

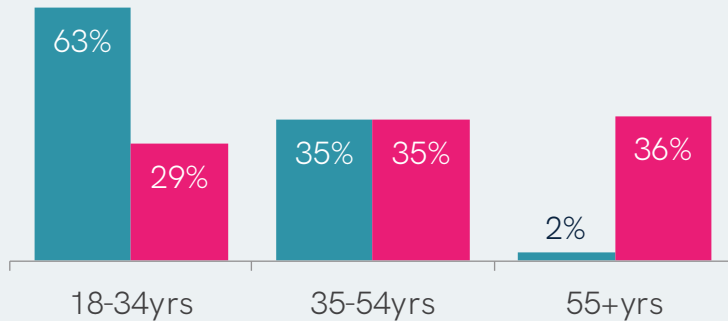


The post-COVID-19 opportunity in nightclubs

Nearly **two thirds** of nightclub visitors are aged **18-34**. With 79% visiting the On Premise weekly and spending £32 more a month on average, nightclub visitors are a **highly lucrative consumer** for drinks brands to target

Nightclub visitors | AVG consumers

Age groups

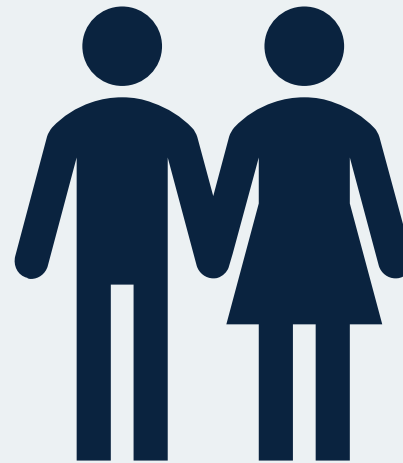


City centre resident

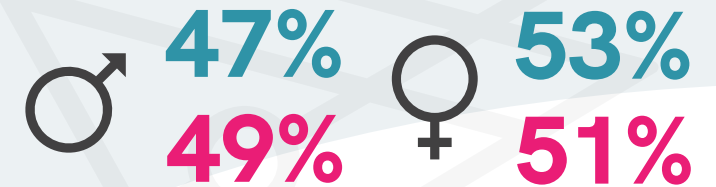
35% **18%**

White collar professional

61% **60%**



Gender



Visit On Premise weekly

79% **48%**

Average monthly spend eating/drinking out

£123 **£91**

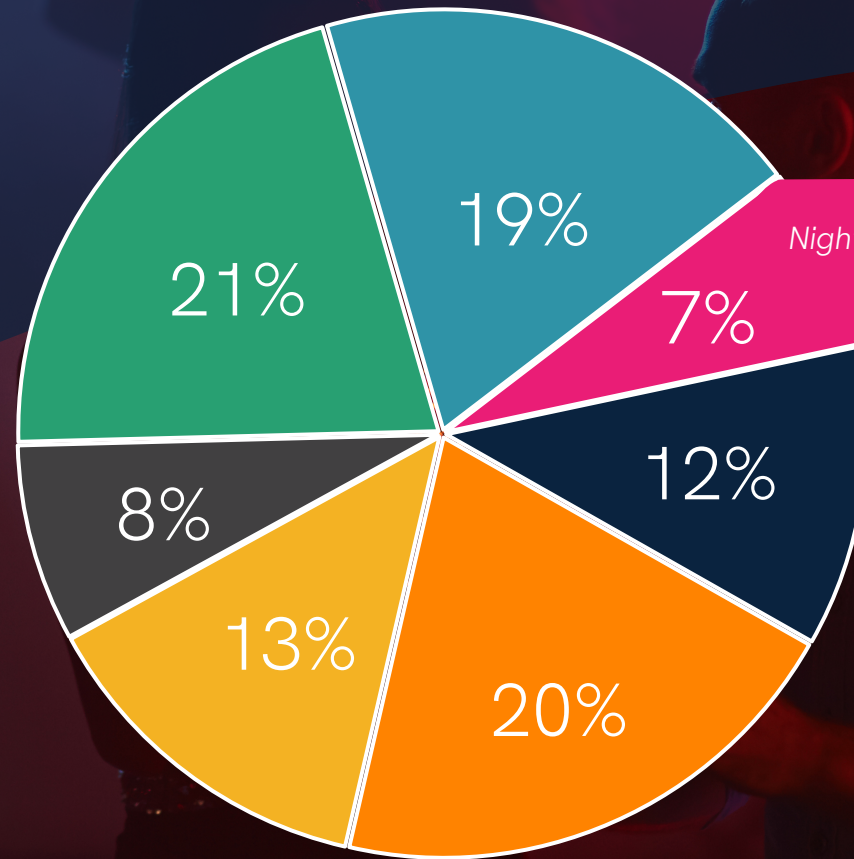
Average household income

£38,238
£37,923



Nightclubs account for 7% of all visits to the On Premise

- Bar / late night bar
- Casual dining restaurant (informal dining)
- Restaurant (formal dining)
- Hotel
- Pubs with a food focus
- Drinking pub (with limited no or food options)
- Nightclub

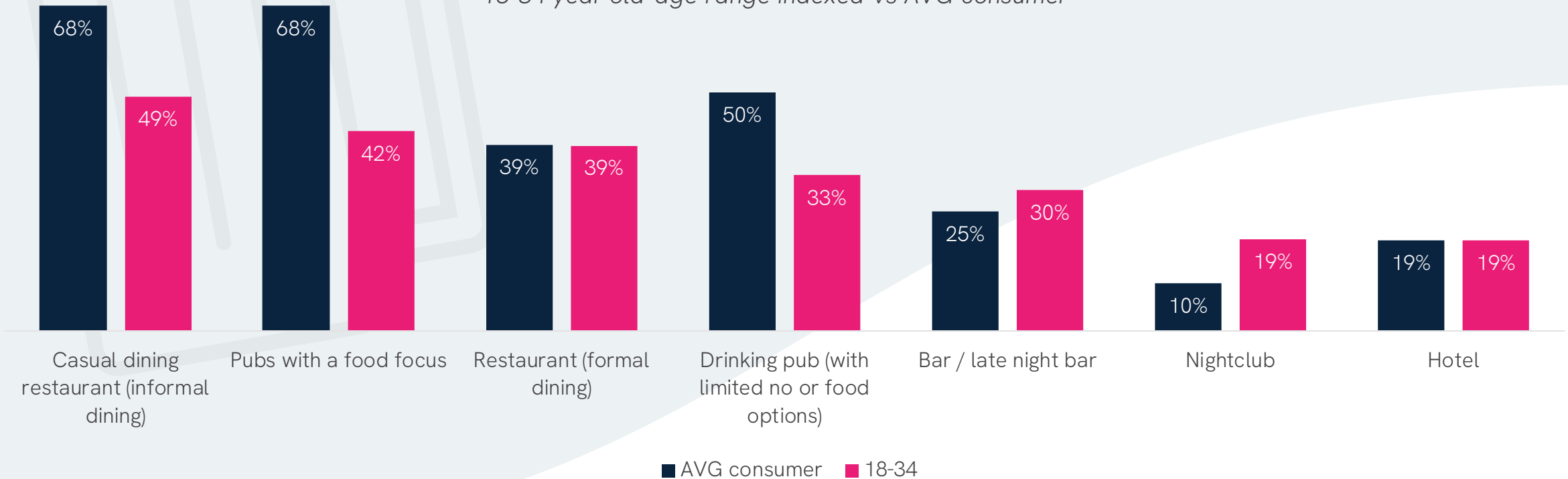


Nightclubs hold 7% of the total channel GB share

10% of all On Premise visitors go to nightclubs, rising to **19% of 18-34 year olds**, making nightclubs an ideal channel to engage this demographic

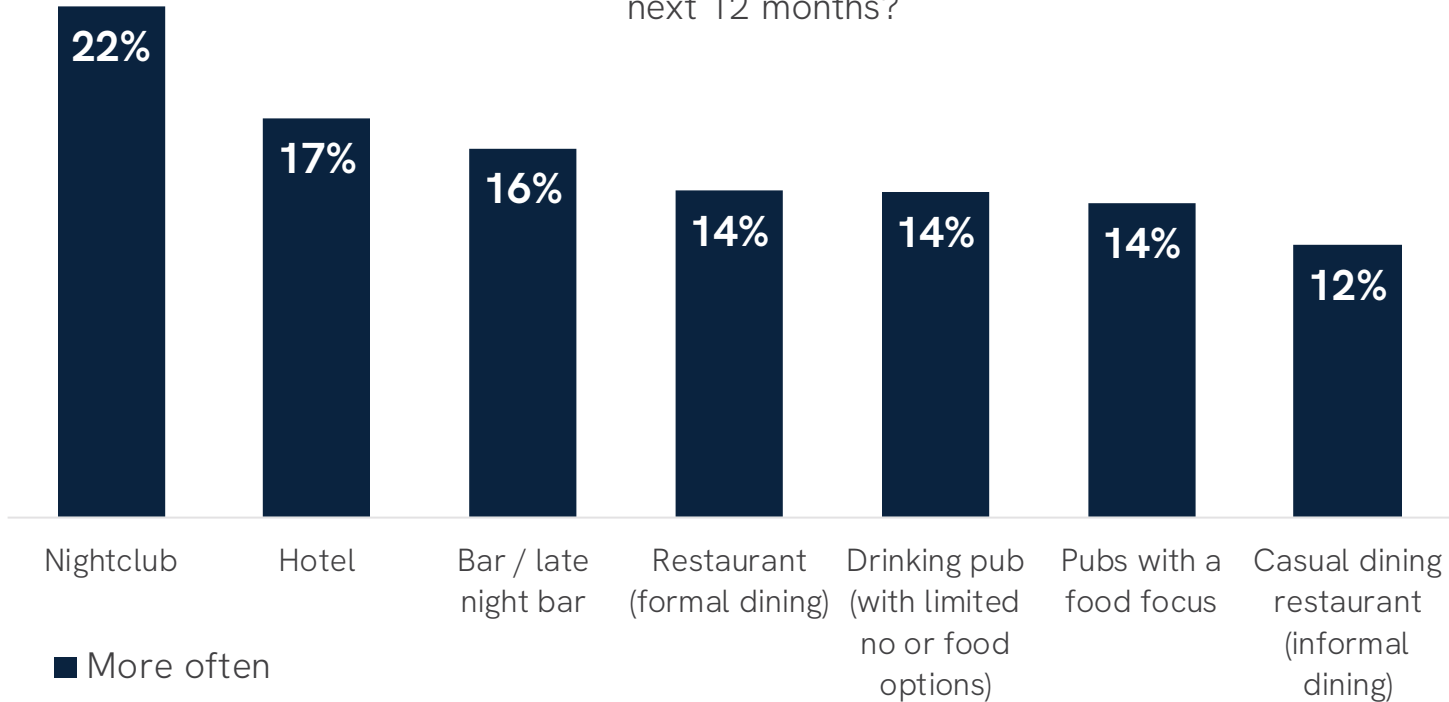
Which venues would you typically visit in a 3 month period? Please select all that apply

18-34-year-old age range indexed vs AVG consumer



The pandemic has driven a pent-up demand for nightclubs with **22% of consumers** stating that they will visit the channel more often than they did in 2019, rising to **34% of 18-34-year-olds**

Compared to 2019, how often do you hope to visit nightclubs over the next 12 months?



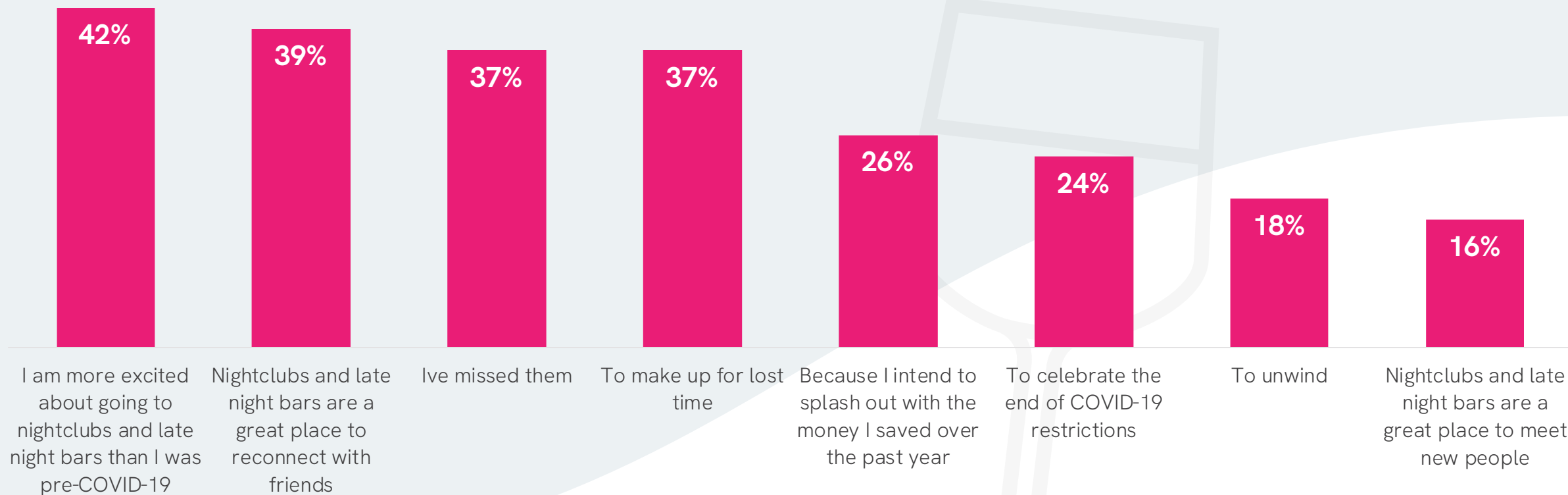
Sample size: 5036

34%

Of 18-34-year olds plan to visit nightclubs more often compared to 2019

Whilst nightclubs have been sorely missed, consumers recognise the channel as a great place to **reconnect with friends** and a place to create meaningful memories

You said you plan to visit nightclubs and late night bars more than you did before COVID-19 in the first 2 months that they reopen, why is that?



A nighttime photograph of a city street, likely in New York City, featuring tall buildings and streetlights. The image is overlaid with a teal-colored graphic on the left side that contains text. Light trails from cars are visible in the foreground and background.

46%

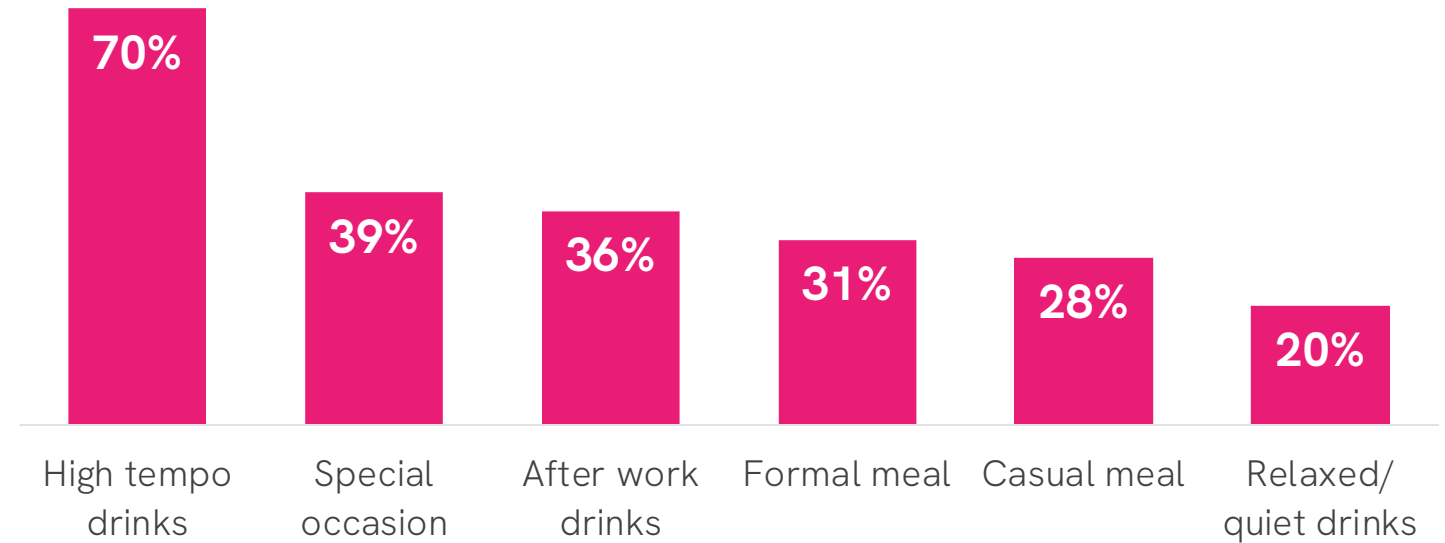
of nightclub visitors
visit nightclubs at least
weekly





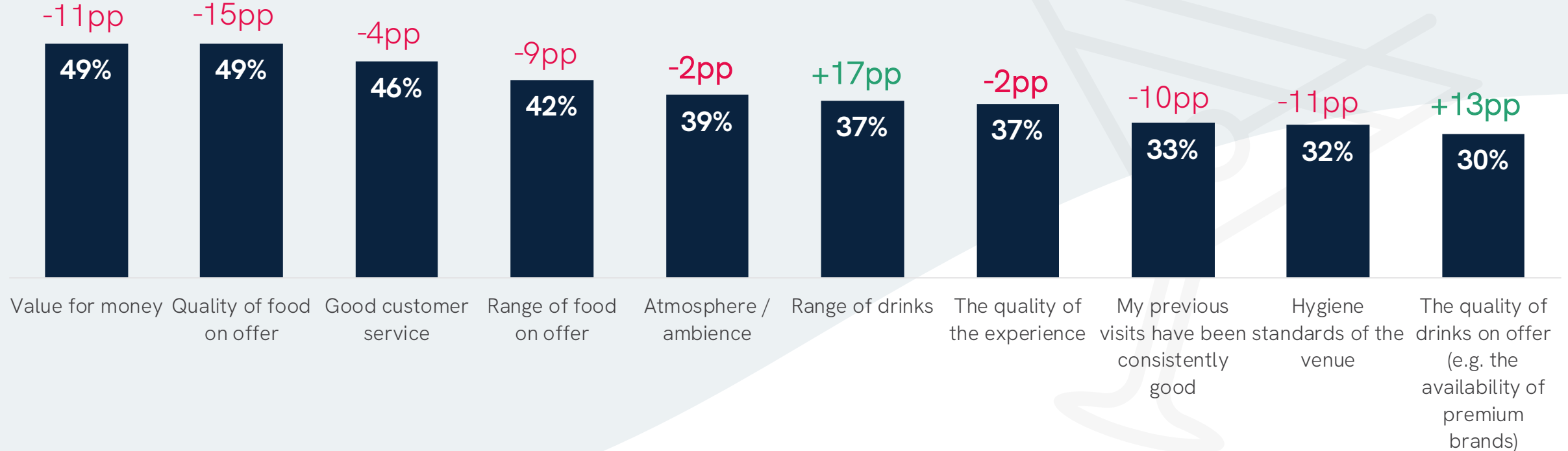
Whilst nightclubs are the go-to channel for high tempo drink occasions, they also attract consumers for special occasions and after work drinks

When visiting venues for the following occasions, where do you typically go? (Nightclubs)



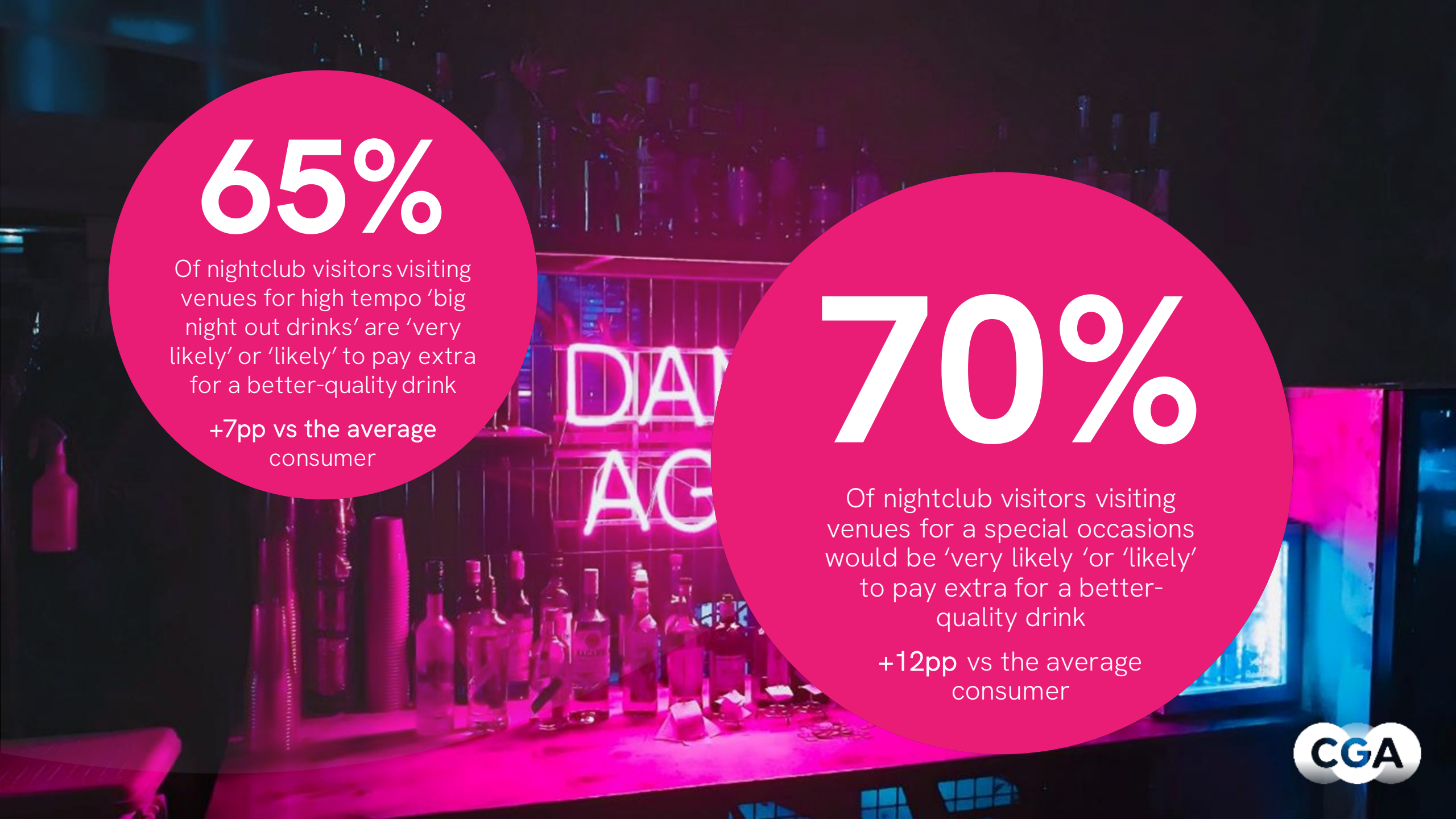
Nightclub visitors are more likely to look for venues with a **great range of drinks** that are high quality

Which of these are important factors in your choice of where to eat or drink out?
Nightclub visitors indexed vs the Avg GB consumer



Sample size: nightclub visitor: 206, AVG consumer: 5036





65%

Of nightclub visitors visiting venues for high tempo 'big night out drinks' are 'very likely' or 'likely' to pay extra for a better-quality drink

+7pp vs the average consumer

70%

Of nightclub visitors visiting venues for a special occasions would be 'very likely' or 'likely' to pay extra for a better-quality drink

+12pp vs the average consumer



51%

Of nightclub visitors 'strongly agree' or 'somewhat agree' that they are more likely to experiment with new flavours/varieties of drinks in nightclubs over other venues



What is **OPUS**?

OPUS is a nationally representative survey of 5,000 GB On Premise Users, designed to help you understand where and how to reach your target consumers.

OPUS provides size of the prize opportunities for drinks categories & brands by occasion & channel, so that you can shape your brand, marketing & sales strategy around the most profitable On Premise visits.

- + Available twice a year
- + 2x 5000 consumers





Benefits

- 1 Channel Strategy**
Understand which of these channels are most aligned to your brands and categories; **where to focus your resources** and what are the essential consumer preferences and behaviours within each channel
- 2 Brand & Category Insight**
Maximise revenue through clearly understanding the category in which you play, to ensure a focused and informed brand strategy.
- 3 Occasion Deep Dive**
Quantify the size of the prize by occasion. Position your brands in the right place to **win share and drive penetration**



Key Examples of Uses

- You want to do a distribution drive for Brand X, although you are unsure of where to focus **resource and what support to offer to maximise results.**
Understand what channels are most aligned to your brands and categories, *know where* to target and how consumers interact with your category/brand within each channel, so that you can shape your strategy to achieve maximum customer and consumer engagement
- You are getting ready for brand planning for your brand. You know your category has **changed, but don't know to what extent and where consumer tastes have shifted.**
Dive into the category to identify the areas of opportunities, the consumer need states and drivers to each category, the occasion and day part on which they are purchased
- You want to drive consumption of your brand in outlet.
Deep-dive into an occasion to understand why consumer choose to drink specific drink categories on that occasion and what drives them to do so. This allows you to position the rights brands in the right outlets and market them in the right way to drive spend



Get in touch to **learn more**

This is just a snapshot of the in-depth insights that CGA's OPUS research can provide into the consumer occasions that take place in On Premise channels. With the ability to deep dive into each drink category, this research can shape successful brand strategies by ensuring suppliers link their brands with the most profitable On Premise opportunities, and help brand owners to tailor sales stories by occasion and channel.



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