



Essential insights & tracking of On Premise behaviour and engagement

The On Premise remains a key channel in which to reach consumers, drive trial and ultimately build brands that resonate with target audiences.

OPUS Lite is an annual overview of On Premise behaviour in the most valuable On premise markets, providing actionable insights needed to build strategies and market tactics that place your brands at the forefront of modern consumer choice.

OPUS Lite enables you to:



Make insight driven decisions to inform local On Premise strategies



Tailor marketing, brand, and sales strategies to compete effectively in the market



Understand changing consumer dynamics to shape sales stories



Uncover what drives consumer choices to inform and focus your resource on the biggest opportunities

The study

Providing first-of-its-kind consumer research of the On Premise channel in multiple markets around the world, OPUS Lite offers brands introductory insights uncovering consumer demographics and their behaviour when visiting the channel.

The research explores topic areas to enable you to align your strategies to local market opportunities, including:

1 The role of the On Premise

Why consumers visit the sector and their sentiment towards the On Premise?

2 Cost of Living impact

Why and how are consumers prioritising On Premise spend and what is the impact of inflationary pressures?

3 Drinks trends

What are the pertinent drinks trends for the local On Premise market?

4 Drink choices

What categories do consumers drink in the market and where are the consumption opportunities?



Discover local opportunities by delving deeper into essential country-level insights, including:

- On Premise sentiment
- Cost of living impact
- Drink choices and trends
- Path to Purchase
- Food/venue choices
- Consumer education/advocacy
- The impact of social media

Plus much more...



For more information, please contact:
Matthew Crompton - Regional Director, North America
matthew.crompton@nielseniq.com

