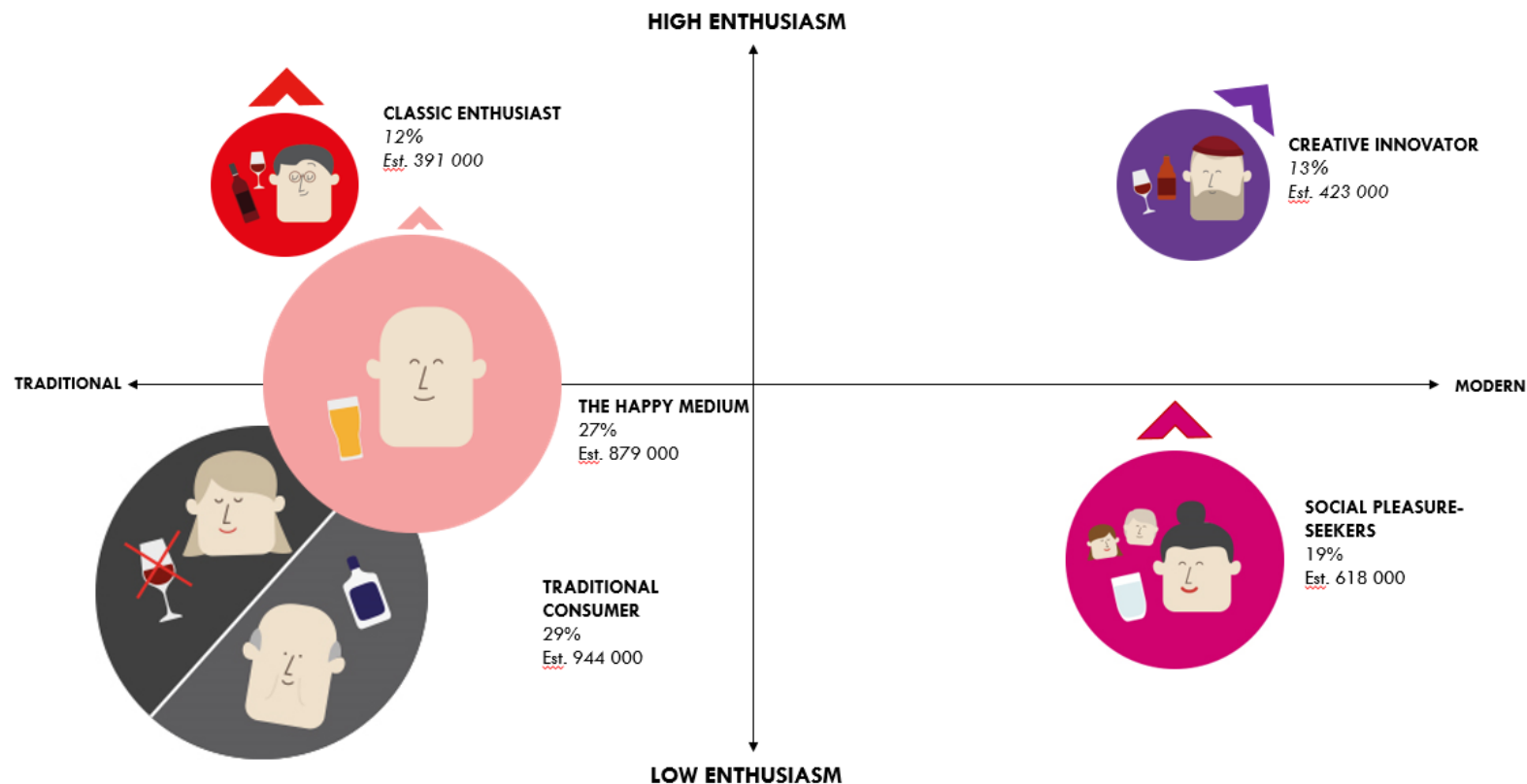




ALKO CUSTOMER TYPES



Customer types at the centre of customer-oriented development



- Alko customer behaviour is based on indicative customer types, which in turn are based on surveys conducted in August–November of 2017, May 2018 and May and June of 2019.
 - Ethnographic (Gemic) and quantitative sections (Dagmar Drive), N: 2115.
 - Purchasing behaviour survey (Dagmar Drive), N: 1539-2601
 - Consumer behaviour survey (Dagmar Drive), N: 1604
- The surveys provide an overview of Finns as alcohol users and an understanding of future trends.
- The customer types and survey results should be interpreted as a whole. Alone, the customer types provide a simplified image of alcohol users

CLASSIC ENTHUSIAST

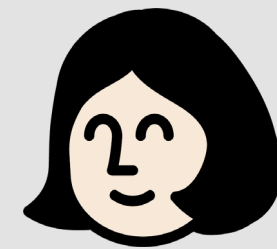
RELATIONSHIP TO ALCOHOL

- Alcohol is often considered as a part of a person's identity. It is seen in a rather positive light.
- Knowledge about alcohol is seen as a way of standing out from others.
- Alcohol consumption is seen as a part of normal everyday life.
- Classic enthusiasts want to – and are able to – discuss special characteristics such as grape and hop varieties, countries of origin or vintages.

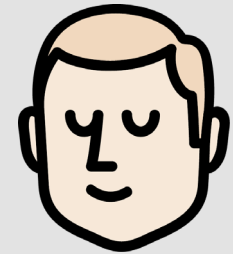
MAIN POINTS

- Strong desire to experiment and an interest in discovering new products.
- Appreciates and uses Alko's service.
- Customers of this type value Alko's wide selection, and wide selections in general.
- Brands are emphasized.
- Interested in food and beverage culture and in Alko's specialties.
- Small producer products are important.

GENDER DISTRIBUTION



31%



69%

Main sub-segment: **men over the age of 35.**

DRINKING HABITS

- Alcohol is consumed more frequently than on average, often with food.
- Relaxation and indulgence play a key role.
- The ritual includes smelling, tasting and analysing the drink.
- Enthusiasts actively seek premium products and are extremely price- and quality-conscious



INDICATIVE DESCRIPTION OF THE PROFILE

Highly educated, typically working in the private sector, often in senior management. Their core values include tradition, stability, civilised society and national identity.

CREATIVE INNOVATOR

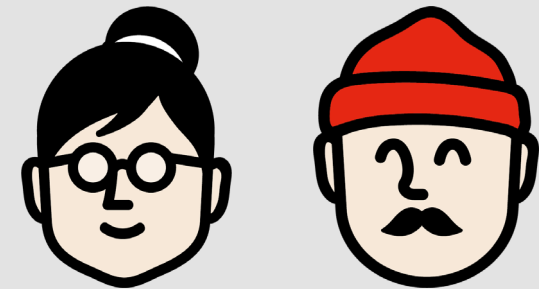
RELATIONSHIP TO ALCOHOL

- Alcohol is a hobby and its cultural value is a statement about the creative innovator's lifestyle and values.
- Creative innovators know alcohol and they value the stories behind their drinks, taste profiles, playfulness and innovativeness.
- Attitude to alcohol consumption, like the consumption of all commodities, is critical; responsibility is also important.

MAIN POINTS

- Interested in trends.
- Strong interest in new products.
- Values expert salespeople.
- Strong desire to experiment.
- Specialities and niche products (natural wine, sours etc.)
- Interested in small breweries and distilleries.
- Emphasis on responsibility.

GENDER DISTRIBUTION



45%

55%

Main sub-segment: **men under the age of 35.**

DRINKING HABITS

- These customers drink alcohol more often than on average. Good quality alcohol is emphasised during get-togethers, tasting sessions and moments of self-indulgence.
- The experience of trying and learning something new is important in itself.
- Home-brewing is also important and valued: tasting 'small batches' with friends.



INDICATIVE DESCRIPTION OF THE PROFILE

Members of the so-called creative class, or those who define new cultures. Salaried and waged employees. This segment identifies more with living in the moment and creating trends than with long-term planning and stability.

SOCIAL PLEASURE-SEEKERS

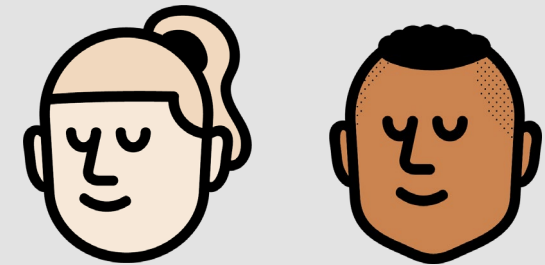
RELATIONSHIP TO ALCOHOL

- Alcohol usually has instrumental value: it helps to boost social situations and communicates identity.
- Alcohol consumption is perceived as part of mental well-being. Binge drinking is rather uncommon.
- Products are chosen based on ease of taste and aesthetics.

MAIN POINTS

- Established trends.
- Seeking inspiration.
- Eager to try new things.
- Responsibility is very important.
- Price-consciousness.
- Interested in current/seasonal products.
- Packaging design is important.
- Brands that suit personal values.

GENDER DISTRIBUTION



64%

36%

Main sub-segment: **under 35-year-olds.**

DRINKING HABITS

- Alcohol is above all enjoyed in social situations.
- This segment rarely consumes alcohol alone, and does not engage in a lot of tasting.
- They often seek validation for their choices from the internet and from their own reference groups.



INDICATIVE DESCRIPTION OF THE PROFILE:

The group's core consists of "digital native" millennials whose lives are strongly linked to social media and tribes. Well-being and tolerance feature highly among their core values. Many waged employees and students.

THE HAPPY MEDIUM

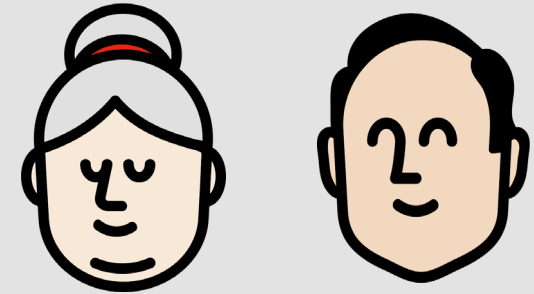
RELATIONSHIP TO ALCOHOL

- Pragmatic relationship to alcohol; it is not consumed on weekdays, but it is OK to get drunk every now and then.
- Enjoyed as a reward after a long week of work or when going on holiday.
- This segment is not particularly interested in alcohol as a product and their knowledge of drinking styles and history is limited.
- There is a strong emphasis on price-quality ratio.

MAIN POINTS

- Value a wide selection and expert salespeople.
- Have their own established personal favourites.
- Value basic taste characteristics (such as sweetness/dryness, beer types).
- Affordable prices and price limits.
- Have their established brands but eager to try new products.
- Finnish beers.

GENDER DISTRIBUTION



48%

52%

Main sub-segment: **over 55-year-olds.**

DRINKING HABITS

- They often drink alcohol 'with food' or as a 'sauna drink'.
- Buying alcohol is habitual, as they often visit Alko in connection with their weekly food shopping.



INDICATIVE DESCRIPTION OF THE PROFILE:

This segment represents the Finnish middle class, to whom national identity is important. Honesty, hard work and fastidiousness are strongly represented in their core values. They are mainly waged employees and pensioners, but represent all professions.

TRADITIONAL CONSUMER

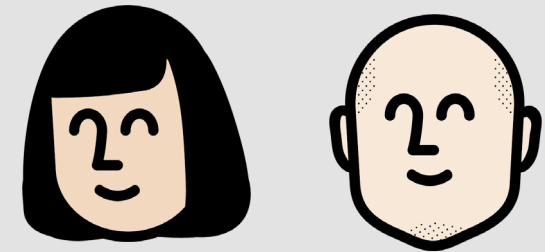
RELATIONSHIP TO ALCOHOL

- Alcohol use is traditional and is seen as culturally rather worthless. Drinking and purchase behaviour emphasise habits and familiarity.
- Alcohol is perceived as an instrument: on the one hand it offers an escape from everyday life and on the other hand it is enjoyed as a reward when work is done. For some, the 'potential for intoxication' is important together with taste.
- Purchase decisions are often influenced by Finnish and even masculine symbolism.

MAIN POINTS

- Ease of shopping is important.
- Interested in familiar and affordable products.
- Relatively low desire to try new things.
- Appreciate basic taste characteristics (such as sweetness/dryness, fullness, smokiness, beer type and bitterness).
- This segment is drawn to traditional beverages and beer types.

GENDER DISTRIBUTION



Main sub-segment: **women between the ages of 35 and 54.**

DRINKING HABITS

- This segment prefers familiar products they know are good.
- Alcohol is rarely enjoyed with food, but rather to relax.

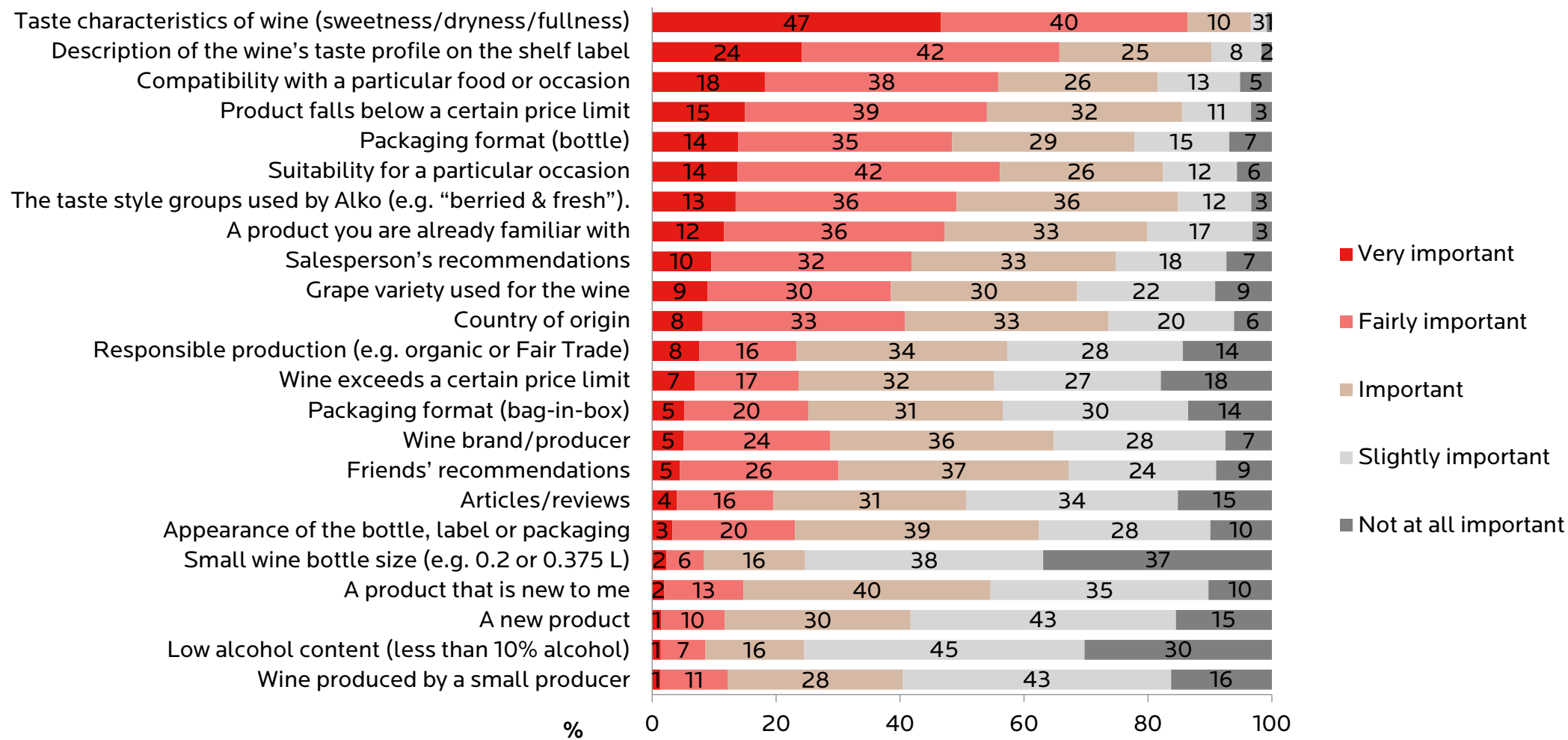


INDICATIVE DESCRIPTION OF THE PROFILE:

Traditional Finnish values, such as a strong work ethic and clearly defined gender roles, are emphasized. A large proportion of this group falls into the slightly lower earnings bracket, and many are waged employees or pensioners.

WINE SELECTION CRITERIA

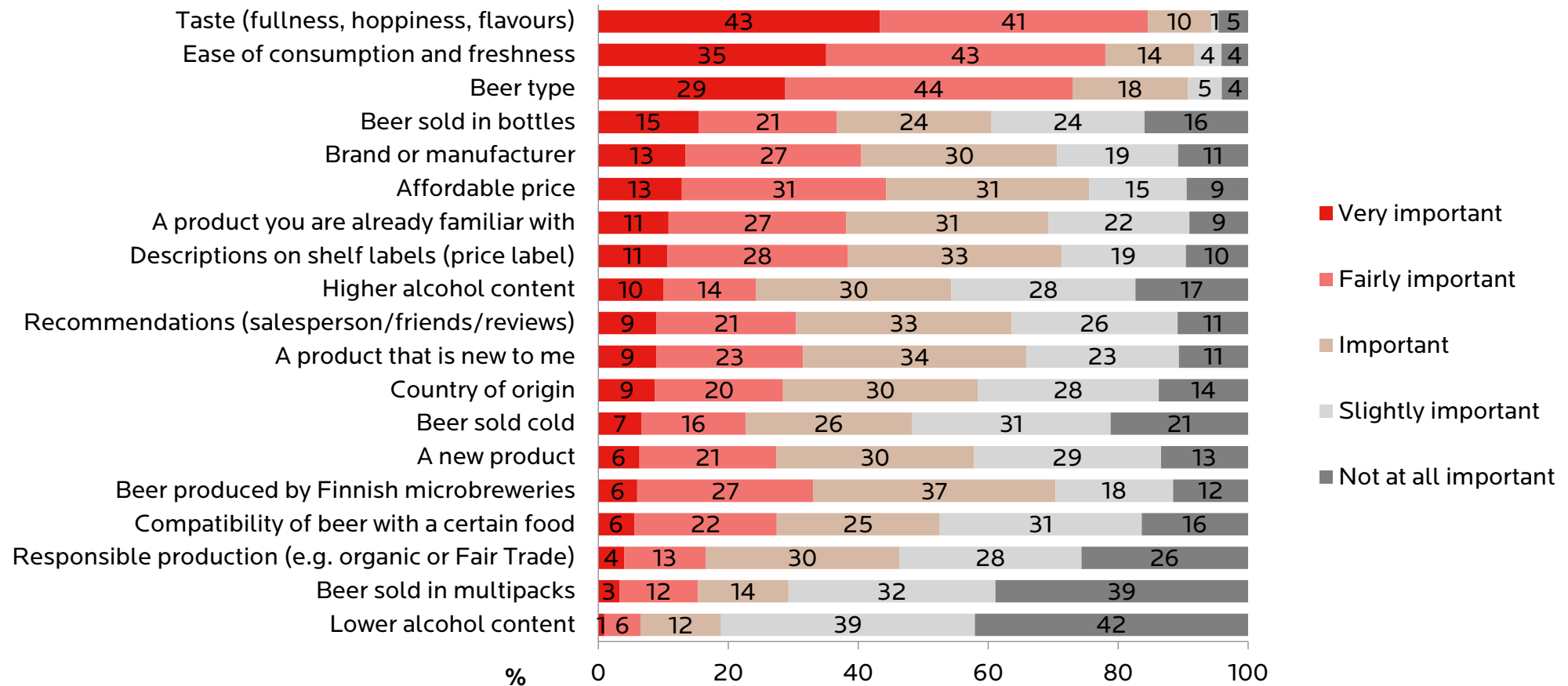
*When choosing a wine typical for you in Alko, how important do you think the following aspects are?
% purchased wine from Alko during the last year (n = 707 respondents who answered category questions)*



BEER SELECTION CRITERIA

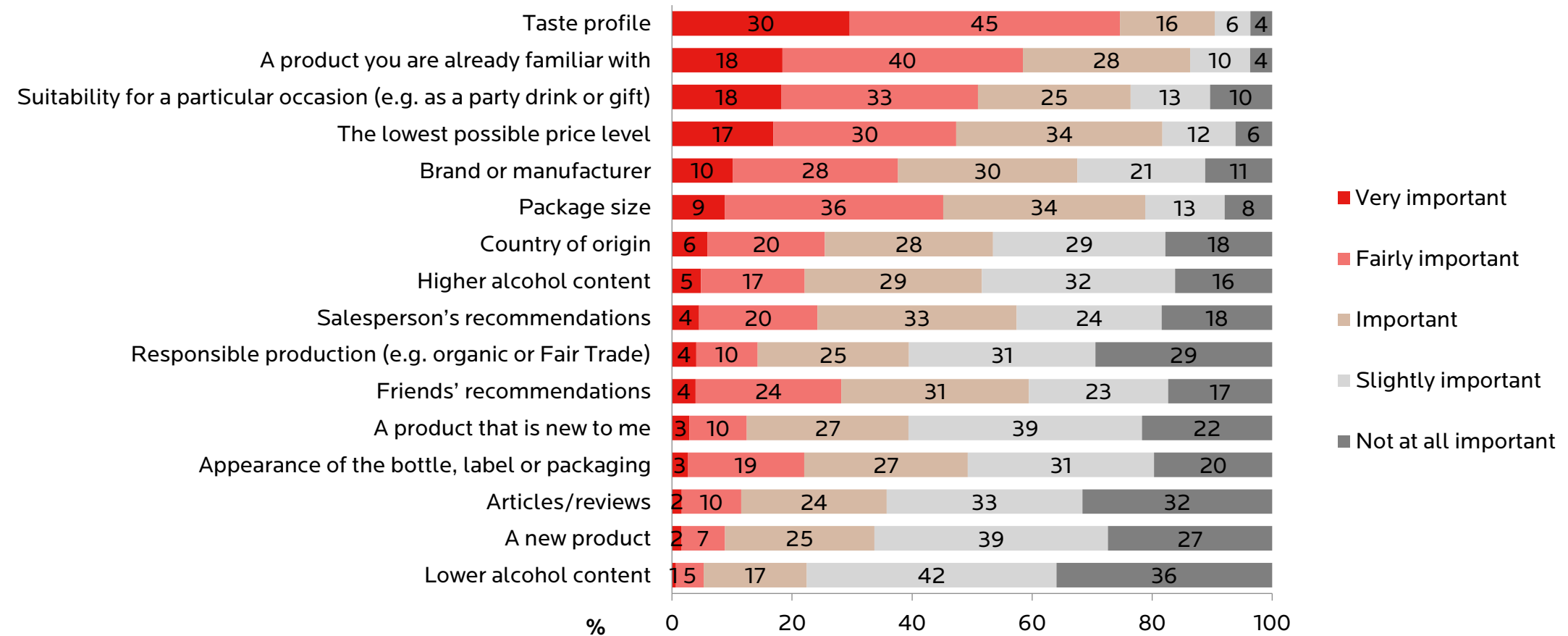
When choosing a beer typical for you in Alko, how important do you think the following aspects are?

% purchased beer from Alko during the last year (n = 205 respondents who answered category questions)



SPIRIT SELECTION CRITERIA

*When choosing the spirit you most commonly buy in Alko, how important do you think the following aspects are?
% purchased spirits from Alko during the last year (n = 563 respondents who answered category questions)*



REASONS FOR DRINKING

Which of the following best describe the way you use alcohol and your reasons for it? Please select the most important reasons for use.

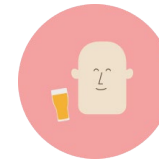
All respondents, n = 1604

Main customer types



MOST COMMON ALCOHOL-RELATED CONTEXTS

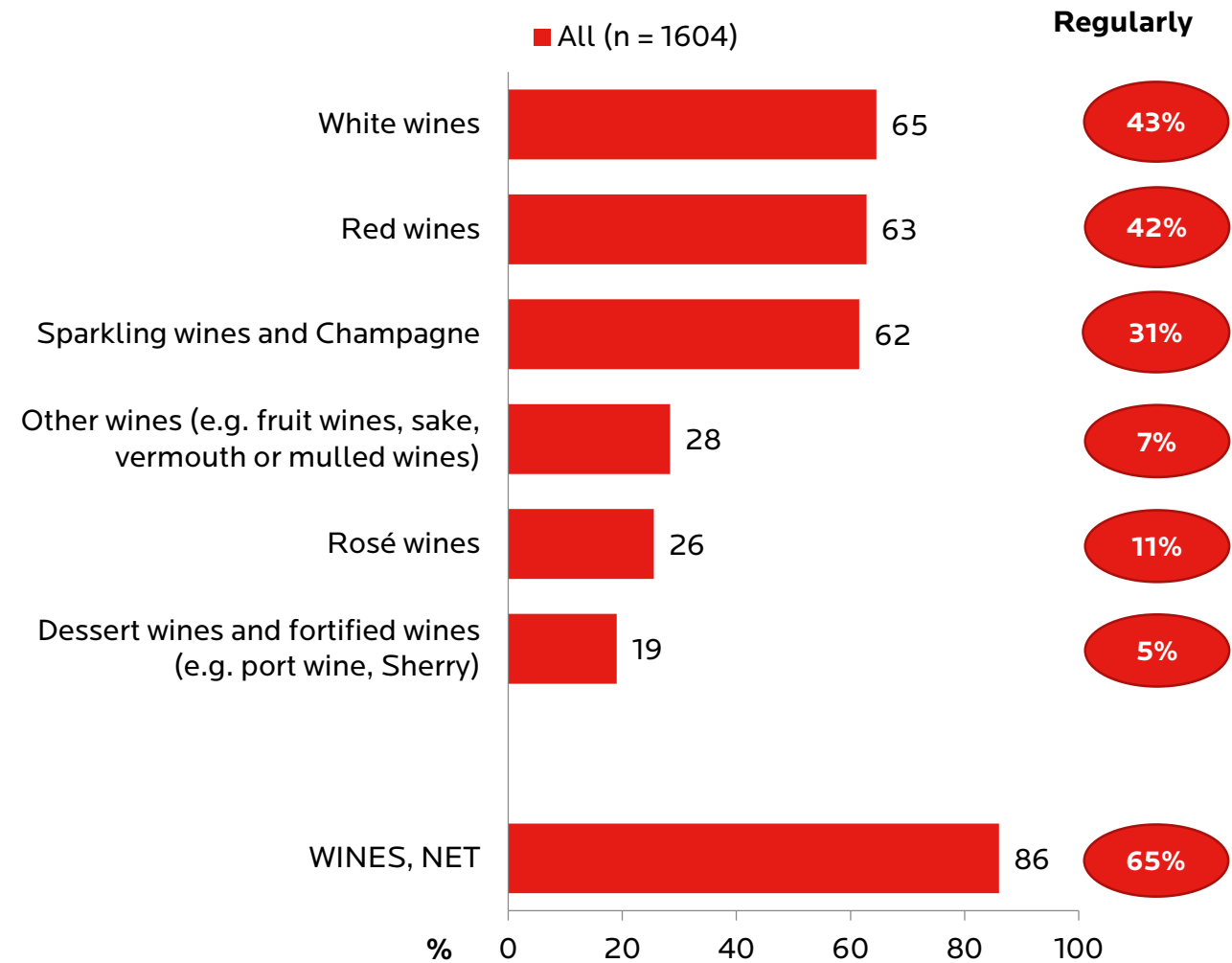
Please select the contexts that describe you the best. %



	All	Classic enthusiast	Creative innovator	Social pleasure-seeker	Happy medium	Traditional consumer
Relaxing at home or tasting a product on my own	36	34	41	33	39	35
Socialising with friends at home or at a friend's home	30	33	35	35	32	22
Relaxing at home and or having a tasting session together with my partner/family	30	39	39	25	32	25
Spending an evening in a restaurant, bar or club	22	22	28	28	19	17
Summer cottage or other similar, such as boat or campervan	17	22	14	17	22	13
At a party or other special occasion	16	15	16	21	15	15
With food at home or when visiting a friend	16	35	25	12	16	10
With food in a restaurant	14	30	21	14	11	8
Getting ready to go out, at home or at a friend's home	12	10	12	20	12	9
When travelling	10	15	15	11	9	8
Public events (festivals, concerts etc.)	8	6	11	10	8	6
Picnics, excursions, outdoors etc.	3	2	2	6	4	1
Work-related events	2	3	2	3	1	1

WINE CONSUMPTION IN THE PAST YEAR

Which of the following beverages have you consumed during the past year?



White wine is most commonly consumed by:

- Women 60%, all over Finland, with an even distribution between different age groups, slightly more in Southern Finland
- The happy medium, traditional consumers
- Different professions and students are widely represented

Red wine is most commonly consumed by:

- Men and women 50/50, age 35+, even distribution across Finland
- The happy medium, classic enthusiasts
- Different professions and students are widely represented

Sparkling wine is most commonly consumed by:

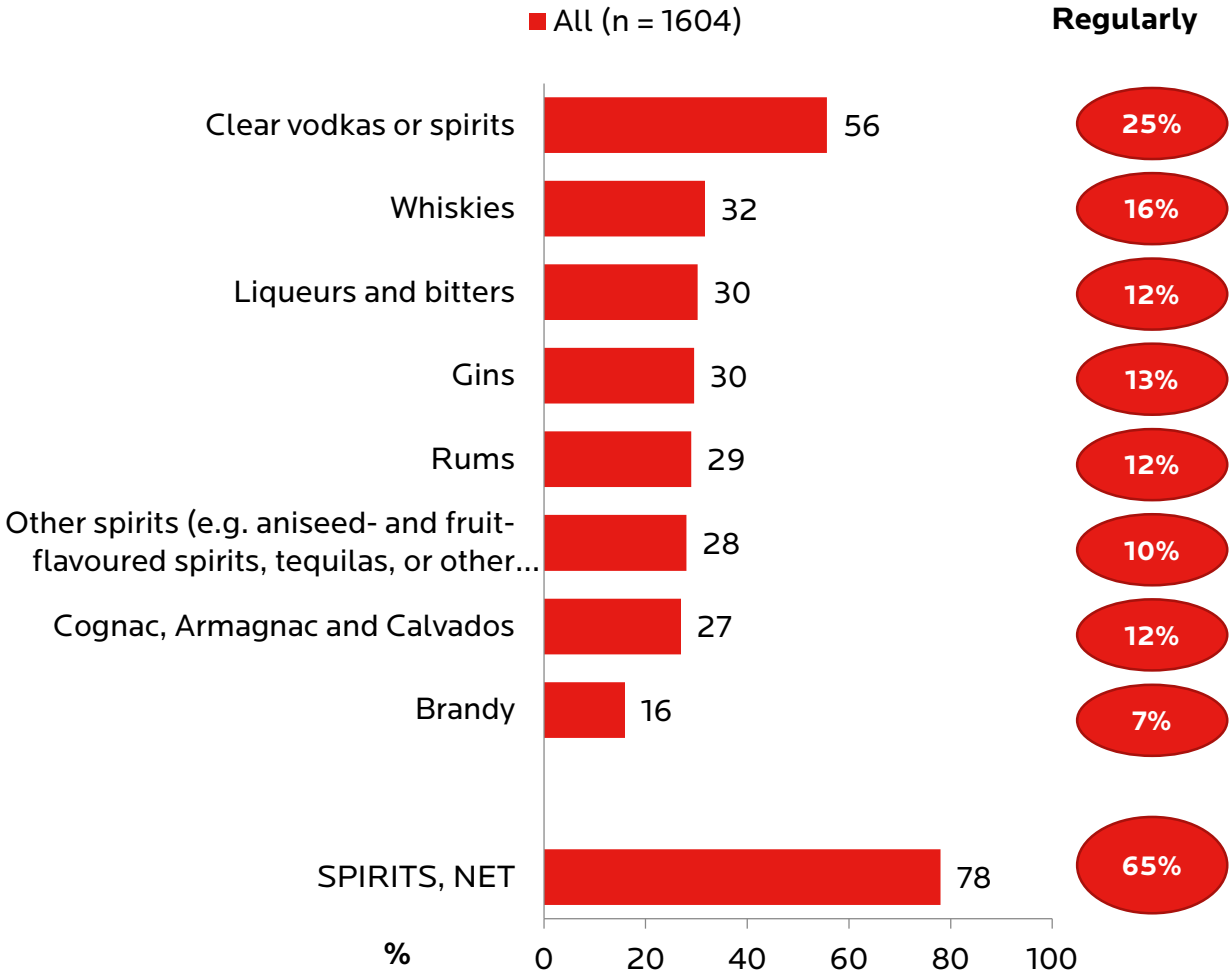
- Women 62%, 18–54-year-olds, slightly more in Southern Finland
- Social pleasure-seekers, creative innovators
- Students and salaried employees

Rosé wine is most commonly consumed by:

- Women, especially those aged 18 to 34, but widely all women. Average consumption level for men, emphasis on the capital region
- Classic enthusiasts and creative pioneers
- Senior managers, senior salaried employees, students, couples without children

SPIRIT CONSUMPTION IN THE PAST YEAR

Which of the following beverages have you consumed in the past year either on its own or as a part of a cocktail?



Clear vodkas and spirits are most commonly used by:

- Men 60%, over 35-year-olds, all over Finland
- The happy medium, traditional consumers and also social pleasure-seekers
- Wide range of professions, but especially waged employees and students

Whisky is most commonly consumed by:

- Men 75%, in particular those between 18 and 54, cities and Southern Finland
- Classic enthusiasts and creative pioneers and also the happy medium
- Salaried employees, but used across all professions

Liqueur is most commonly consumed by:

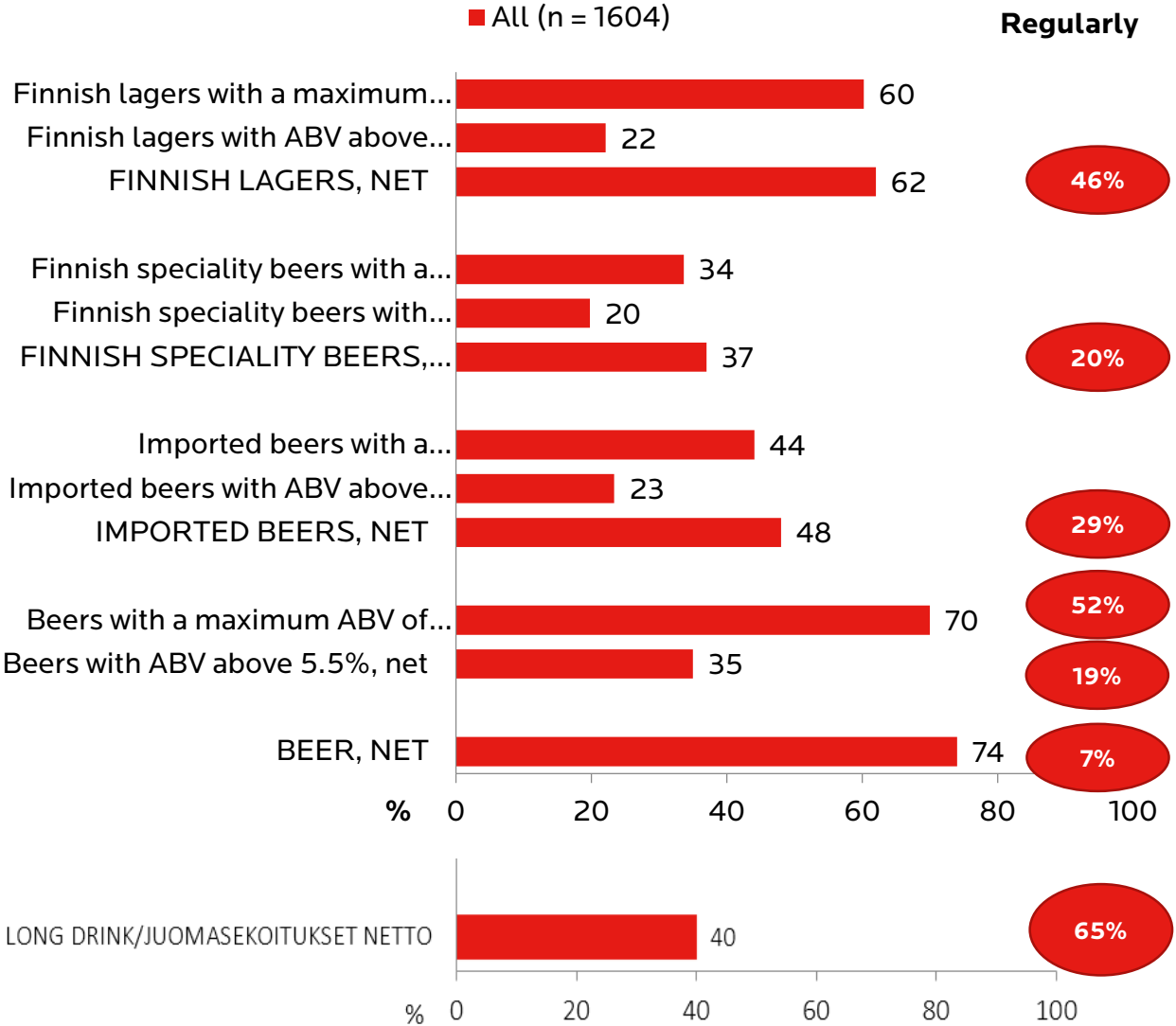
- Women 46%, 35–54-year-olds, , in men especially 35–54-year-olds, evenly throughout Finland
- Social pleasure-seekers, creative innovators, creative pioneers
- Wide range of professions, especially waged employees and senior salaried employees

Gin is most commonly consumed by:

- Men 64%, 18–54-year-olds, Southern Finland, but widely across Finland
- Couples without children
- Mainly classic enthusiasts and creative pioneers but also the happy medium
- In particular salaried employees, entrepreneurs and students, but widely used across all segments

BEER AND MIXED DRINK CONSUMPTION IN THE PAST YEAR

Which of the following beverages have you consumed during the past year?



Finnish lagers are most commonly consumed by:

- Men 70%, 18–54-year-olds, slightly more outside the capital region
- Even distribution across customer types, over 5.5% classic enthusiasts and creative pioneers and the happy medium
- Used widely across different sectors but slightly more by salaried employees

Finnish speciality beers are most commonly consumed by:

- Men 75%, especially 18–54-year-olds, 5.5% beers slightly more in Southern Finland
- Mainly creative pioneers (especially beers stronger than 5.5%), classic enthusiasts and the happy medium as an emerging segment
- In particular salaried employees, entrepreneurs and students, but widely used across all segments

Imported beers are most commonly consumed by:

- Men 70%, especially 35–54-year-olds but used across all age segments, capital region and Southern Finland
- Mainly classic enthusiasts and creative pioneers
- Entrepreneurs and salaried employees

Mixed drinks are most commonly consumed by:

- Men and women 50/50, 35–54-year-old men, 18–34-year-old women, outside the capital region
- Slightly more popular among segments other than the traditional consumer, mixed drinks stronger than 5.5% are strongly preferred by creative pioneers and pleasure-seekers
- Waged and salaried employees, students



THANK YOU

