

OPUS Craft Beer Report

Tap into the trading up potential

2022

OPUS Craft Beer Report

There's a growing appetite for Craft Beer in the On Premise. For manufacturers, suppliers and venues, there's a clear opportunity to tap into the trading up potential and capitalise on this now and beyond.



Dig deeper into Craft Beer

CGA's **OPUS Craft Beer Report** will dig deeper into Craft Beer in the On Premise, the drivers to purchase, and the key occasions and channels for the category.

Quality over cost

CGA's OPUS research reveals that Craft Beer consumers consider **quality over cost** when it comes to purchasing Craft Beer



30%

Of Craft Beer Consumers are exclusively looking for premium/expensive brands



1 in 5

Craft Beer drinkers
are still looking for
new and interesting
brands

Experimental opportunity

Brand reputation is a driver
for consumers drink choice –
but Craft Beer drinkers still
**proactively seek out new and
interesting brands**

What the report will explore

- + The key occasions and channels for craft beer consumption
- + The whitespace by channel and occasion
- + The key drivers to purchase, both for the category and specific brands
- + The most popular brands in the category
- + How category drivers and need states differ to the other categories
- + Craft beer frequency of consumption



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





CGA's OPUS Craft Beer Report explores the key occasions and channels for craft beer consumption, drivers to purchase, frequency of consumption, and the most popular brands, plus much more.

To learn more contact:

CGA client director Mark Jackson at
mark.jackson@cgastrategy.com.

