

# NEW ZEALAND PULSE+ SNAPSHOT

June 2024



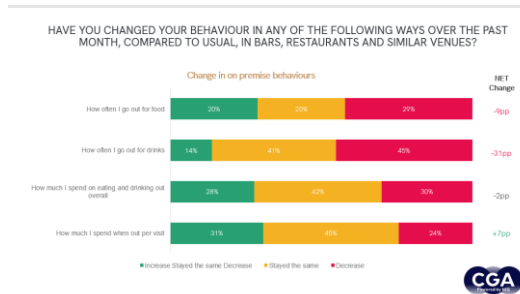
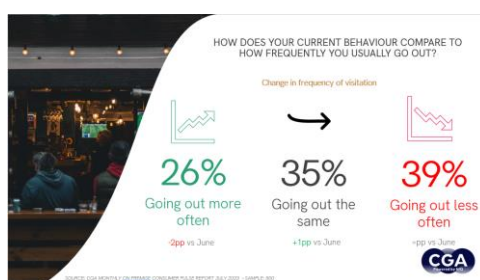
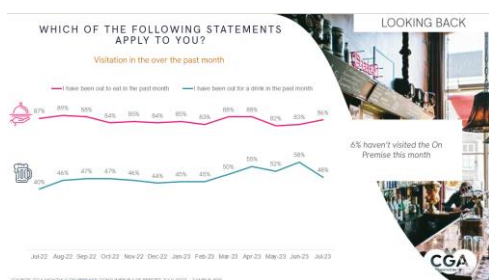
## CGA by NIQ Pulse+ Reports

CGA's Pulse+ Reports help suppliers and manufacturers across food and beverage keep a pulse on the On Premise industry by featuring current insights derived from a variety of our best-in-class data tools.

### 1 PPT report sent per month

#### +1 Pulse+ Consumer:

Gauging perception of On Premise visitors nationally on trends that are taking place in the channel. Subjected topics change with each month for fresh, relevant content.



Get in touch with James Phillips – Client Solutions Director ([James.Phillips@nielseniq.com](mailto:James.Phillips@nielseniq.com)) to learn more about subscription access and wider capabilities.

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## CONSUMER RESEARCH:

BEHAVIOUR IN THE LAST MONTH

84%

have been out to **eat** in  
bars/restaurants in the past month  
(0pp vs May 2024)

44%

have been out to **drink** in  
bars/restaurants in the past month  
(-1pp vs May 2024)



47%

Highest over-indexing drink category for March:  
of consumers have had Soft drinks  
in the On Premise over the past  
month  
(0pp vs 12-month average)

Frequency of visitation compared to typical behaviour

24%

of consumers

Are going out more often  
than usual for this time of  
year

45%

of consumers

Are going out less often than  
usual for this time of year

Hot topic - Premiumisation in the On-premise

16%

Are choosing more premium  
drinks/ brands

16%

Would visit high quality/  
premium venues