

Global Bartender Opportunities: Driving beverage success in the On Premise

Global Bartender Report 2025
Powered by BarSights

CGA by NIQ





Why bartender research?

The On Premise is a highly unique sector in which a key stakeholder stands between your consumers and your brands: The bartender. Brand advocacy from bartenders plays a huge role in On Premise sales.

79% Of bartenders globally typically marking a drinks recommendation every shift

Bartenders say the guest will order that recommended drink most times or more **95%**

Beyond this, unlocking insights from bartenders can be key for predicting market trends and opportunities, particularly in the premium/luxury space.

This industry-leading study delves into the insights, preferences, and trends within bartending. The findings can be leveraged to gain a competitive edge and foster stronger relationships among industry professionals

BarSights

What sets CGA by NIQ apart

- BarSights is the **largest study into hospitality professionals globally**, surveying 1,500 hospitality professionals around the world, allowing for comprehensive insights into a crucial audience for you and your brands.
- The study is **strengthened by working with bartender associations**, through capturing high-quality responses from committed hospitality recipients.
- Data is analysed by **CGA's On Premise experts**, delivering high quality and actionable insights to improve advocacy, drive staff recommendations and gain share.
- BarSights powers our *Global Bartender Report*, presenting an invaluable opportunity for beverage suppliers to connect with and drive advocacy among bartenders worldwide.
- By leveraging the findings of this report, **gain a competitive edge**, enhance your product positioning, and foster stronger relationships with the bartender community.



BarSights Methodology

Covering markets from across Europe, Asia, Oceania and The Americas:

- UK
- USA
- Australia
- France
- Korea
- Japan
- Germany
- India
- Mexico
- Spain

- Surveying 150 bartenders/managers/hospitality decision makers per country who currently work in the On Premise
- Bartenders have all worked in the industry for more than 6 months
 - They work in a range of premium outlet types, both food- and drink-led
- Fieldwork conducted in January 2025
- Full report available from April 2025
- Working closely with Bartender Associations across the globe to facilitate this project



barcats

Lush Life



Driving beverage success in the On Premise

How the report can support your bartender strategy

Drive advocacy of brands: Bar staff play an invaluable role in the consumer path-to-purchase and can be vital influencers of consumer decision making through their recommendations. This report will be key for ensuring staff are recommending your brands.

Unprecedented Insights: Gain a deep understanding of bartenders' demographics, work experience, industry knowledge, and preferences, allowing for targeted strategies tailored to their needs.

Market Intelligence: Stay ahead of the competition by accessing valuable data on popular drinks and emerging trends, at both a global and regional level, as told by those who know the industry the most.

Optimize Engagement: Understand how best to interact with bartenders from online communities and engagement programs, to the role sales reps will play.

Strengthen Supplier-Bartender Relations: Understand how bartenders interact with suppliers, their sentiment towards brands, and drivers behind their supplier preferences, facilitating stronger partnerships and collaboration.



Uncovering Bartender Opportunities

What's covered in the report

How to Drive Brand Advocacy

Uncover what drives bartenders to recommend specific brands, drinks, and categories. Learn which brand characteristics resonate most, how frequently recommendations are made, and how to increase the likelihood of customer uptake - turning bartenders into powerful advocates for your brand.

The Dynamics of Brand Sentiment and Loyalty

Gain critical insights into bartenders' relationships with brands, from their favourites to those they actively avoid. Explore what makes a brand earn loyalty, how easily sentiment can shift, and the measurable outcomes of being a favoured brand - such as increased advocacy, engagement, and collaboration.

The Importance of Education and Training

Understand the role education and training play in bartender career development and brand loyalty. Identify the priority areas where bartenders seek to learn, which training methods work best, and how education directly impacts their advocacy, brand sentiment, and professional growth.

Bartender Wellbeing and How to Support

Explore the challenges bartenders face - logistical, operational, and personal - and how wellbeing support can positively impact their careers. Understand the responsibility suppliers have, the current state of wellbeing, and how meaningful support enhances brand relationships, trust, and engagement.

Reaping Benefits from Events and Competitions

Discover which types of events and competitions resonate most with bartenders and why they participate. Identify the key barriers, desired event characteristics, and how engagement impacts brand sentiment, advocacy, and stocking decisions - helping suppliers maximize their event ROI.

Key Trends and Insights across Drink Categories

Stay ahead of the curve with bartender-driven insights on drink trends across beer, spirits, and cocktails. Learn which brands and categories are best placed to win, how trends are followed by bartenders, and what's driving consumer behaviour - such as experimentation, premiumisation, and moderation.

Training support stands out as a key area for suppliers to help, with newer bars and keep-up with industry trends, whilst the more seasoned profiles are also looking for operational support to offload some of the training

Top over indexing career challenges split by years of experience

	Under 5 years	5 – 10 years	10+ years
#1	Non-contracted hours +4pp	Lack of time to socialize +4pp	New staff need training +8pp
#2	Competition with other bars +4pp	Difficulties progressing in my career +3pp	Work-life balance +7pp
#3	Staying on top of drinks trends +2pp	Work-life balance +2pp	Not enough staff +7pp

Source: BarSights Global Bartender Report – sample: 303-628

Reps and ambassadors play a crucial role here as the main touchpoint of your brand. Genuine and personalized approaches will be critical for establishing fruitful relationships.

How important are the following when it comes to having a good relationship with a drinks supplier?



Logistics and flexibility

89%



A passion/
understanding
for your venue

88%



Relationship
with sales
rep/brand
ambassador

88%



Bar staff training
/ perfect serve

84%



Thought
leadership /
recommendations

78%



In outlet
activation

76%



Support
designing
menus

64%

Source: BarSights Global Bartender Report – sample: 1495

Only

58%

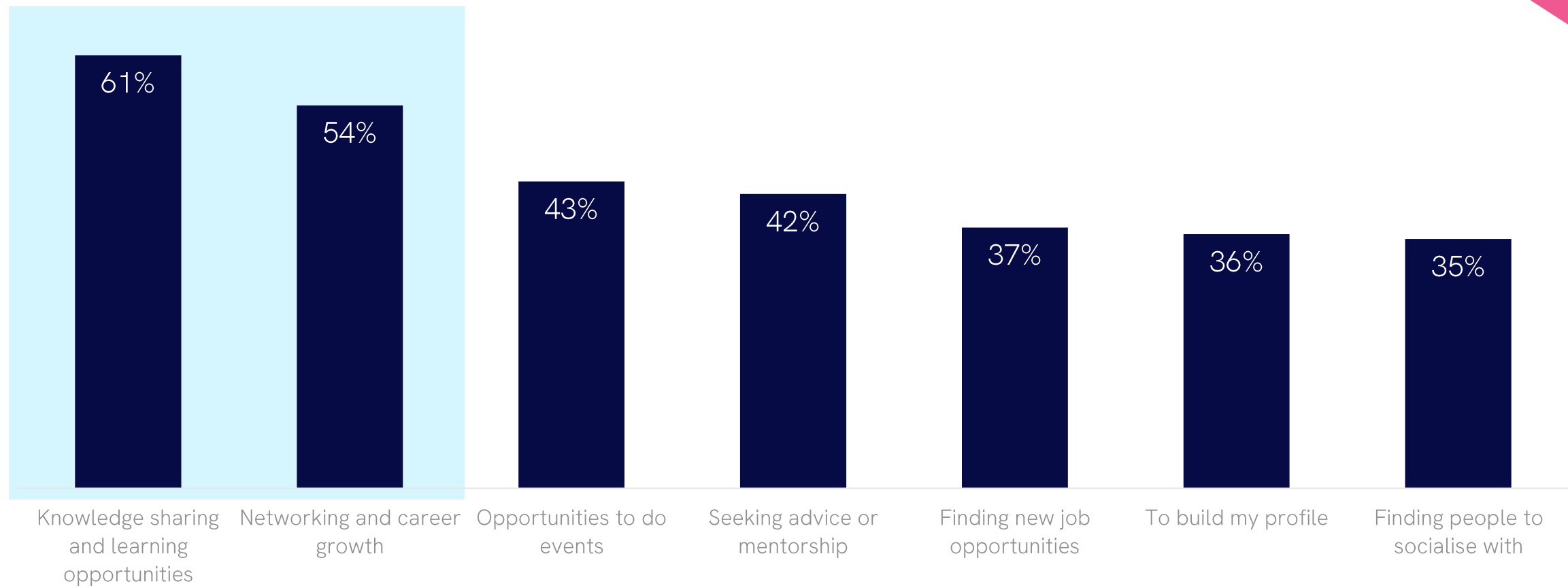
Of bartenders
agree/strongly agree

'It is easy for bartenders to
access high quality training
for their careers'



These bartenders will typically interact with communities and engagement pro
of reasons, it is important for initiatives to meet the educational and network

What motivates you to interact with bartender communities?



Source: BarSights Global Bartender Report – sample: 1300

Country-level reports

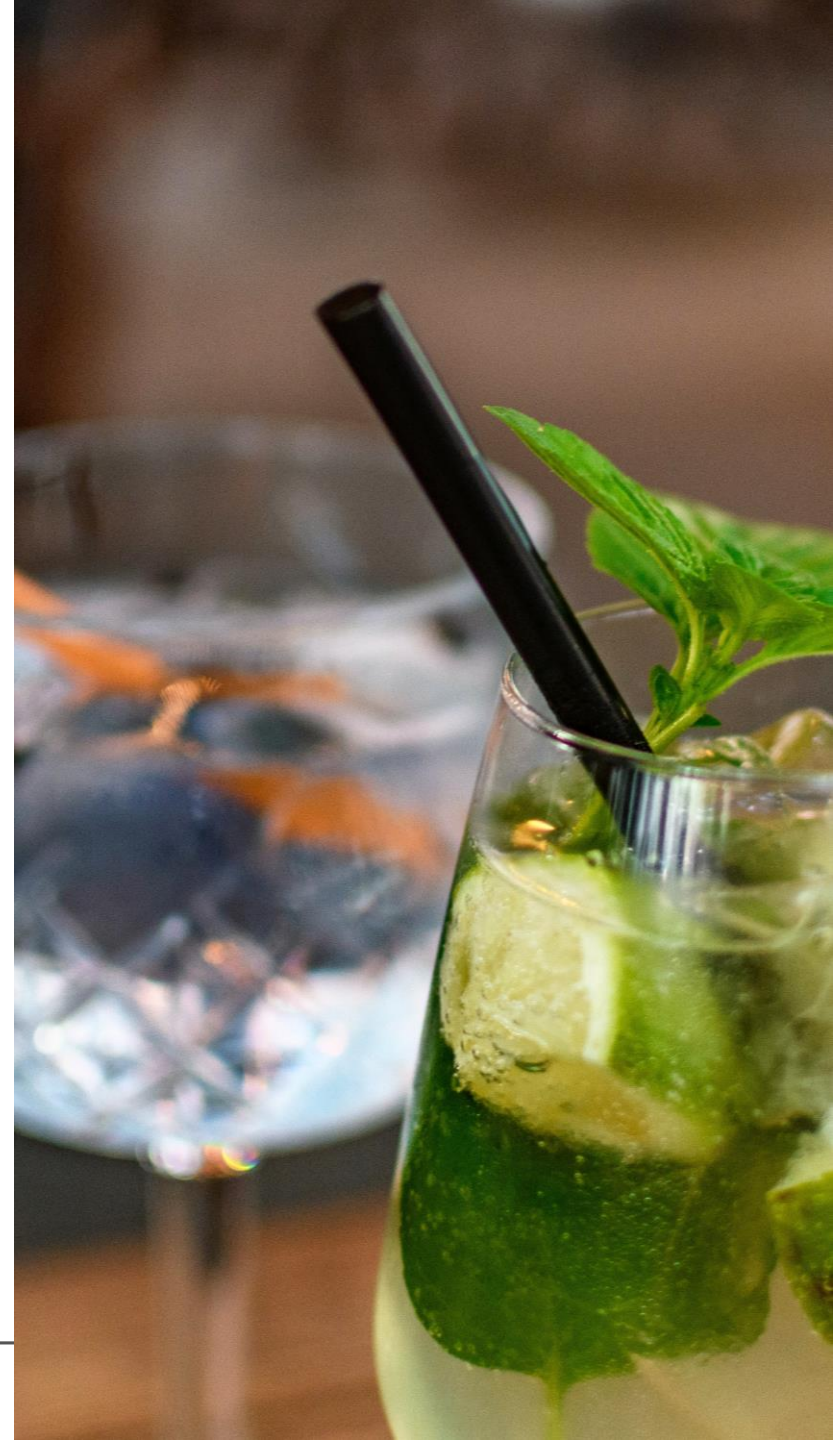
Market insights based on a robust sample of 150 bartenders per country

- Understand the market nuances and the needs of hospitality professionals at a market level by purchasing country level BarSights insight.
- Market-level reports are available for all countries included in the study and provide a rich insight into how to win with hospitality professionals, how to drive advocacy and the trends impacting specific countries

What you will receive

- An in-depth report providing market level findings and recommendations allowing you to build relationships with this crucial audience, delivered in local language
- A virtual presentation of findings, delivered by CGA by NIQ experts

To find out more about the local report and investment – get in touch with the team.



Additional Bartender & hospitality staff capabilities

With CGA by NIQ's network of hospitality professionals and bartenders, we can undertake customised, ad-hoc research with this critical audience to meet the needs of any specific brief with high-quality insights



Quantitative

- Online surveys with specific target groups to robustly measure and assess performance
- CATI interviews with harder-to-reach and niche audiences for specific queries

Qualitative

- In-depth-interviews to provide depth, explore topics of interest and gauge opinion
- Focus groups and moderated discussions for debate and thought leadership
- Virtual / non-moderated VoxPop style recordings

Mixed methods

- Concept testing, workshops and feedback from professionals for logistics & operational feedback on NPD and redesigns
- Mobile diaries and longitudinal studies for on-going research
- Trend identification study

Contact Us

Get in touch to find out more



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