



CGA by NIQ Mixed Drinks 2024

Consumer and sales data to provide a
holistic view of the GB cocktail market

Great Britain 2024 | H1



The report will explore

- + Consumer perception, opinion and awareness of Cocktails in the On Premise
- + Who the Cocktail consumer is and their typical out of home habits
- + Cocktail expectations by channel
- + Drivers to drinking cocktails, important factors in choice of cocktail serve, and influences on venue choice
- + The appeal of emerging cocktail trends including flavours, ingredients and serve types
- + And more...





The report will help you

- + Gain a deeper understanding of On Premise cocktail drinkers
- + Stay ahead of your competitors by revealing **new and upcoming cocktail trends**
- + Adapt your cocktail offering by channel to **drive sales growth**
- + Understand the **path-to-purchase** and **key drivers** for cocktail consumption in the On Premise
- + Allow you to craft a comprehensive On Premise strategy to **maximise every opportunity**

The report highlights



Product Offering

Size of the prize analysis, using a combination of volume and distribution along with future trajectory of the category and the relationship the category has with the wider spirits market



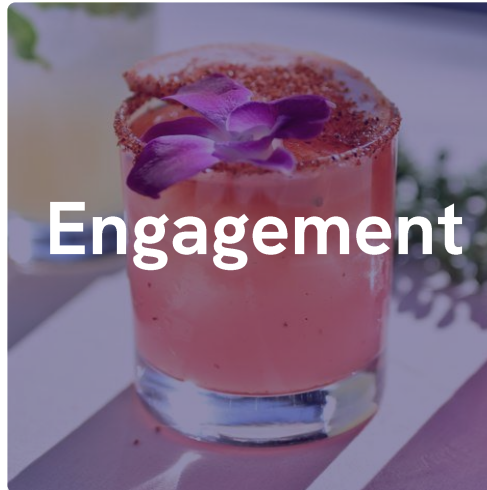
Consumer Profile

In depth understanding of the On Premise cocktail consumer including segmentation, habits and behaviours. Analysis of the consumer journey allows prioritisation of moments of highest influence



Growth Opportunities

Understanding of the consumer led trends that are fuelling growth within cocktails and mixed drinks, with insight into how best to capitalise on opportunities that these provides



Engagement

Narrative around the importance of cocktail drinkers and their effect on the market, while tailored analysis of consumer expectations by outlet type allows for in-depth comprehension of the market

Methodology

Utilising a combination of CGA's consumer and sales data to provide a holistic view of the GB cocktail market to inform your cocktail strategy...



Online survey of 1000 nationally representative GB On Trade cocktail drinkers

- + Exploring consumer habits and drivers, preferences and expectations by channel and occasion, how consumers are engaging with the reopened market and whether habits formed over the past 12 months could translate into the On Trade.



Volumetric sales data

- + From over 8,000 outlets



CGA BrandTrack

- + 5,000 nationally representative GB On Trade consumers

MATCH Segmentation

- + Additional insight utilising CGA's MATCH profile to understand the key consumer segments for the category and their preferences



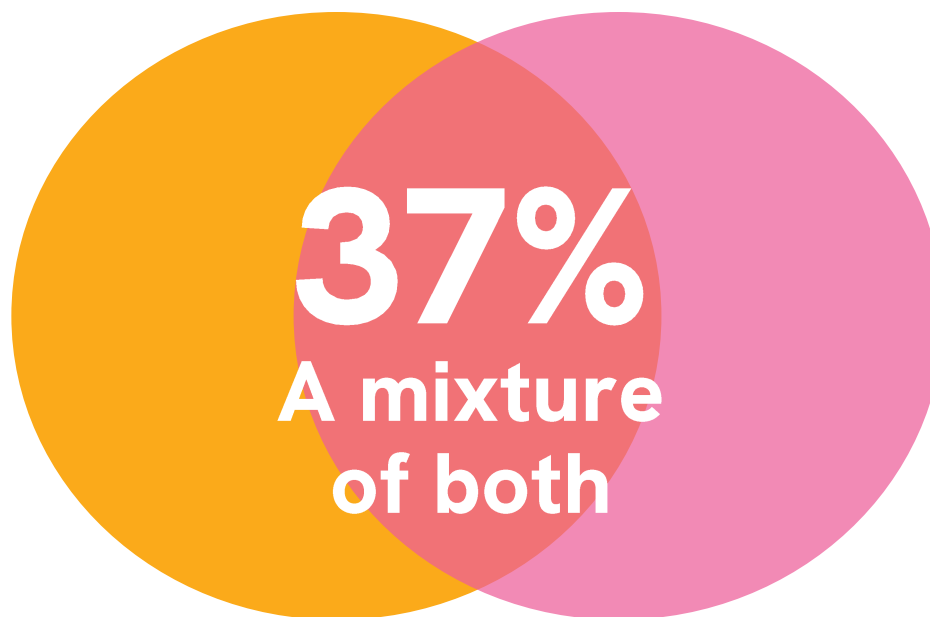
Whilst more consumers are leaning towards premium serves, it still remains important to offer a range of Cocktail serves that appeal to both premium and value consumers

Would you say the Cocktail(s) you typically drink are mostly...

34%

Premium
high-quality
Cocktails

+10pp vs Q1 2023



-10pp vs Q1 2023

29%

Value Cocktails

(i.e. lower priced, or in a 2-4-1 or Happy Hour deal)

-1pp vs Q1 2023



Consumers are willing to experiment with their Cocktail choices frequently, creating opportunity for bespoke serves

33%

of consumers who would pick a signature serve do so **every time or almost every time**

+1pp

30%

of consumers try a new category in a cocktail **every time or almost every time**

+3pp

EXAMPLE SLIDE

Operators should look to optimise their promotion/discount offerings to increase ROS outside of key trading periods

59%

of consumers would visit a venue for cocktails midweek if they offered midweek promotions/discounts

64%

of consumers would visit a venue for cocktails earlier in the day instead of the evening if they offered promotions/discounts

EXAMPLE SLIDE

Investment

Discount available for multiple purchase across deliveries:

- + Option 1 - £6,000: 1 ad-hoc report delivery
- + Option 2 - £9,000: 1 year subscription (2x deliveries)
- + Option 3 - £14,000: 2 year subscription (4x deliveries)

With opportunity to tailor report with bespoke questions at £750 per (closed) question and 5 bespoke questions (closed) for the discounted rate of £3,000



Why CGA?

CGA by NIQ provides definitive On Premise consumer intelligence that reveals new pathways to growth for the world's most successful food and drink brands. With more than 30 years of best-in-class research, data, and analytics, CGA by NIQ provides the Full View(TM).

CGA by NIQ works with food and beverage suppliers, consumer brand owners, wholesalers, government entities, pubs, bars, and restaurants to protect and shape the future of the On Premise experience. Using the most complete and clear understanding of measurement and insights, CGA by NIQ provides a competitive edge to guide winning strategies for On Premise businesses.



To learn more about
how to optimise your
On Premise Cocktail
strategy, get in touch:

Get in touch:

Phillip Montgomery

Director of Client Services UK & Ireland

phillip.montgomery@nielseniq.com

