

France Mixed Drinks 2024

Consumer insights providing a holistic view of
the French Cocktail market



NielsenIQ





Methodology



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

OPUS: The One Premise User Study

- An online survey of 5,000 nationally representative French On Premise consumers
- Survey in field March 2024 (H1) and September 2024 (H2)
- Exploring consumer habits and drivers, preferences and expectations by channel and occasion, how consumers are engaging with the market and how habits are formed

REACH France 2024

- An online survey of 1,000 national representative France On Premise consumers
- Survey in field March – April 2024
- Exploring consumer attitudes to current key topics and trends on the On Premise

Report highlights



Cocktail Consumers

Understand who the Cocktail consumer is and how they are engaging with the category in the On-Premise



Cocktail Market Overview

Overview of the French cocktail market including the flavour and taste preferences and a look at the top cocktail choices



Places, Spaces & Drivers

Insight into channel use for Cocktails, the best-fit occasions for Cocktail consumption and how to drive the path to purchase



Evolving trends: “Spritz” & No/Low Cocktails

Insight into the emerging “Spritz” trend and the No/Low Cocktail category and its effect on the wider market

Spirits drinkers who are moving away from the category are switching to
Cocktails are where they see the most value

Mixed
Drinks 2024
– example
slide

You have said you plan to drink at least some types of spirit less frequently, are you going to drink more of any of the following of drink instead?

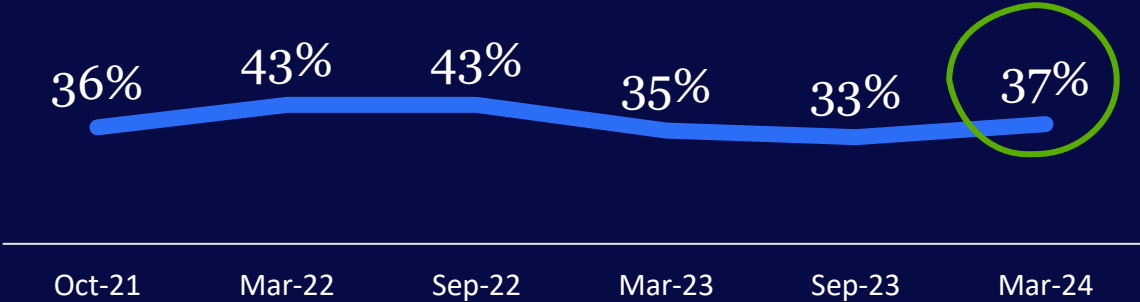


2024 could be advantageous for Cocktails, with Cocktails steady decline taking a positive pivot for the first time since H2 2022

Mixed
Drinks 2024
– example
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Of On-Premise visitors drink Cocktails



While

32%

Of all On Premise
visitors drink
Cocktails at home

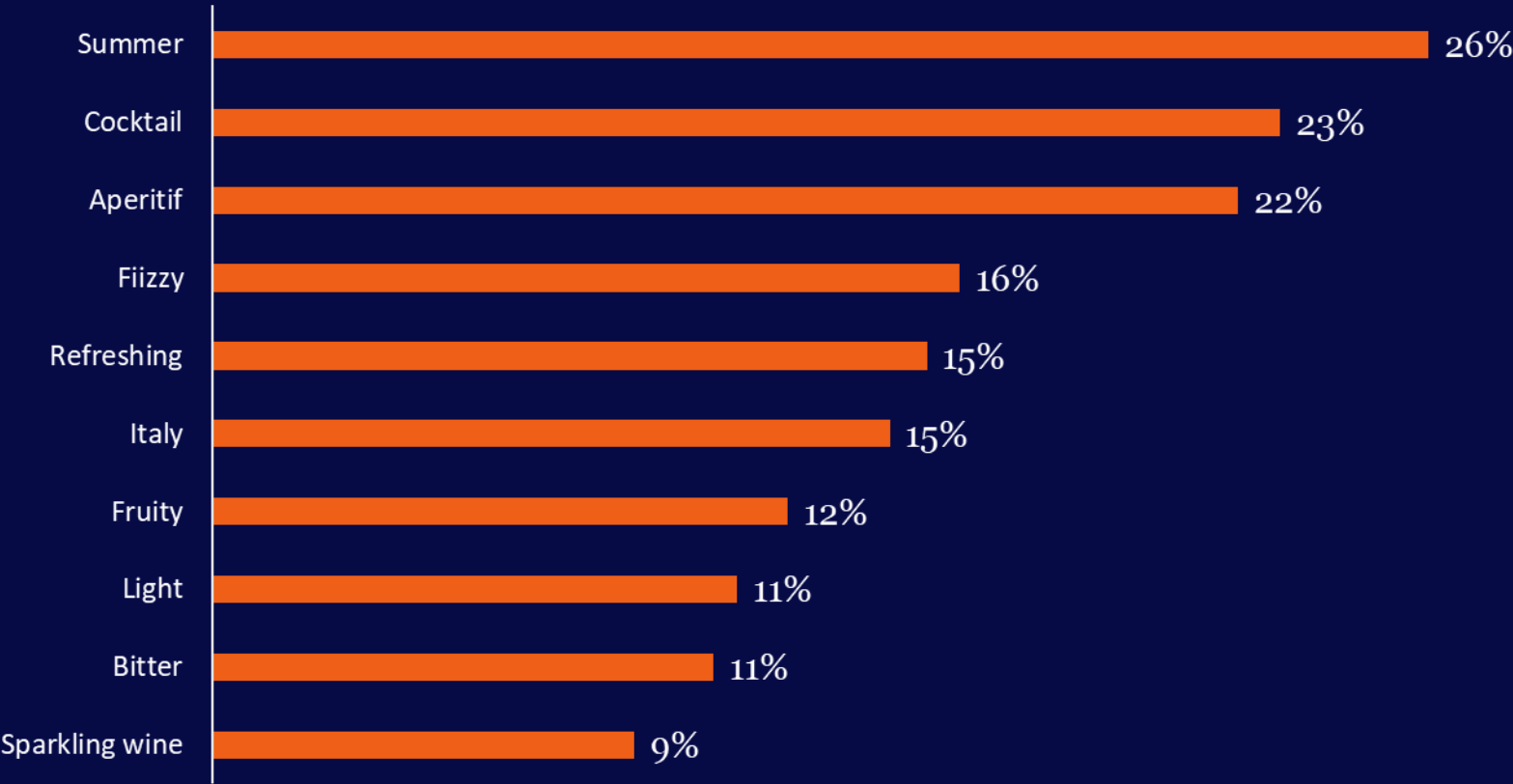
74%

Of all On Premise visitors are
likely to drink a Cocktail at
home that they have tried in
the On Premise



Defining ‘Spritz’ is always challenging for different consumers; a significant number of them perceive it as a summertime Cocktail, an evident seasonal trend

Top 3 words associated with ‘Spritz’ | Top 10



Mixed
Drinks 2024
– example
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Why trust 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.

Investment

Discount available for multiple purchases across deliveries:

Option 1 - 15,225€ : 1 ad-hoc report delivery

Option 2 - 18,270€ : 1 year subscription (2x deliveries)

With opportunity to tailor report with bespoke questions at 750€ per (closed) question and 5 bespoke questions (closed) for the discounted rate of 3,000€



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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