

# Get to know *customers* in the **Drinks category**

**+2,900**

Woolworths Customers

**Seven**

sub-categories

Drinks customers are looking for *inspiration*,  
new *flavours*, and trusted *product ingredients*.

**A deeper understanding** of how customers think, plan and shop creates numerous opportunities for brands to show up and connect with category customers.



- ◎ **3 in 4 customers** notice or engage with retail media when shopping in the Drinks category.
- ◎ **78% of customers** are making planned purchases in the Drinks category.
- ◎ **52% of customers** stick to the same brands in the Drinks category.

The **more you know** about the **customer**, the **better the outcome**



**36%** are driven by brand history when shopping for Soft Drinks at the supermarket.



**7 in 10** impulse buyers in the Sports Drinks or Iced Tea category are driven by discounted pricing.



**42%** drink Sports Drinks or Iced Tea as an alternative to soft drinks.



**Energy Drinks** are a morning ritual for 2 in 5 customers.



**35%** buy Non-Alcoholic Drinks so there's always spare in the pantry.



**1 in 2** brand switches are driven by new flavours in the Mixers category.

**Get in touch for a detailed deep dive into Drinks category customers and brand activation solutions.**

Source: Woolworths Gather Panel, Category Insights Deep Dive Drinks Survey, January 2023 n=2,911. \*Sub cats include Energy Drinks, Water, Soft Drinks, Non-Alcoholic Drinks, Sport Drinks & Iced Tea and Mixers.