



Daypart Analytics

*Unlocking opportunities to maximise sales across dayparts
and maximise rate of sale*

2025

NIQ





Unveiling trends in daypart consumption

Consumer visits to the On Trade are trending earlier in the day, prompting many operators to adjust their trading hours in response to perceived shifts in demand.

But not all audiences follow the same pattern—Gen Z, for example, bucks the trend entirely.

So how do you identify the right daypart opportunities for your brand—and support operators in understanding the wider opportunities playing out beyond the walls of their own venues?

With **granular insights into daypart sales**—by brand and by category—you can unlock your brand's full potential and make sharper strategic decisions.

Capture how On Premise dynamics shift throughout the day:

Our hourly analysis by brand and category **maps evolving behaviour, identifies peak moments, and surfaces whitespace opportunities**—empowering smarter activation and cross-functional planning.

Daypart Analytics: Insightful by the Hour

Turn Data into Growth

From refining promotional timing to evaluating the impact of key events, Daypart Analytics gives you the clarity to drive ROI and stay ahead of consumer demand.



Benchmark day part sales performance against category and competitors to **proactively realign strategy, mitigate risks, and address areas of underperformance.**



Leverage hourly-level insights to **precisely time activations** and target sales when and where they'll have the greatest impact.



Equip your commercial teams with **compelling, data-backed sales stories**—using hourly consumption insights to demonstrate relevance, unlock growth conversations, and build credibility with customers.

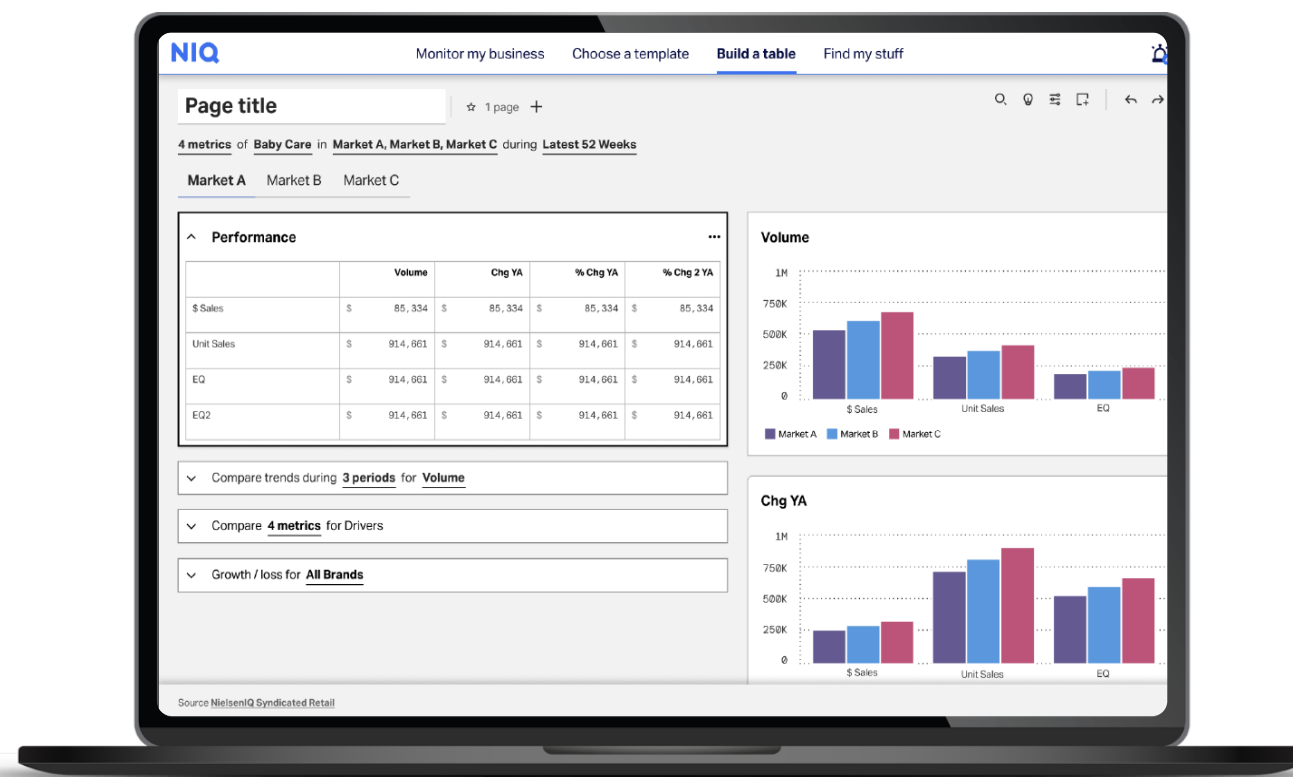
Insight & recommendations delivered by our experts and available via self serve platform

Understanding performance throughout the day

Powered by CGA's Managed Volume Pool of c.8,000 outlets, analysis brand and category performance can be conducted with the ability to benchmark versus the market, category and your tailored competitor set, understanding key measures like share of category by daypart, category share of day and rate of sale by day part.

Access the data you need

- Access and self-serve your data needs through an intuitive PowerBI dashboard
- Select category and brands of choice (BWS)
- YoY analysis (QTR vs YA)
- Access Market view data
- Access competitor set view
- Metrics include:
 - Rate of Sale
 - Share by Daypart (sales mix across the day)
 - Share of Category (% share on the day)





Daypart Analytics

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Case Study: Leveraging Daypart Analytics to Strengthen Market Position for a Premium Tequila Brand

Background

An established premium tequila brand faced declining sales and market share due to competition from a new entrant. The brand needed to understand where it was losing ground and develop a strategy to reclaim market dominance.

Approach

Using daypart analytics, the brand identified that while it outperformed the new competitor in midday and mid-afternoon sales, it was losing significant traction during the high-rate-of-sale late-night occasion. This insight highlighted a key weakness in its market presence.

To refine its strategy, the brand integrated consumer data from OPUS, which provided deeper insights into drinking behaviours and preferences during late-night occasions.



Key Findings & Strategy Adjustments

Targeted Late-Night Activation:

The brand developed a tailored activation strategy based on consumer needs during late-night drinking occasions. This included promotions, strategic partnerships with venues, and marketing efforts focused on nightlife experiences.

Optimized Product Range

Positioning: Data revealed that different styles within the premium tequila's range performed differently by time of day. The reposado variant, in particular, had strong potential for late-night occasions.

Preserving Listings Across the

Portfolio: By demonstrating the unique role of each tequila variant throughout the dayparts, the brand successfully protected listings for its full range, reinforcing its relevance across different consumption moments.

Outcome

This strategic shift allowed the premium tequila brand to regain momentum during late-night occasions, compete more effectively with the new entrant, and strengthen relationships with On Premise partners. By leveraging data-driven insights, the brand not only safeguarded its market position but also optimized its offerings for maximum impact.

Daypart Analytics provides brand and category insights by the hour to map evolving On Premise dynamics and behaviours throughout the day, uncovering valuable opportunities and helping shape business strategies across essential brand functions.

To discover more about Daypart Analytics and optimizing your strategy for success, visit www.cgastrategy.com

Why CGA by NIQ?



On Premise specialisation: 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 specialisation ensures the relevance and impact of the insights provided to help you succeed.



Comprehensive understanding of the market: CGA offers a complete and specialist view of the On Premise market. By analysing consumer behaviour, category trends, brand performance, and occasions, access a comprehensive understanding that can be utilised by various teams within your business.



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

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