

IRELAND

PLAYING TO WIN IN THE IRISH ON PREMISE 2024

CONSUMER INSIGHT REPORT



Consumer Insight Report

Spanning across a nationally representative sample of **750 Ireland On Premise consumers**, CGA's **Consumer Insights** report defines consumers eating and drinking out behavior in Ireland, the personal impact of the cost-of-living crisis on Ireland On Premise users and sentiment towards the hospitality sector. The report also measures **consumer confidence**, explores the future On Premise journey with a detailed look at consumers' changing habits and covers a range of key topics and trends including **cocktails**, moderation, **the evolving path to purchase** and changing dayparts

Key topics covered

- + On Premise Sentiment
- + The cost-of-living crisis
- + Emerging food & drink trends
- + Moderation and no&low
- + Brand identity & alignment
- + Path to purchase
- + Changing dayparts



Nationally
representative sample
of 750 consumers,
500 ROI & **250** NI



Consumer Insights

What are the benefits?

RELEVANT INSIGHT

The Consumer Insight report offers the latest high quality insight on the On Premise channel, with the latest trends and topics explored, such as the cost of living and the late night market.

IN DEPTH MARKET ANALYSIS

Our report is designed to provide you with in-depth analysis of the evolving On Premise channel, understanding the market recovery and consumers ever-changing perceptions.

DEVELOP A CONSUMER LED STRATEGY

Maximise your marketing and sales strategy for your brands through an understanding of the latest consumer preferences, and how and where to influence them.

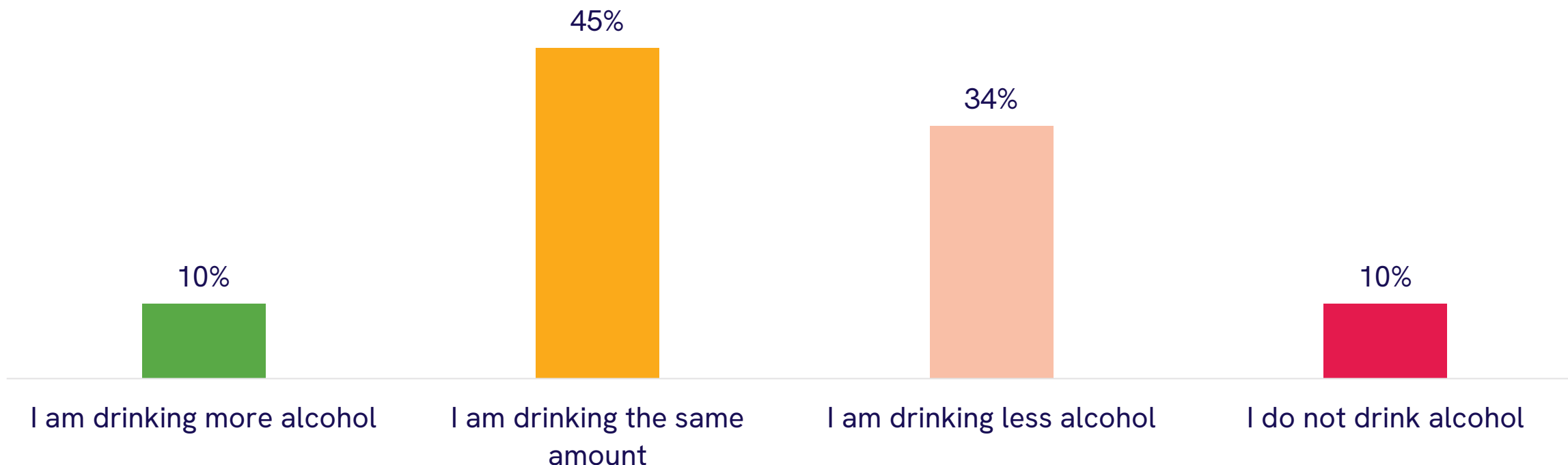


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The cost of living crisis and lasting impact of Covid-19 has led to consumers reducing their alcohol consumption vs last year

Thinking about your typical alcohol consumption when out in cafes, bars, restaurants or other similar venues compared to one year ago, which of the following statements best apply to you?

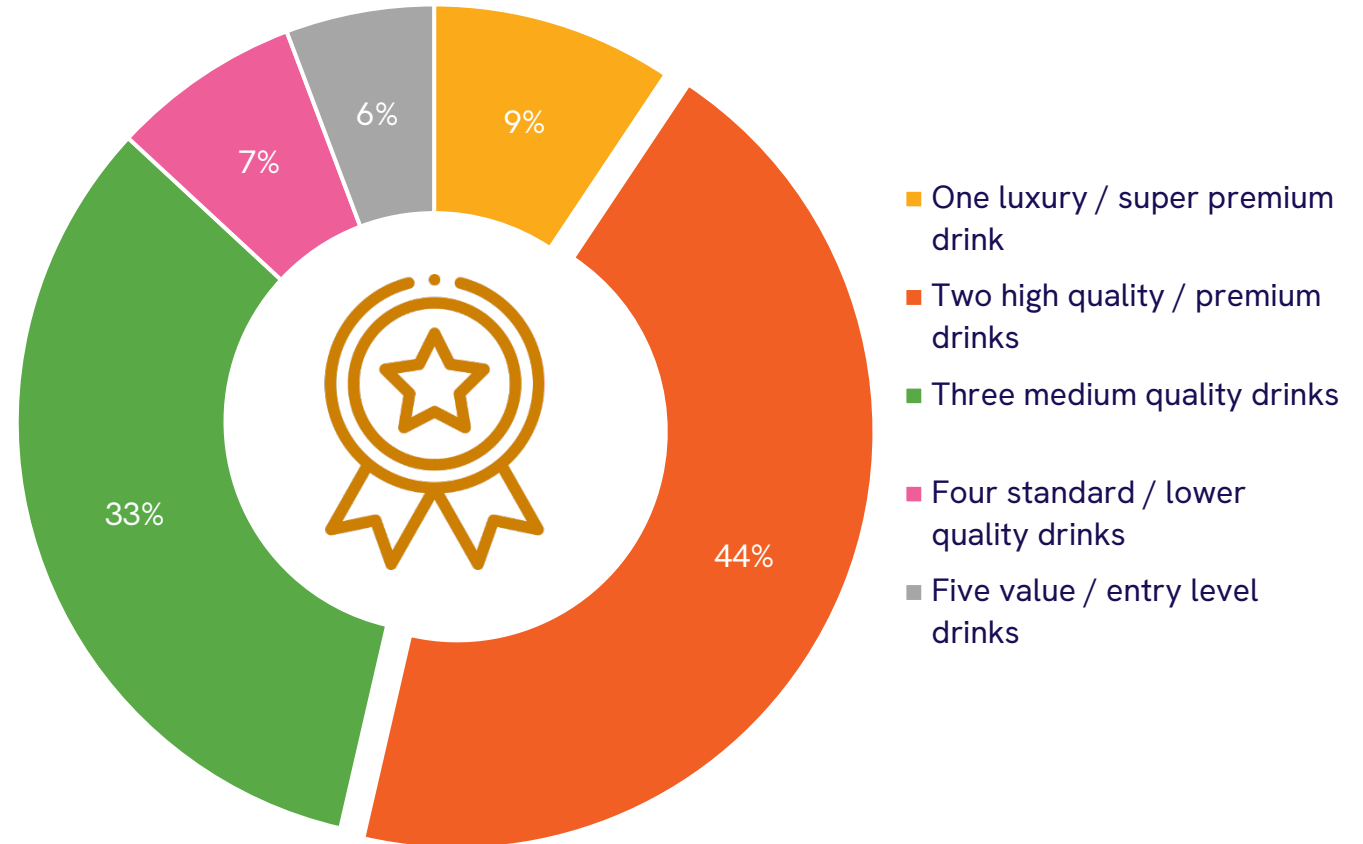


CGA REACH, sample: 264



Given the choice, the majority of consumers would choose drinks quality over quantity

If you were choosing what to drink out, and the total of your bill was the same regardless of which option you picked, which of the following would you prefer?



CGA REACH, sample: 748

Staff recommendations are influential in the consumer decision making process, with over ½ able to be swayed in their choice

How strongly do you agree with the following statements:
% Agree

47%

'agree' "I am likely to purchase a drink based on bartender recommendations"

52%

'agree' "Even if I have already decided what I am going to drink, I can still be swayed by bartender recommendations"



Contact Us

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