

REACH Spotlight Report:

Driving local market beverage success

Win with consumers in the On Premise by leveraging CGA by NIQ insights

2024

NIQ



Driving local market beverage success

Underpinned by CGA's Global REACH findings of consumer trends across the world, ***uncover local nuances and actionable insights to help drive your business growth in your market before the end of 2024.***

This new-to-market REACH spotlight report is a streamlined exploration of how to win with consumers and explores key trends from the study, local to your market:

- + Defining & reflecting on the local market
- + Evaluating the changing path to purchase
- + Harnessing the power of social media



Shape your brand, marketing & sales strategy around the most profitable On Premise visits

How this report can help you:



**Quantify visits
and spend in
the local On
Premise**



**Uncover size
of the prize
opportunities
for your brand
growth**



**Optimise
activations and
marketing
investment along
consumer path to
purchase**

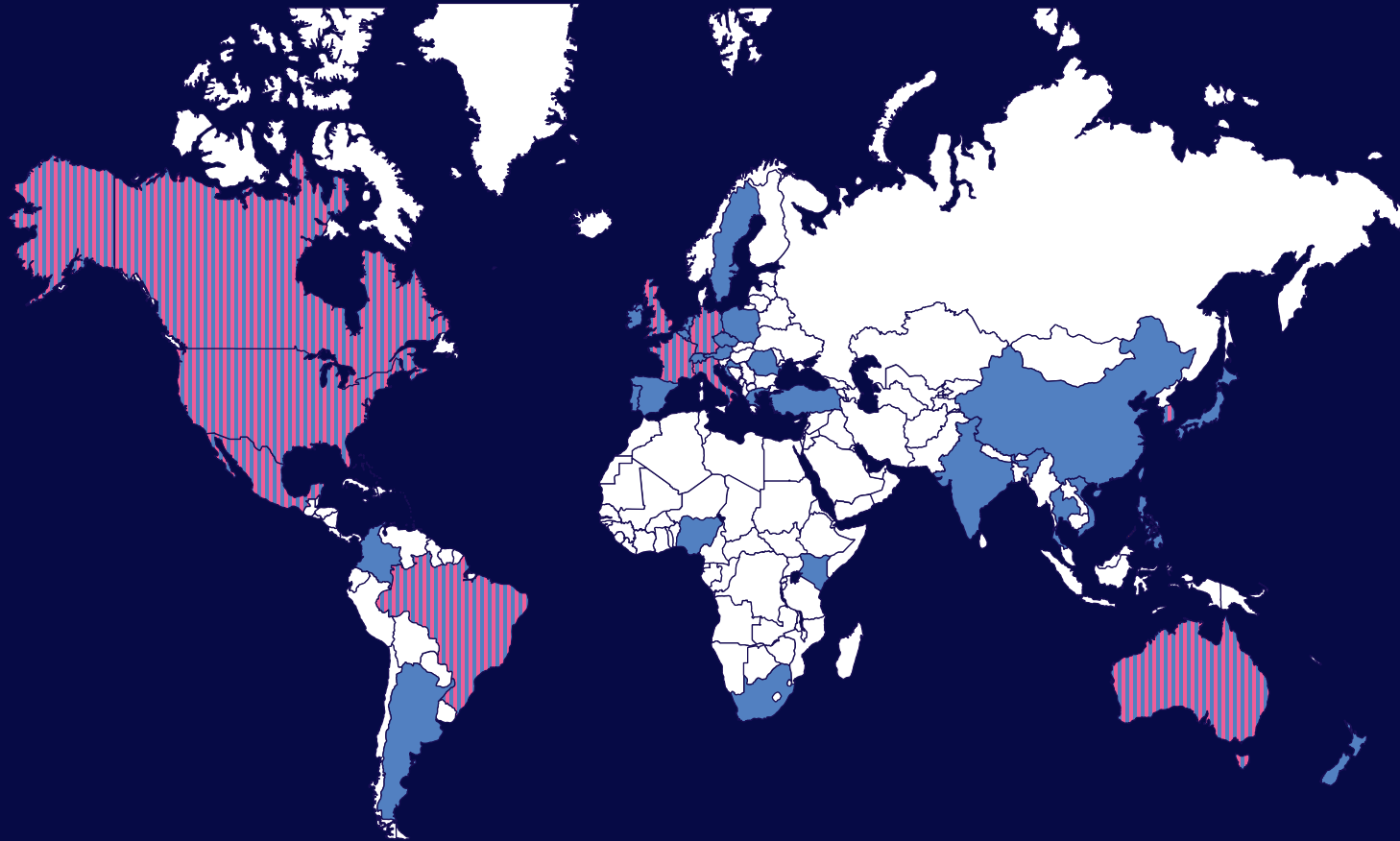


**Drive digital
visibility &
engagement with
consumers
interactions
through social
media**

All findings can be broken down by category and local market

REACH methodology

Global insight from 38 countries, 30,000 On Premise consumers, 600 operators and a selection of bartenders across the globe 15-minute online survey with On Premise users, nationally representative of above LDA age, gender and region*



Consumer research conducted in:

Argentina	Greece	Portugal
Australia	Hong Kong	Romania
Austria	India	South Africa
Belgium	Ireland (ROI and NI)	South Korea
Brazil	Italy	Spain
Canada	Japan	Sweden
China	Kenya	Switzerland
Colombia	Mexico	Taiwan
Croatia	Netherlands	Thailand
Czechia	New Zealand	Turkey
France	Nigeria	US
GB	Philippines	Vietnam
Germany	Poland	

**The European average is based on the following countries: GB, Spain, Germany, Greece, Sweden, Croatia, Italy, Austria, Czechia, Switzerland, Portugal, Netherlands, Ireland, Poland.*

*with slight flex in smaller/harder to reach markets

Report highlights



Defining & reflecting on the local market

Understand who the category consumer is, their motivations and behaviours and how they are engaging with the category in the On Premise



Evaluation the changing path to purchase

Overview of the On Premise consumer, the factors influencing their decision making, and the sources of information helping boost consumption



Harnessing the power of social media

The influence of social media, how consumers' behaviour and their experiences can boost consumption



Consumers gravitate towards the category to
indulge themselves, and spend quality time

‘FOR A TREAT’

is the

#1

reason consumers choose to drink <Category>

#2 TO RELAX

#3 TO SPEND TIME
WITH RELATIVES
(FAMILY, FRIENDS, COLLEAGUES)

A value for money trade-off is considered quality amongst <Category> drinkers

Based on what I spend when I eat and drink out, value for money is...



Having a strong online presence is vital for attracting <Category> consumers
they're much more likely to check online before visiting than the average consumer

When you seek additional information before visiting venues, which of the following are you looking for? | <Category> Drinkers



ONLINE REVIEWS

x%

Regularly look at the
venue's online reviews
before their visit

(+ypp vs average global visitor)



DRINK MENU

x%

regularly check the
venue's online drink
menu before their visit

(+ypp vs average global visitor)



SOCIAL MEDIA

x%

regularly look at the
venue's social media
before their visit

(+ypp vs average global visitor)

<Category> Consumers are easily influenced by social medias, it is a mean that raises their interest and envy.

1 in 3 (x%)

<Category> consumers agree that they often order new and exciting drinks that they see on social media

+ypp vs the average consumer

x%

Of <Category> consumers have purchased a drink in a venue or shop that they first noticed on social media/ online

+ypp vs the average consumer



Investment

1 market-specific report : **4,800€**
Delivered in PDF format



Supporting clients to achieve growth in the On Premise

Measure the market...

and track your sales performance
against your competitors

Win with consumers...

in On premise channels and occasions
by knowing how to influence path to
purchase and brand choice

Grow distribution...

by identifying and targeting the outlets
in the channels with the greatest sales
and consumer opportunities for your
brands

Gain a tactical advantage...

with outlet level sales, pricing and
ranging analytics combined with
consumer insights brands

Why CGA by NIQ?

On Premise specialization

CGA's expertise in the On Premise sector is crucial for unlocking insights that truly make a difference. Generic insights are not valuable in this unique sector, and CGA's specialization ensures the relevance and impact of the insights provided at a local and global level.

Comprehensive understanding of the market

CGA offers a complete and specialist view of the On Premise market. By analysing consumer behaviour, category trends, venue types, brands, and occasions, it provides a comprehensive understanding to drive sales and growth.

Built by On Premise experts

CGA's team consists of On Premise consumer research specialists who possess in-depth knowledge and understanding of the sector. They employ world-leading research techniques and leverage their expertise to deliver clear, actionable, and robust insights.

Contact Us

To learn more and purchase the report, speak to a member of the team today:



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