

A bartender in a suit is pouring a red liquid into a glass filled with ice and lemon slices. The glass sits on a black tray on a bar counter. A lime wedge is also on the tray. The background is a blurred bar with shelves of bottles.

IRELAND

# MIXED DRINKS 2023

Explore exclusive insights into the habits and preferences of mixed drinks consumers and learn how to get ahead in an ultra-competitive market.

# Introduction

The Mixed Drinks Report explores the habits, drivers, preferences, and expectations of cocktail drinkers in the Republic and Northern Ireland, revealing how consumers have been interacting with pubs, bars and restaurants, and whether habits formed over the past 12 months could translate into the On Trade, and what suppliers and operators need to do to grow sales and share.



# CGA Mixed Drinks

Report highlights...

## Consumer Profile

In depth understanding of the On Premise cocktail consumer including segmentation, habits and behaviours. Analysis of the consumer journey allows prioritisation of moments of highest influence

## Growth Opportunities

Understanding of the consumer led trends that are fuelling growth within cocktails and mixed drinks, with insight into how best to capitalise on opportunities that these provide

## Engagement

Narrative around the importance of cocktail drinkers and their effect on the market, while tailored analysis of consumer allows for in-depth comprehension of the market



# Methodology

Utilising CGA's OPUS data to provide a holistic view of the Irish mixed drink market to inform your Cocktail strategy...

## OPUS: The One Premise User Study

- An online survey of 2,500 nationally representative Irish On- Premise consumers
- Survey in field September-October 2023
- Exploring consumer habits and drivers, preferences and expectations by channel and occasion, how consumers are engaging with the market and how habits are formed

# 1 in 4

Cocktail drinkers in  
Ireland are drinking  
cocktails more often  
than a year ago

Source: OPUS Ireland 2023, Sample:2,500

Are you drinking cocktails more or less  
frequently compared to a year ago?

% more frequently

18-34

31%

Index vs  
Average  
Ireland

+6pp

35-54

19%

-6pp

55+

19%

-7pp

Source: OPUS Ireland 2023, Sample: 2,500



# Why OPUS?



## Proven track record

OPUS has a long history of delivering valuable On Premise insights based on general channel interactions, showcasing its reliability and effectiveness.

## Comprehensive survey refinement

OPUS has refined its surveys and developed a deep understanding of the On Premise market, enabling it to provide answers to almost all On Premise insights questions at a syndicated cost, making it a cost-effective solution.

## Global and local client satisfaction

OPUS is highly utilized, trusted and cherished by clients worldwide, demonstrating its effectiveness in both global and local On Premise strategies.

# 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.

## Comprehensive understanding of the market

CGA's OPUS 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 that can be utilised by various teams within a business, from Field Sales to Category Development.

## 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 or to speak to a member of the team, please feel free to get in touch:



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