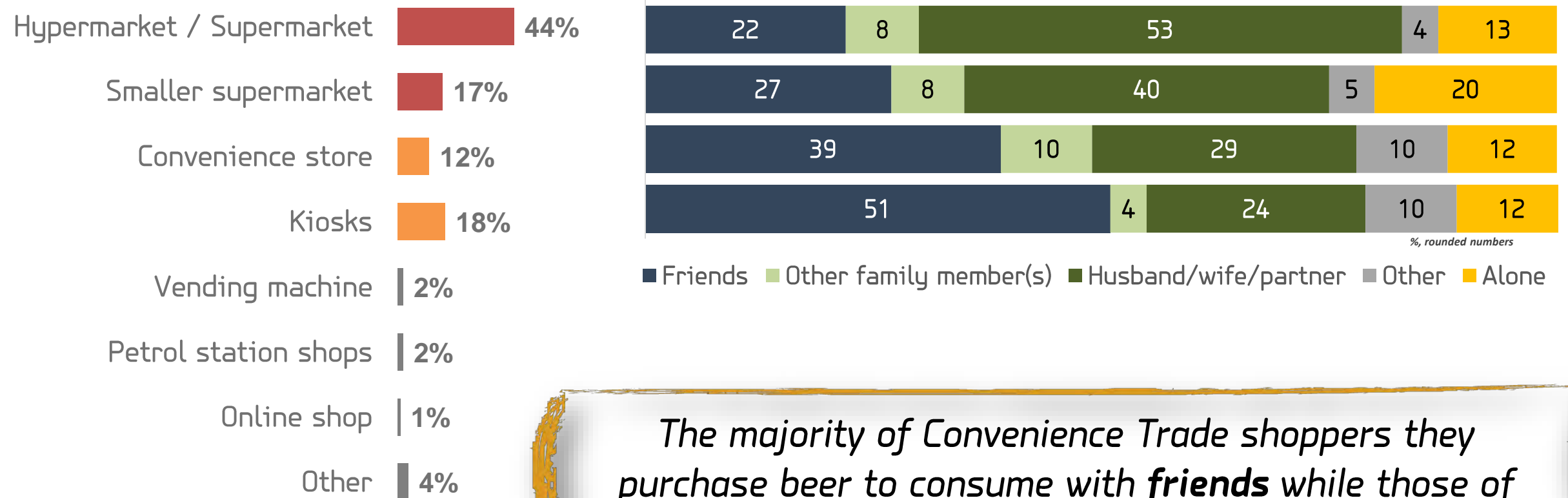
*Shoppers visit Convenience Trade because of its **location** (proximity) while they visit Modern Trade because of its **assortment and prices***

Shopping Mission



*Far more shoppers in Convenience Trade purchase beer for **immediate consumption** (i.e. dinner, specific event)*

With whom do they consume beer



*The majority of Convenience Trade shoppers they purchase beer to consume with **friends** while those of Modern Trade they consume it with **family***

Thank You