

# EASTER 2019

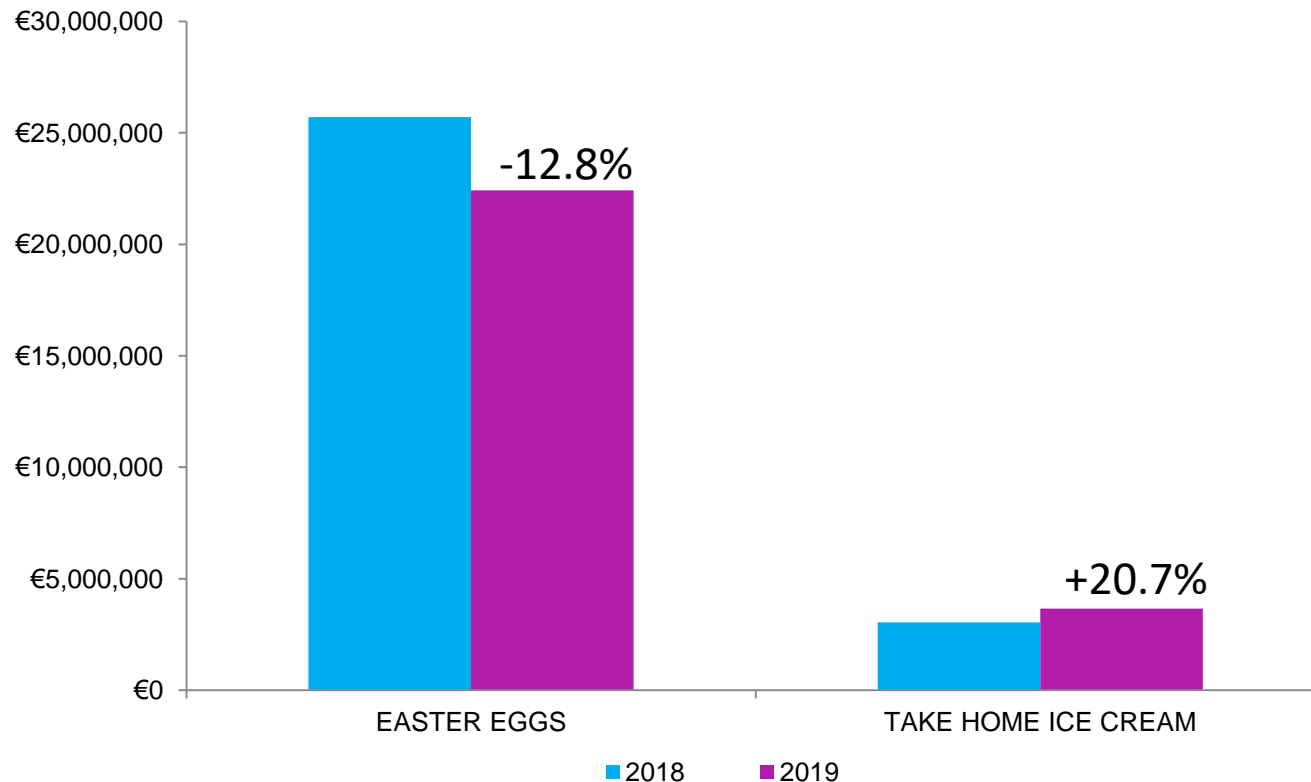
20/05/2019

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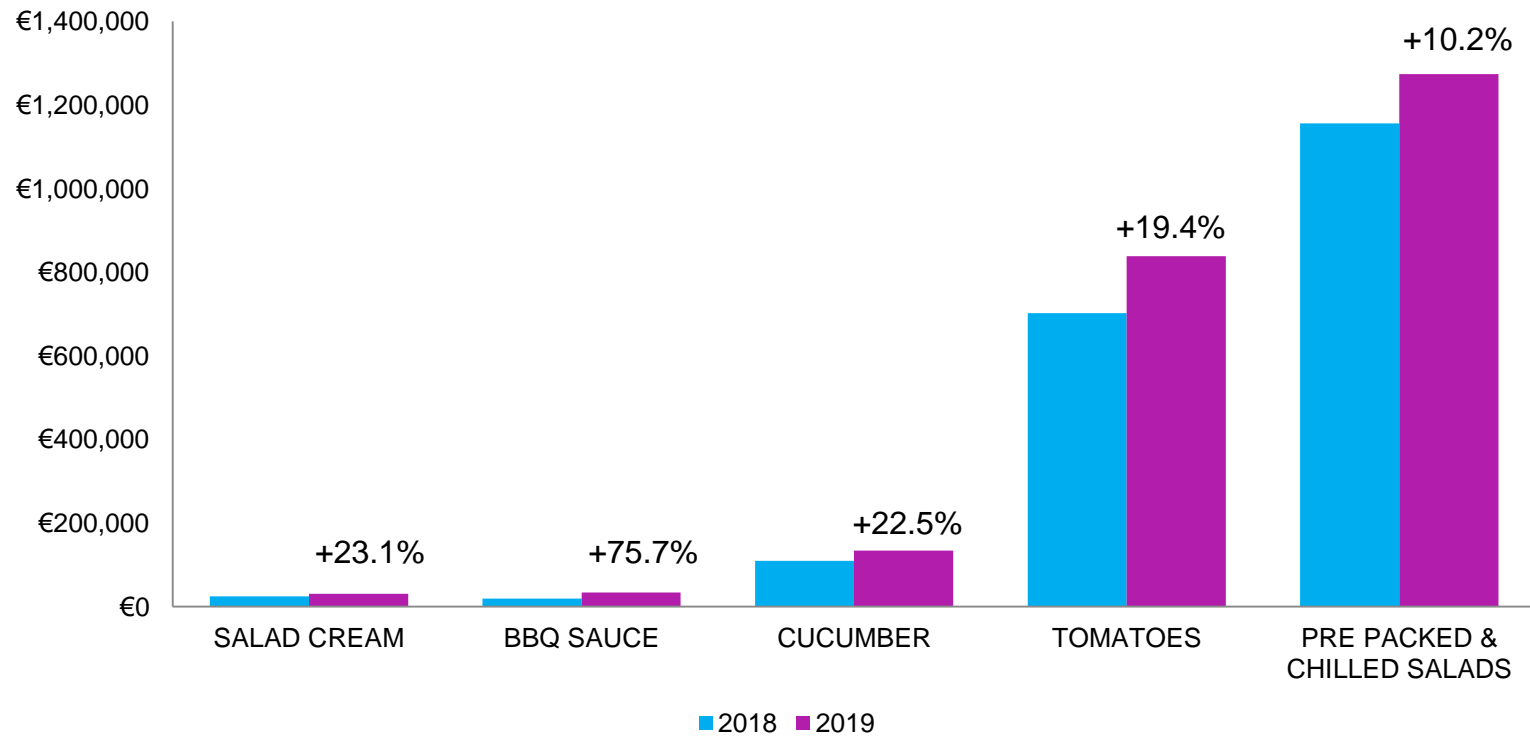
# EASTER EGGS VS ICE CREAM

Easter eggs, sales decreased by -12.8% 2 weeks leading to Easter 2019 versus the same period in 2018, while the warm weather during Easter 2019 meant that Take Home Ice Cream sales increased by 20.7% in the same period.



# LIGHTER MEALS

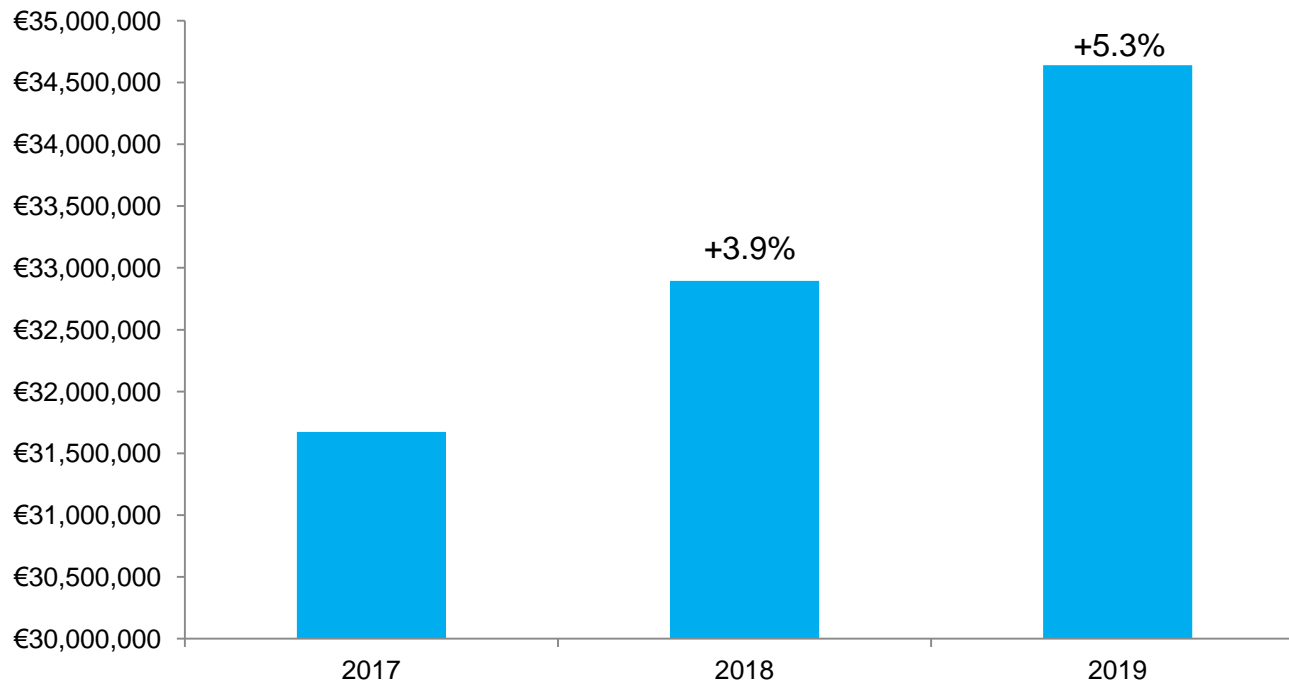
Shoppers were also spending more on items for lighter meals. This included a rise in sales for pre-packed and chilled salads, cucumbers and tomatoes, as well as sauces to accompany these lighter picnic style meals with sales of salad cream growing +23.1% and BBQ sauce by +75.7%.



# ALCOHOL SALES

The 5.3% rise in alcohol sales was a significant uplift over last year where sales increased by 3.9%, and the second year that the alcohol category benefited from changes to the Intoxicating Liquor Act.

## TOTAL ALCOHOL SALES – WEEK ENDING EASTER SUNDAY

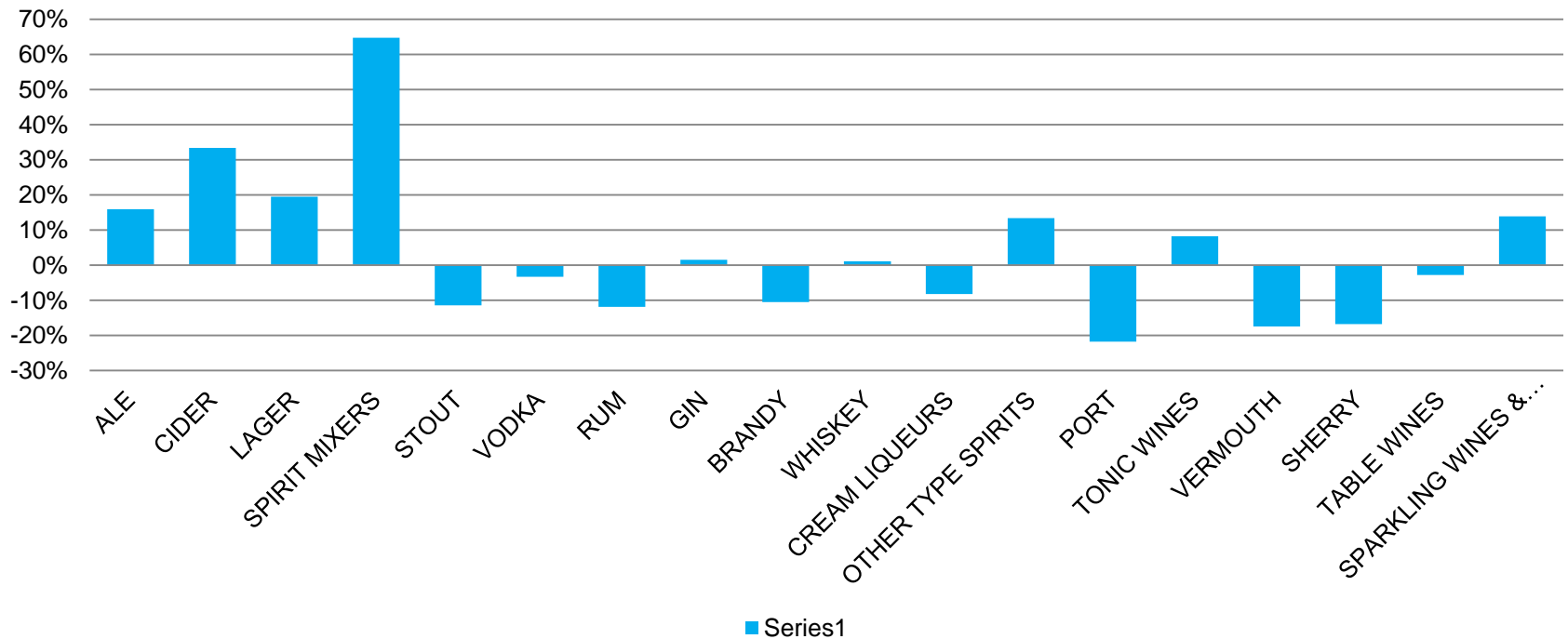


All data sourced from Nielsen TSR Multis, Dunnes, Symbol Groups & Forecourts and does not include Discounters. Value sales are calculated the week to 21/04/2019.

# ALCOHOL SALES – GROWTH VS YA

This year, growth in alcohol sales continued to soar over Easter with particular increases in cider (+33.4%), lager (+19.5%), ale (+16%), spirit mixers (+64.8%) and sparkling wine/champagne (+13.9%).

## VALUE GROWTH ALCOHOL SALES W/E EASTER SUNDAY 2018 VS 2019





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