

CGA by NIQ Christmas Report 2025

Combining consumer and sales data to inform your
strategic decisions during the peak festive
On Premise sales period

NIQ

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An investigation into consumers interactions, habits, decisions and motivations in the On Premise over the festive period, providing tangible insight to understand who and where consumers are engaging with and how to maximise your strategies.



A nationally representative survey of 2000 (GB) and 1000 (Ireland - 750 for Republic of Ireland and 250 for Northern Ireland) On Premise consumers to understand festive behaviours and attitudes within the eating and drinking out market.



Total market sales data plus daily and weekly insights from 8,500 Managed EPOS outlets with breakdown of key dates, Category & Supplier performance and the role of premiumisation.

Report Highlights



Sales Trends over the Festive Period	Key Channels & Occasions	Consumer Profile & How to Win?
Volumetric analysis of On-Premise Christmas performance	Who/Where/when to target	Explore decisions, motivations & path to purchase
Breakdown of key festive dates	Understand the mix of venues and occasions on out of home visits	Driving trial & engagement
Category & Supplier performance	*Determine drivers to visiting channels & pre-booking over the festive period	Understanding trade up
		Perfect product offering
		Activating effectively



Why Invest in the CGA by NIQ Christmas Report?

- **Actionable Insights:** Understand consumer motivations, category performance, and key festive occasions to shape winning strategies.
- **Win sales in the market:** Identify growth opportunities, refine forecasts, and align activations with evolving festive trends.
- **Market Intelligence:** Access comprehensive sales data and trends from 8,500 Managed EPOS outlets.
- **Engage Effectively:** Drive trial, loyalty, and premiumisation with the right product mix and tailored activations.
- **Consumer-Centric Focus:** Explore decisions, pre-booking behaviours, and trade-up opportunities to maximise festive ROI.
- **Competitive Edge:** Stay ahead by targeting the right consumers, channels, and occasions during the peak festive season.

Hot Topics spotlight for the 2025 Christmas report

Key themes shaping consumer behavior and market opportunities this festive season

- **Moderation Over the Festive Period**

Mindful drinking continues to shape choices, with alcohol-free and low-alcohol options gaining visibility.

- **Christmas Parties**

Work and social gatherings remain key occasions, driving demand for group packages and premium experiences.

- **Off-Trade Opportunities**

At-home celebrations are on the rise, creating space for RTDs, festive cocktail kits, and premium retail offerings.

- **Pre- and Post-Drinking Trends**

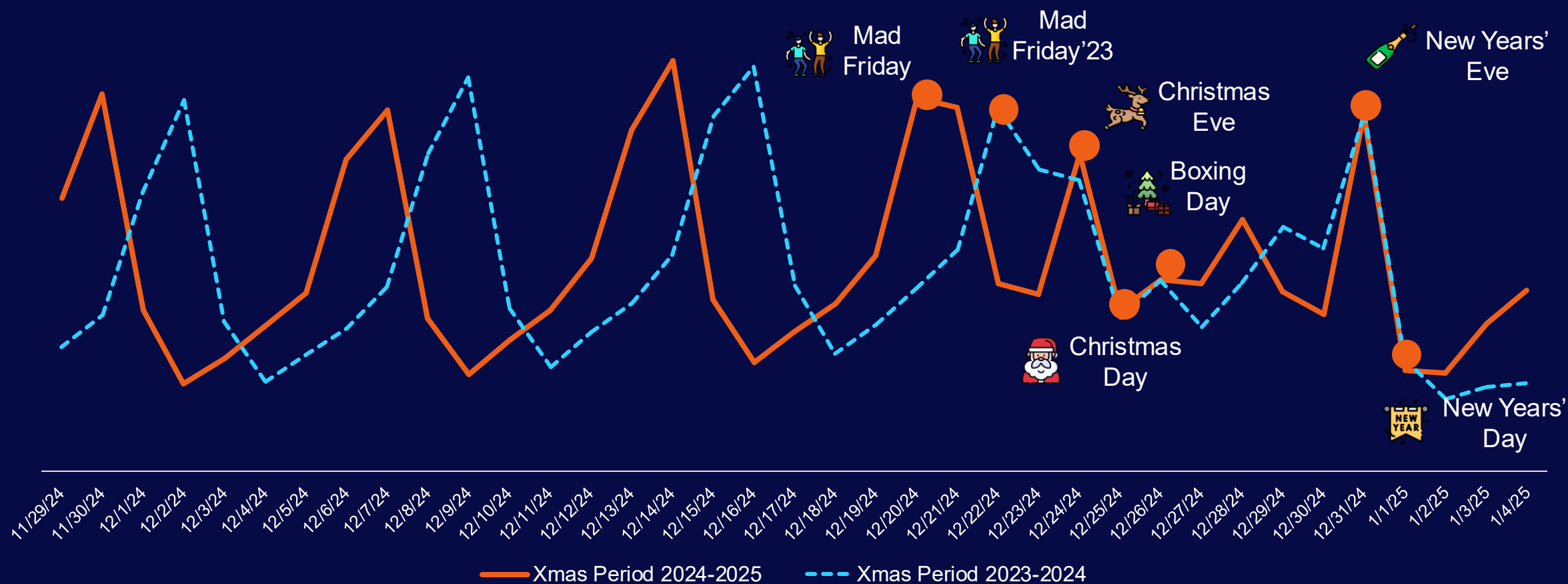
Pre-drinks at home reflect cost-conscious habits, while post-Christmas visits remain strong, offering revenue potential between Christmas and New Year.



Mad Friday saw significant sales growth compared to LY and strong performance across trading days, whereas early days in December underperformed

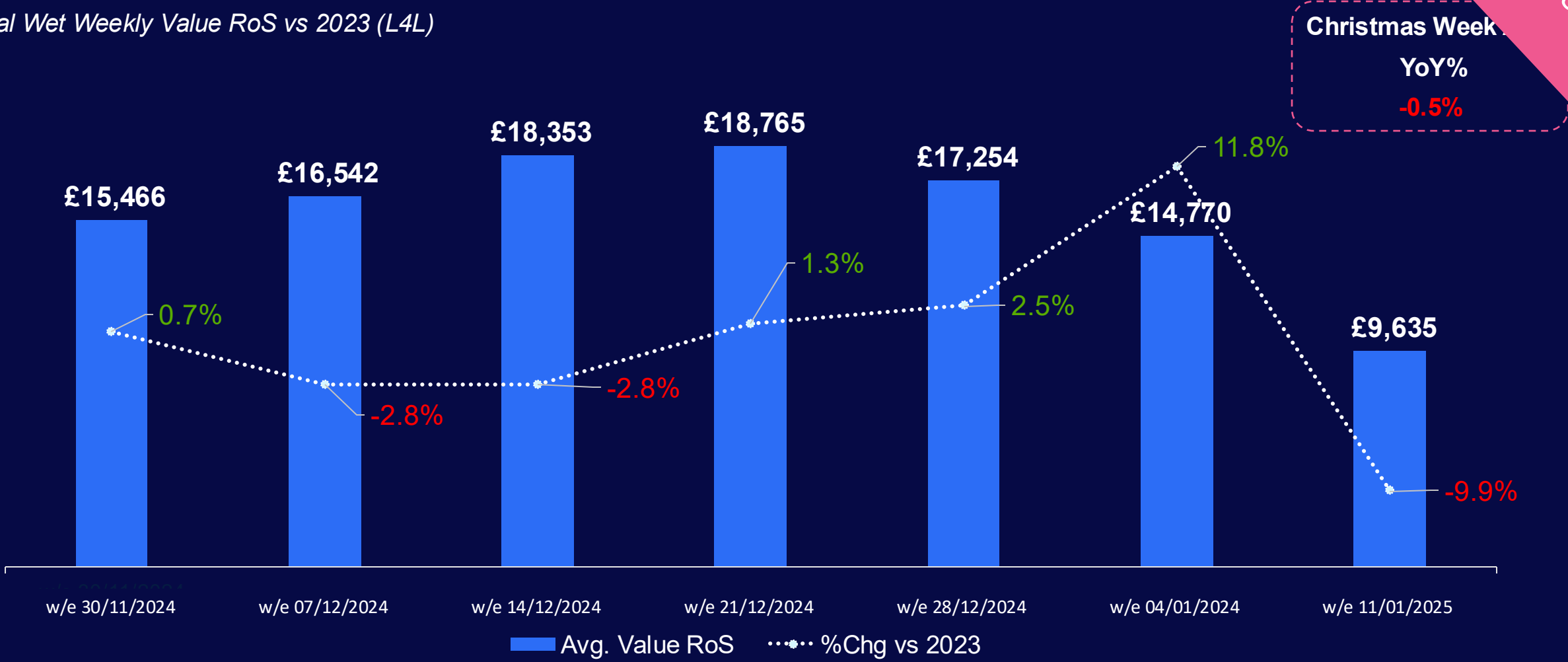
Report insights preview

Total Wet Daily Value RoS vs 2023 (L4L)



From mid-December through the first week of January, sales showed a steady sustained uplift vs LY; however, the total weekly average declined TY

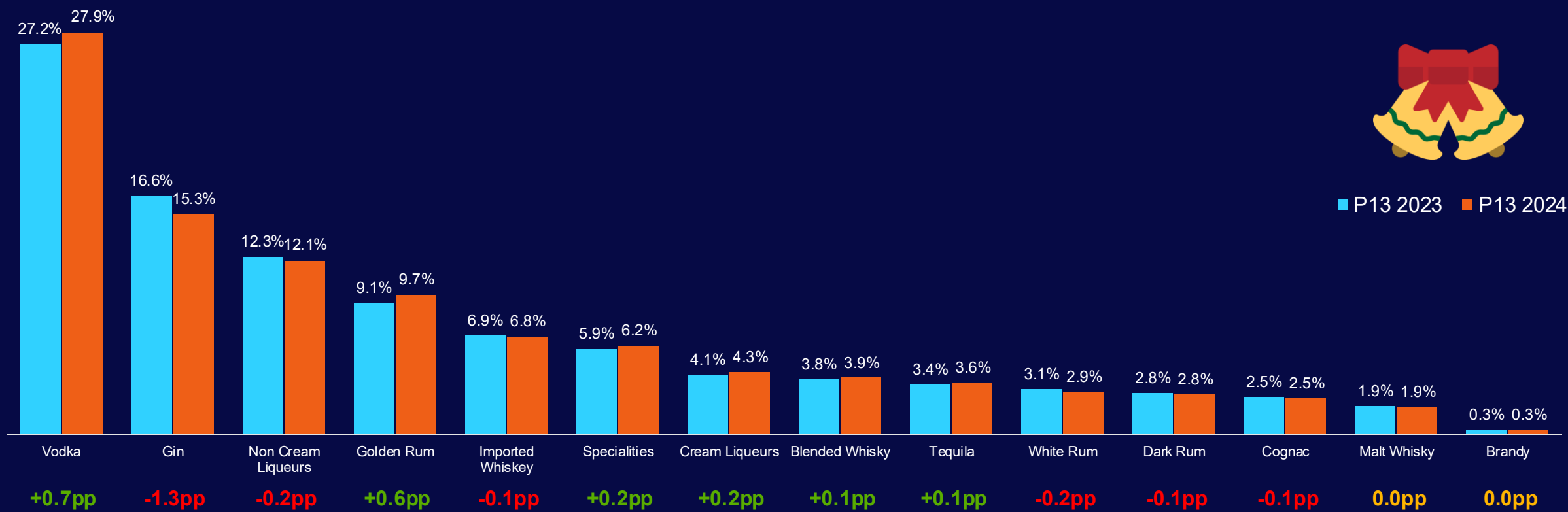
Total Wet Weekly Value RoS vs 2023 (L4L)



In spirits, wider trends play into Xmas TY vs YA, with vodka profiting alongside cream
notable short serves such as Baby Guinness grow vs YA

Report insights
preview

Value share performance of Total Spirits (Pp chg vs YA)



Contact us

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