

Understanding the modern luxury consumer

Providing a comprehensive and authentic view of the modern luxury drinks consumer, enabling a holistic understanding of their behaviours, preferences, and motivations that frame purchasing decisions



When premium extensions succeed in the luxury space, a ripple effect is created that elevates the entire brand portfolio

Enhance brand prestige & amplify your brand story by truly knowing your luxury consumer

Boost Brand Prestige: Craft brand stories that emotionally resonate with luxury consumers.

Unlock Premium Revenue: Engage price-insensitive buyers to strengthen revenue resilience.

Refine Messaging: Target key segments – from status seekers to subtle connoisseurs.

Stay Ahead of Trends: Align with digitally native, experience-driven luxury lifestyles.

Engage Younger Audiences: Understand Gen Z and Millennial venues to ensure relevance.

Capture On-Premise Opportunities: Convert the 38% of luxury-identifying visitors into loyal customers and elevate portfolio opportunity with these aspirational On Premise visitors.

Enhance Retail Strategy: Tailor propositions for luxury retail and hospitality environments.

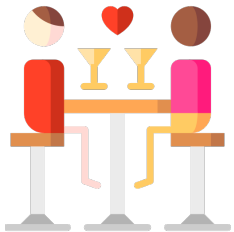
Research Objectives

What you will discover through this research study

Through this project, CGA by NIQ will explore the dynamic and fast-evolving landscape of luxury. We'll identify and profile today's luxury consumer, examining how their preferences vary across shifting demographics, and reveal which segments present the most strategic opportunities.

This will then delve into On Premise habits and behaviours, offering deep insights into perceptions, positioning, and the critical factors that influence consumer decision-making. You'll discover the key levers to activate in order to elevate your brand and succeed in the competitive luxury space.

Profiling the luxury consumer in today's landscape



Identifying and exploring key trends to be learning from, and engaging with



Understanding the importance of menu psychology



Align with what your customers need



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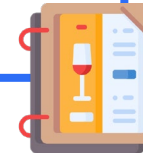
- **Who the luxury consumer is:** Uncover the defining characteristics, behaviours, and mindsets of today's high-end consumer.
- **Which consumer groups offer the greatest opportunity:** Identify the most valuable segments to target.
- **What drives their On Premise experiences:** Explore their interests, motivations, and behaviours during luxury visits.
- **What they're drinking and why:** Gain insight into their drink choices and the factors influencing their decisions.
- **How generational dynamics shape luxury consumption:** Understand how preferences and expectations shift across demographics.

Identifying and exploring key trends to be learning from, and engaging with



- **The role of emerging categories:** Explore how trending spirits such as tequila are carving out space in the luxury market, and how their performance and positioning differ from mainstream channels.
- **The influence of serve type across categories:** Understand how presentation, format, and context impact consumer preferences, and what today's luxury consumers are seeking from their drink experience.
- **What drives brand perception in the luxury space:** Uncover the core factors that shape how consumers view and value brands, from storytelling and heritage to exclusivity and experience.

Understanding the importance of menu psychology



- **The role of menu:** Discover what role menus play within the luxury space, and how that compares across key consumer groups.
- **Where menu has the greatest impact in the visitor journey:** Identify the moments within the venue experience where the menu becomes most influential in guiding decisions.
- **Its role in the broader decision-making process:** Understand how menu interacts with other factors, such as ambiance, staff recommendations, and brand awareness, to drive final selections.

Align with what your customers need



- **Understand the key challenges your customers face in the luxury space:** Gain insight into the pressures, pain points, and evolving expectations shaping their decisions.
- **What defines the ideal supplier in the eyes of your customers:** Learn what luxury operators truly value from their partners, and how to position yourselves as their first-choice supplier.
- **How to build advocacy and fuel portfolio growth:** Discover strategies to foster deeper relationships, turn customers into brand advocates, and unlock long-term growth opportunities across your luxury offerings.

Research Approach

How the results will be gathered

CGA by NIQ will use a multi-phased approach utilising both quantitative and qualitative methodologies to build a full 360 view of the luxury consumer:

Phase 1:
Consumer quantitative
online survey



Phase 2:
Consumer qualitative
focus groups



Phase 3:
Interviews with
hospitality professionals



Phase 1: Consumer quantitative online survey



- To build a clear and data-driven understanding of the modern luxury consumer, we will conduct a quantitative online survey leveraging an exclusive panel of premium consumers.
- This methodology will allow us to construct a detailed profile of this influential audience, capturing their behaviours, preferences, and defining characteristics within the luxury space.
- Using a convenience sampling approach, we will gather a robust and reliable read of typical luxury consumers visiting the On Premise, following what their typical visits entail, what they are looking for, and how they are making their drink purchase decisions.

Phase 2: Consumer qualitative focus groups



- Next, we will adopt a qualitative approach through targeted online focus groups, designed to explore the underlying motivations and decision-making drivers behind luxury consumers' behaviours in the On Premise. This phase will provide a deeper understanding of the 'why', Uncovering the key occasions, emotional triggers, and contextual factors that influence their choices.
- Building on the findings from Phase 1, we'll also investigate emerging trends in more detail and explore how luxury consumers engage with menus, offering valuable insights into menu psychology and its role in shaping premium drink selection.
- These sessions will be facilitated by our experienced consumer research specialists and will include luxury consumers from across the UK, ensuring a broad and diverse range of perspectives.

Phase 3: Interviews with hospitality professionals



- Finally, we will engage directly with key stakeholders who have close, day-to-day interactions with luxury consumers, gathering first-hand insights into their expectations of suppliers, the challenges they're currently navigating, and how sales and consumer engagement are evolving within the luxury landscape.
- This phase will also reveal how brands can enhance advocacy, foster deeper relationships, and position themselves for long-term growth in the premium On Premise space.
- These in-depth interviews will be expertly moderated by our consumer research team and will include a diverse range of industry professionals, from seasoned bartenders to venue owners and operators.

Key benefits of the study

Understanding how to execute a successful modern luxury strategy

Providing actionable insights to support premium positioning, elevate in-venue presence, and build lasting relevance with the modern luxury consumer

Refine targeting and segmentation strategies

By defining who the modern luxury drinker is and what they value, your brand can better identify high potential audiences and tailor propositions to resonate accurately with luxury consumers.

Inform brand positioning and storytelling

Insights into consumer perceptions of luxury will help ensure that your brand can position themselves to align with luxury consumers through creative assets, and communications that meaningfully interact with this discerning audience.

Optimise On Premise in-venue execution

Investigating the essential cues that help position a brand as premium within the on-trade environment and secure both first and repeat orders.

Strengthen bartender and venue alignment

Build a clearer view of what luxury consumers respond to, so you can collaborate more effectively with bartenders and venue staff to enhance brand advocacy and visibility.

Identify development and innovation opportunities

Understand opportunities for product development, innovation or experiential activation through both emerging and changing behaviours.

Support long-term brand equity building

Consistently meet the needs of modern luxury consumers with perfectly executed presence and emotional connection to drive brand trial and long-term loyalty.

Investment

Full Report: Understanding the modern luxury consumer

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By CGA by NIQ
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What's included?	Investment
Access to luxury research study results & tailored presentation and workshop	<i>Price upon request based on specific client requirement</i>

Prices exclude VAT

Premium outlet examples:

Albert's at Beaufort House	Claridges Bar	Hora	Seabird
All Bright - Maddox Street	Clove Club	House Party	Seed Library
Alma	Connaught Hotel Bar	Hovarda	Selene
Amaro	Corinthia Hotel	Hoxton Grill	Sexy Fish
Amaya	Covent Garden Grind	Hoxton Holborn	Sexy Fish - Manchester
Amazonico	Cowley Manor	Hoxton Southwark	Shangri-la
Annabel's	Coya Mayfair	Hutong	Shiro
Aqua Brit	Crazy Pizza Knightsbridge	Hux Hotel	Shoreditch Arts Club
Aqua Kyoto	Cubanista	Hyatt Regency-The Churchill	Shoreditch Grind
Aqua Nueva	Daphnes	Hyde - Black Lacquer	Sketch
Arcade	Darby's	Hyde - Leydi	Social Eating House
Arros QD	Dean Street Townhouse	Inca London	Sofitel St James
Arts Club	Dear Darling	Intercontinental:Arch Bar	Soho Grind
Ave Mario	Decimo	Isabel	Soho House
Azteca Battersea Rise	Discount Suit Company	Ixchel	Soma
Azteca Chelsea	DND	J Sheekey	Spy Bar
Azzurra	Duck & Waffle	Jacuzzi	St James Hotel and Club
B London	Duck and Rice	Jamavar	St Martins Lane - Main Bar
BACCHANALIA	Dukes	Julies	St Pancras Renaissance Hotel
BAGATELLE	Dukes - Great British Restaurant	Jumeirah:Carlton Tower	Stafford
Bar Americain @ Brasserie	EDITION Hotel lobby bar	Jumeirah:Lowndes	STEREO
Zedel	Eight Members Club	Jurema @ Mandrake Hotel	STK
Bar Thirteen	Equal Parts	Kettners townhouse	STK Stratford
Barrafina	Eve Bar	KOKO	Story
Barts	EXPERIMENTAL COCKTAIL	KOL	Story Cellar
Bauhaus Warehaus	CLUB	Koyon	Stringfellows
BEAT	Fallow	Ritz	Sucre
Beaufort Bar	Fischer's	Sale e Pepe	YOPO @ Mandrake Hotel
Beaverbrook Townhouse	Four Seasons Park Lane	Sanderson Hotel	Zephyr
Bebe Bob	Four Seasons Trinity Sq	Satan's Whiskers	Zum Barbarossa
Benares	Fulham Pier	Savoy Grill	Zuma
Berners Tavern	Gaia		



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To understand how to execute a successful modern luxury strategy
- let's connect!



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