

An aerial photograph of a summer picnic scene. In the top left, a man in a white t-shirt and blue shorts sits on a red blanket playing an acoustic guitar. To his right, two women are on a black and white striped blanket; one is wearing a large white sun hat and holding a fan. In the center, a woman in a yellow top and blue shorts sits in a wooden deck chair. Below her, a man in a purple shirt and sunglasses, a woman in a pink top, and a man in a blue shirt are also in deck chairs. To the right, a grill is cooking corn and bread. In the bottom right, a white dining table is set with various dishes including watermelon, bread, and salads. The background is a lush green lawn.

Summer Living

01 May – 27 August 2021

The Summer of Fun Event spans 17 weeks, from 1st May to 27th August.

With Covid restrictions in place throughout the summer of 2020 and many events being cancelled, it's likely that people will be looking to really make the most of this summer, (should government guidelines permit). When the sun comes out, people spend – it's as simple as that! The warm weather, combined with longer evenings and sporting events creates the perfect opportunity for brands and retailers to sell to consumers.

Summer of Fun encompasses a wide range of themes and activities, providing opportunity for all categories. To help suppliers and shoppers navigate the event, we will be promoting **5 key elements** of the Summer season:



Barbecue



Picnic



**Summer
Drinks**



Suncare



**Summer
of Sport**

Drive incremental sales & unlock the potential of Summer 2021 by promoting your products with ASDA Media.

Barbeque



100 million
BBQ occasions were had in the UK between April and August last year.*

Rain or shine, Brits love a BBQ – a true staple of a British Summer! 39% of Brits will host a BBQ each summer, while 52% will attend at least one a year.¹

As more people stayed at home due to lockdown and with restaurants and cafes closing, the summer of 2020 saw an increase in meals eaten in-home. The UK saw significant growth in BBQ's over the summer, with 100 million occasions between April and August, up 44% year-on-year and 18% higher than the scorching summer of 2018. Overall, the increase in occasions and spend, boosted the BBQ market by £12.4 million.*

Sources: ¹ Idealo Survey: BBQ Habits ²foodmanufacture.co.uk ³conveniencestore.co.uk ⁴The Grocer ⁵Kantar ⁶RetailGazette ⁷HIM * Kantar, Sept 2020

Most purchased items¹:

- Burgers
- Sausages
- Chicken breasts/drumsticks
- Steak
- Alcoholic beverages
- Bread
- Condiments & Dressings
- Salad
- Potato salad & coleslaw
- Soft drinks
- Icecream
- Cheese
- Frozen meat
- Crisps & snacks
- Desserts
- Fresh fruit



£7.6bn

value of the UK at-home alfresco eating & BBQ market.²



5 x higher

average BBQ basket spend than a regular shop.⁴

130.5m

barbeques take place in the UK during the Summer months.³



69%

of hosts buy alcohol for their guests, 68% bring alcohol when invited to a BBQ.⁴



+24%

YoY value increase in sales of lemonade and soft drinks during BBQ season.⁴



+21%

increase in sale of pre-prepared salads and side dishes driven by BBQ and picnic occasions.⁶



+45%

YoY increase in sale of ice cream & 24% increase in sale of ice lollies.⁵



34.4%

increase in sales of frozen beef and chicken burgers as shoppers prepare for BBQs.⁷



+77%

of hosts cook beef burgers and sausages - the nations favourite BBQ meats.⁵

Picnics



Top British Picnic Foods,

In a survey of 2,000 Brits the % show how many British picnics contain these items:

- Crisps (49%)
- Baguettes & Bread Rolls (44%)
- Fresh Fruit (40%)
- Cooked Meat (39%)
- Cakes (32%)
- Sausage Rolls (29%)
- Hummus (24%)
- Cookies (22%)
- Olives (20%)
- Pork Pies (19%)
- Scotch Eggs (19%)
- Cheese & Crackers (19%)

£30



the average a Brit spends on food for a picnic and an average of 53 minutes is spent preparing the food.³

94m

70%

picnics take place in the UK during British Summer Time.²

of Brits indulge in one of the country's best loved past-times – picnicking!²

In the Summer of 2020, picnicking became increasingly popular due to lockdown restrictions and it's likely that this trend will continue, as some measures may still be in place and consumers are likely to still be practicing social distancing – embracing the outdoors during the Summer months.

As the warmer weather arrives, shoppers will be looking to stock up on Summer essentials, snacks, refreshments. *Summer of Fun* brings great opportunity for brands to reach out to ASDA shoppers as they search for products to pack up the perfect picnic.

Sources: ¹talkingretail.com ²One Poll Survey - on behalf of VoucherCodes.co.uk ³foodspark.com ⁴Seabrook – Survey of 2,000 Brits



1/10

of picnic-goers make sure there are vegan options available. **8% go entirely plant-based.**³



33%

of Brits take alcoholic drinks such as **beers** or fashionable **sparkling wines** like **Prosecco** on a picnic.⁴



46%

of Brits think that sun makes food taste better, and **37% think eating outdoors makes food more enjoyable.**³

1 in 4

picnics are decided as a moment of impulse, - brands could benefit from offering picnic inspiration for those shopping for last-minute picnic items!

Summer Drinks



498.5 million
litres of alcohol were bought by Brits to drink at home last year.⁴

Nothing drives sales of alcohol like warm weather, barbeques and sporting events. When the weather heats up, Brits gain a thirst for alcohol and drink around 33 million more pints of beer and over 67 million more litres of wine over the Summer months.*

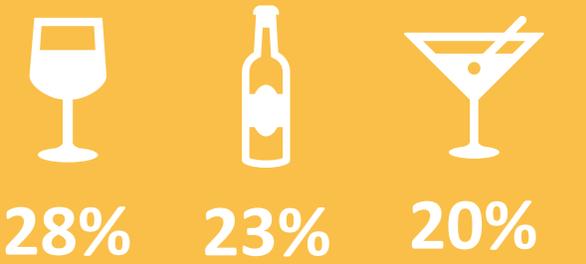
With pubs and bars shut for the majority of 2020, Brits bought and brought home an additional 498.5 million litres of booze in the past year. That's an 18.1% increase in volume. Value sales spiked by 19.4% to almost £16.2bn.⁴

BWS is a key performing category in Summer, driving supermarket sales growth by 3.6% as shoppers visit the supermarket an extra 13 million times - driving sales of gin (+38%), beer (+3.9%) and sparkling wine. In previous years, value sales increased by 4.6% to £16.6bn.¹

Sources: ¹Huffington Post, ²Mintel, ³Harpers.co.uk, ⁴nimblefins.co.uk, ⁵Kantar, Oct 2020, ⁶TheDrinksBusiness

Britain's favourite beverages:²

- Wine
- Beer/Ale
- Prosecco
- Gin
- Cider
- Vodka
- Ready to drink
 - Rum
 - Whisky



£452

average UK household spending on alcohol to consume at home.³

£16.2bn

value of alcoholic drinks market in the UK.⁴



60m

bottles of gin bought by Brits each year, taking the Gin market to over £1.6bn.¹



£18.5bn

value of UK beer market. Unit price increases driven by craft beers.¹



2.2bn

spent on 16m bottles of sparkling wine each year in the UK.¹



+24%

YoY value increase in sales of lemonade and +12.8% sales uplift for cola – popular mixers.¹



50%

of the cider market is made up of fruit flavoured ciders, with sales growing by 11% YoY.⁵



1/3

of households buy painkillers frequently in summer, possibly driven by summer drinking.¹

Suncare



41%
of UK adults spent more hours in the sun during the first lockdown of 2020.*

£259m

value of the sun care market in the UK.²

75%

of Brits apply sun-cream before going out in the sun.³ The remaining 25% may be swayed by educational campaigns.

The top five benefits that sun care users look for when buying a new facial or body sun care product include:¹

- Moisturising (33%)
- Anti-pollution (29%)
- Long-lasting protection (28%)
- Brightening qualities (25%)

1 in 2

agree that after sun should always be used following a day in the sun.²

With many summer holidays being cancelled in 2020 due to Covid-19, it's no surprise that people are eager to get away this summer - 67% say they are planning to travel internationally in 2021. Whether travelling abroad, or staying at home in the British sun, consumers will be looking to protect themselves from the dangers of sun exposure.

The sun care market is growing, with public health advice warning against the dangers of sun exposure and the damaging effects are being absorbed - consumers are now investing more frequently and spending more.¹ Younger generations are becoming more aware of the risks and are driving sales of cosmetics which incorporate SPF protection and parents are willing to invest in child specific products and analysts expect value growth. Educational advertising investment to underline brand credentials will be key.²

Sources: ¹Cosmetics Business ²Mintel ³YouGov ⁴Kantar *Cancer Research UK – Press Release, July 2020



+40%

increase in the sale of SPF products during June and July.⁴



41%

of shoppers say they are unclear which SPF's to use – a great opportunity for educational campaigns.²



£30

average spend on sunglasses - 1 in 10 are willing to pay up to £100.²



12%

of consumers prefer to use aerosol application sun cream.²



16%

of women in the UK use SPF protective facial moisturiser.⁴



51%

agree that After Sun should always be used after being in the sun.²

Summer of Sport



Euros
Phase 1:
15 May – 04 June
Phase 2:
05 – 18 June

Brits spend an estimated 122 hours a year watching and listening to sport, often enjoying the excitement with friends, food and drink at the ready!¹

With so many 2020 sporting events being rescheduled, 2021 could be the most lavish year in sporting history – possibly featuring an Olympics, Paralympics, a European Championships, a Lions Tour, a Ryder Cup, an Ashes series and more – **2021 will be full of opportunities for brands to reach out to sports fans looking for a mixture of snacks, beverages, meal solutions and other essentials for their summer sport celebrations.**

Sources: ¹BHF.org.uk ²TheGuardian ³Kantar ⁴Forbes.com ⁵Independent ⁶Nielsen ⁷DrinksRetailingNews ⁸BusinessWire

Most purchased items during Summer sporting events⁴:

- Beer
- Wine/Sparkling wine
- Crisps/Popcorn
- Ready Meals/Meal Solutions
- Soft Drinks
- Pimm's
- Barbeque Meats
- Party Food & Supplies
- Strawberries
- Gin
- Picnic Foods
- Confectionary
- Ice-cream

Number of Brits tuning in to watch sporting events on TV:



52m₂



200m₃



2.5m₅



26m₅



+18%

YoY increase in sales of strawberries & cream during Wimbledon.⁶



+25%

increase in Pimms sales during Wimbledon and the World Cup.⁷



+130%

increase in sales of Rosé wine, and 107% increase in sales of English wines during Wimbledon.⁷



+45%

increase in confectionary sales, driven by promotional packs and campaigns tailored for the Olympics.⁸



+10%

increase in sales of fizzy drinks, sweets and crisps as people watch sporting events.⁶



£287m

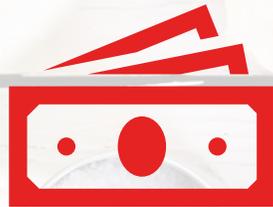
was spent on alcohol during the 2018 World Cup, making BWS the top performer.⁷

'Summer of Fun' in 2020

Suppliers participating in ASDA's *Summer of Fun* Event last year enjoyed a notable sales uplift as a result of the media they booked.



+25%
sales uplift



£1.4m
media spend



£17.7m
incremental sales



+10%
uplift in cart
additions



374k
incremental cart
additions

Overall the campaign delivered £17.7m worth of incremental sales, after £1.4m investment, which was largely driven by Impulse Grocery & BWS.

Supplier Opportunities

30%
discount when you align your campaign with ASDA holdout week events.

In-store Media

All campaigns aligned to *Summer Living* will use the supplied toolkit for the following media formats:

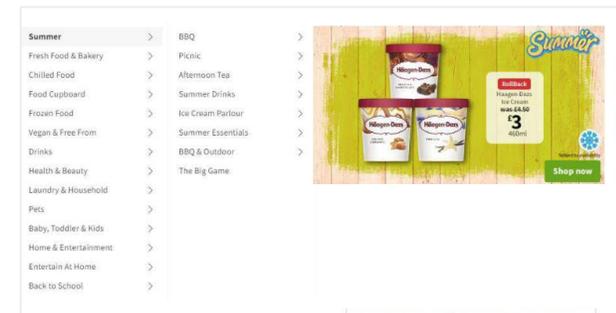
-  Bollard Covers
-  Security Covers
-  Digital 6 Sheets
-  Gondola Ends
-  Shippers
-  POS Barkers*
-  POS Bubbles*
-  ASDA Radio



Online Media

Summer Living roundel and creative template available to all participating suppliers for use on:

-  Leader-board Banners
-  Promo Banners
-  Department Nav Banner
-  Category Nav Banner
-  Inserts (PLA)
-  Social Media



* *POS Barkers & Bubbles are subject to approval. **Please note: these images are examples of previous years' media - this year's creative may be subject to change

Key Information



Event

Live Dates:

01 May – 27 August

Hold Out Week:

24 – 30 June



Campaign Briefing

Deadline:

13 February



Campaign Booking

Deadline:

27 March



Contact:

Speak to your Account Manager to begin building your *Summer Living* campaign

Invest in Summer Living and...

Inspire ASDA households as they enjoy the summer months

Associate your brand with key seasonal events

Engage with shoppers and drive incremental sales for your products



Thank you