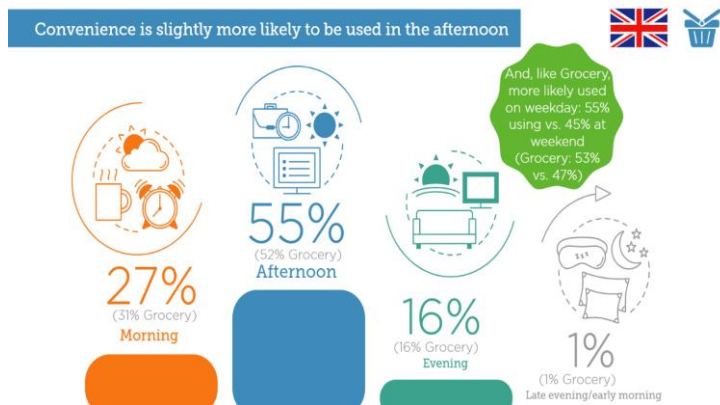
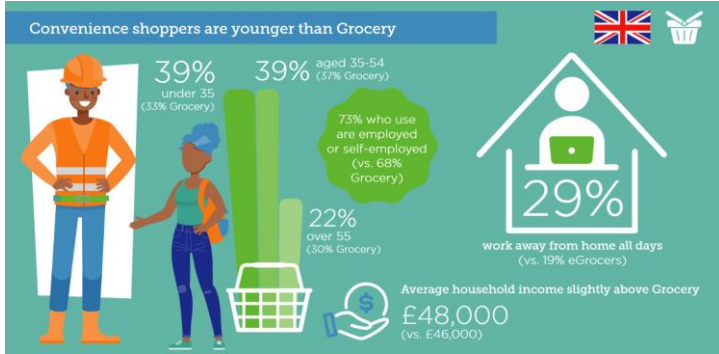
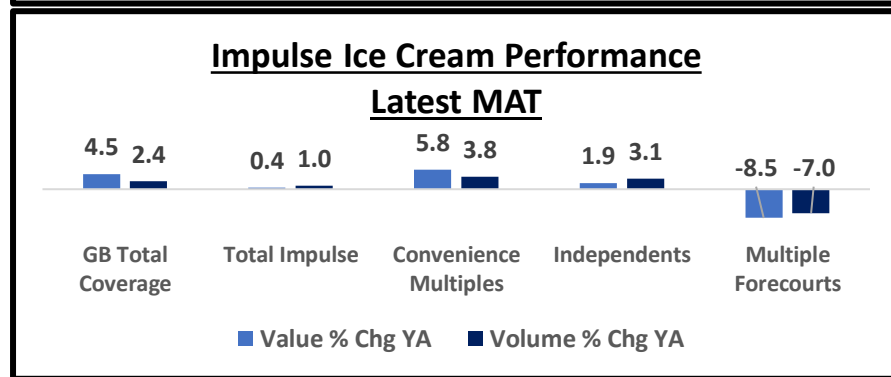
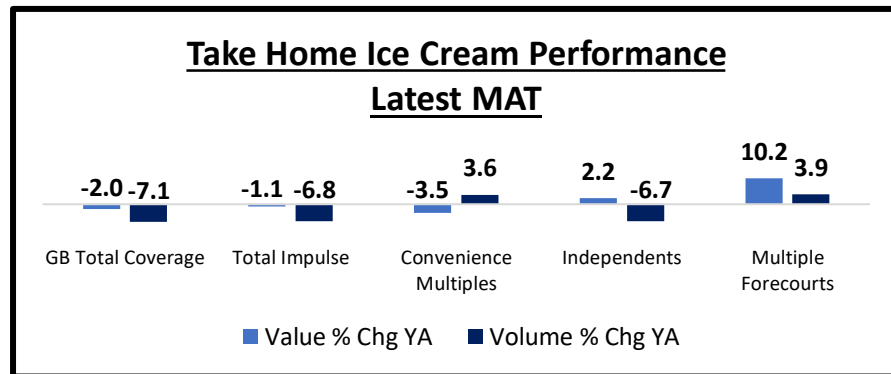
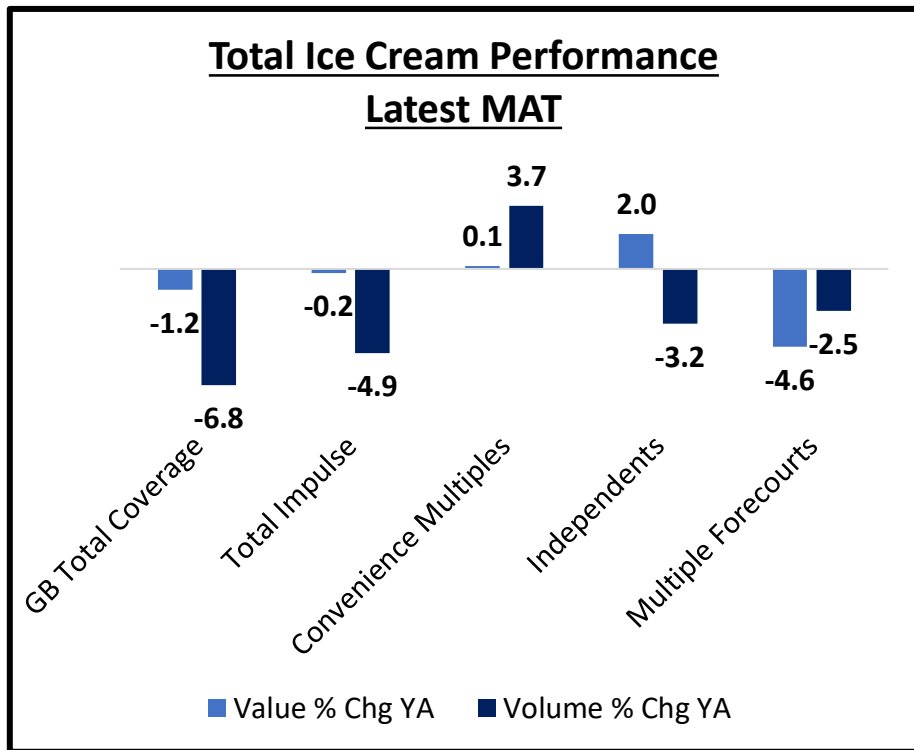




CONVENIENCE SHOPPER AND MISSION INSIGHTS



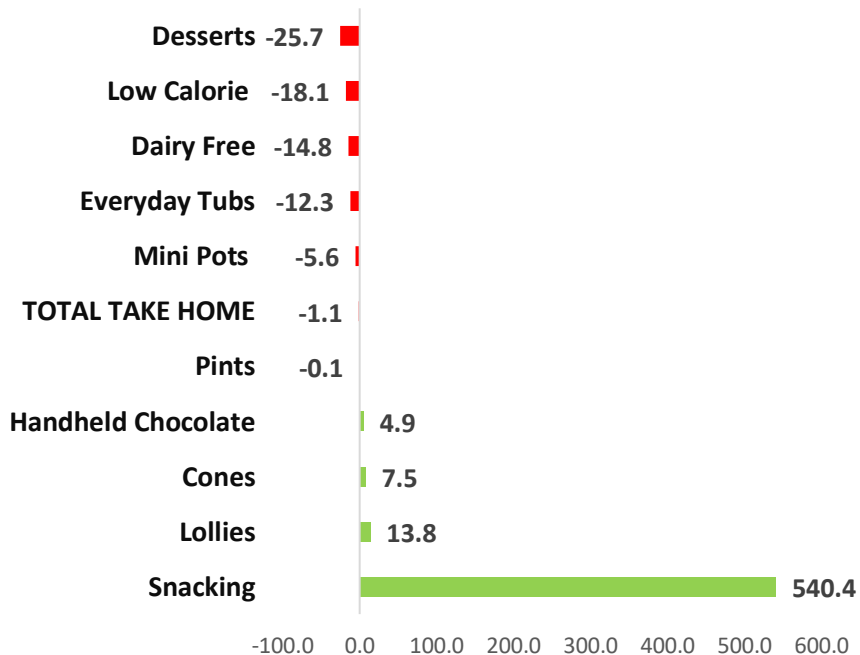
CONVENIENCE IS OUTPERFORMING IN ICE CREAM SALES GROWTH AT A TOTAL LEVEL. OPPORTUNITIES TO DRIVE GROWTH FOR TAKE HOME ICE CREAM IN CONVENIENCE



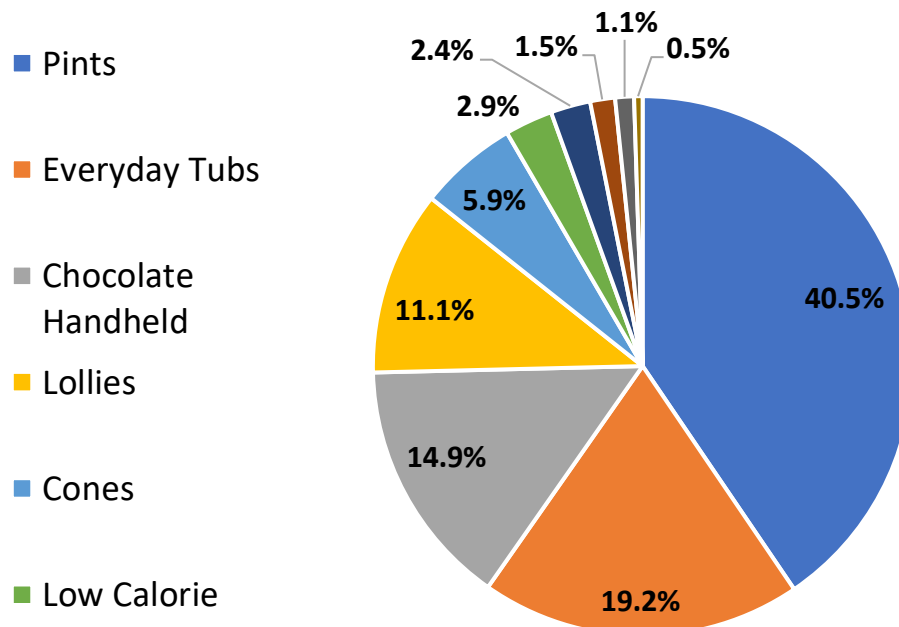
HANDHELD AND SNACKING ARE PERFORMING WELL IN CONVENIENCE WITH OPPORTUNITY TO DRIVE GROWTH IN WELLNESS



Take Home Sector Performance, Value Sales % Change, Latest 52 Weeks, Total Impulse



Segment Value Share of TAKE HOME Ice Cream , Total Impulse - Latest 52 Weeks





CONVENIENCE CHANNEL CAN REACH & SATISFY ICE CREAM SHOPPERS BY COVERING ALL THEIR SHOPPING MISSIONS

Take-Home

Purchased to be stored at home and consumed at a later time

On-the-Go

Immediate Consumption (consumed within 1 hour after purchased)

Social / Special Occasion

Treat for Me

Complete my Meal

Treat for NOW

Shopper Behaviour: Planned

Shopper Behaviour: Impulsive

Shopper Behaviour: Impulsive

Shopper Behaviour: Impulsive

Ice Cream central to the mission

Ice Cream spontaneously purchased

Shopper Need State:

something to please everyone, simple flavours

Shopper Need State:

indulgence, relaxation at the end of day

Shopper Need State:

portioned sweet treat to complement my meal

Shopper Need State:

sweet treat, easy to eat, mid afternoon snack



Minicups



I like to buy a big vanilla tub and then my kids can pimp their bowls up with sprinkles or sauce – they like to pretend they're making potions!



I usually buy different ice creams for my son during top up shops, but sometimes I get tempted by the tubs. I like to buy an indulgent flavour to treat myself



I came in for lunch and ended up getting ice cream for dessert. I like having something sweet to complete a meal and this [single serve] ice cream looks nice



I have a major sweet tooth so now that it's getting warmer, I like to pop in and grab a Cornetto to have on my walk home