

Navigating On Premise Insights

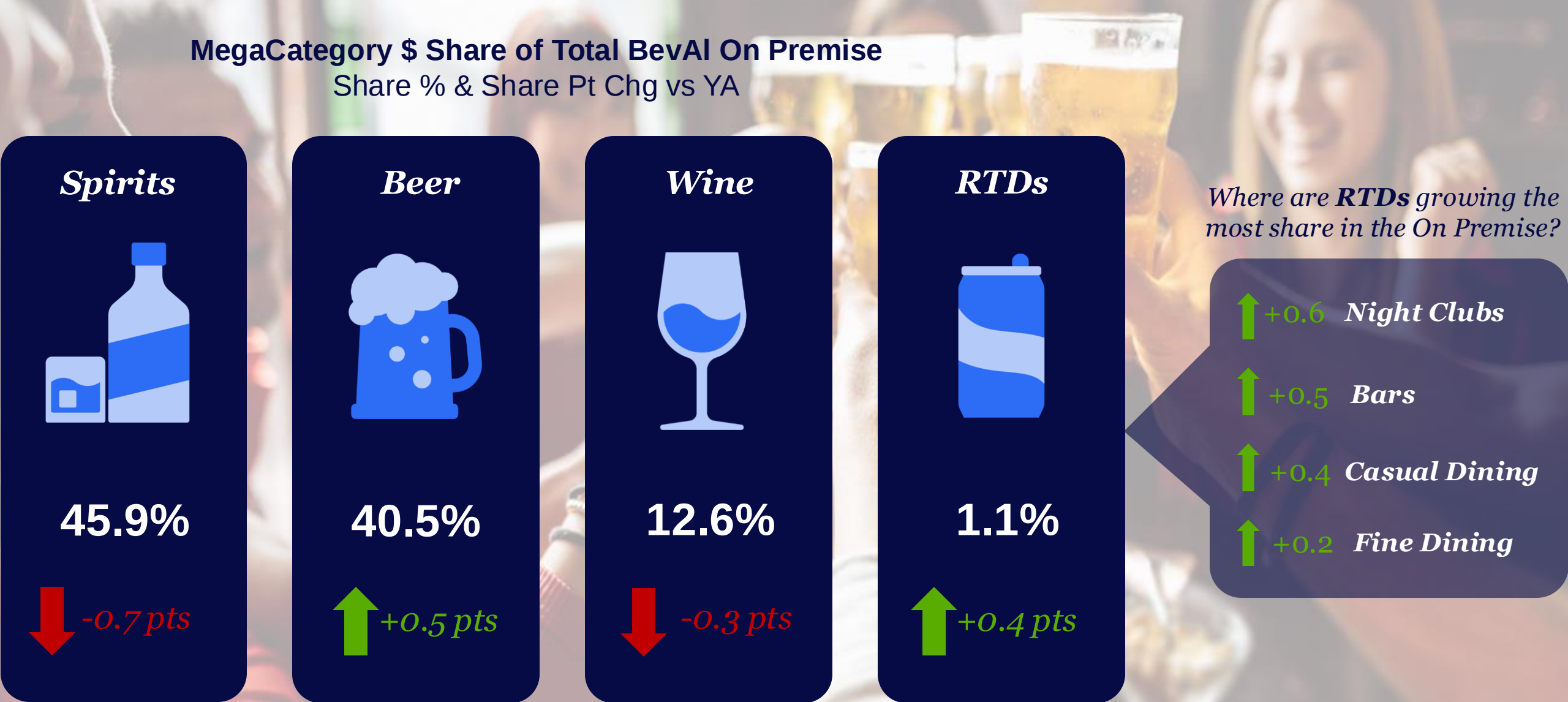
In the evolving US On Premise market, Beer and RTD beverages have gained dollar share at the expense of Spirits and Wine. Tracking consumers’ preferences is vital to maximizing potential in this dynamic market of drinking out.

In both the Off & On Premise, Alcohol categories (excl RTDs) were down as consumers still face economic pressures

However, RTDs found growth in both, gaining **+0.4 pts** of BevAl dollar share in the On Premise

While representing only **1.1%** Of the On Premise, RTD demonstrate the need to track consumer interest & preferences

Unlock insights about which BevAl categories are winning in the On Premise
 RTD’s captured most share at Nightclubs and Bars, where an energetic & lively On Premise experience is had

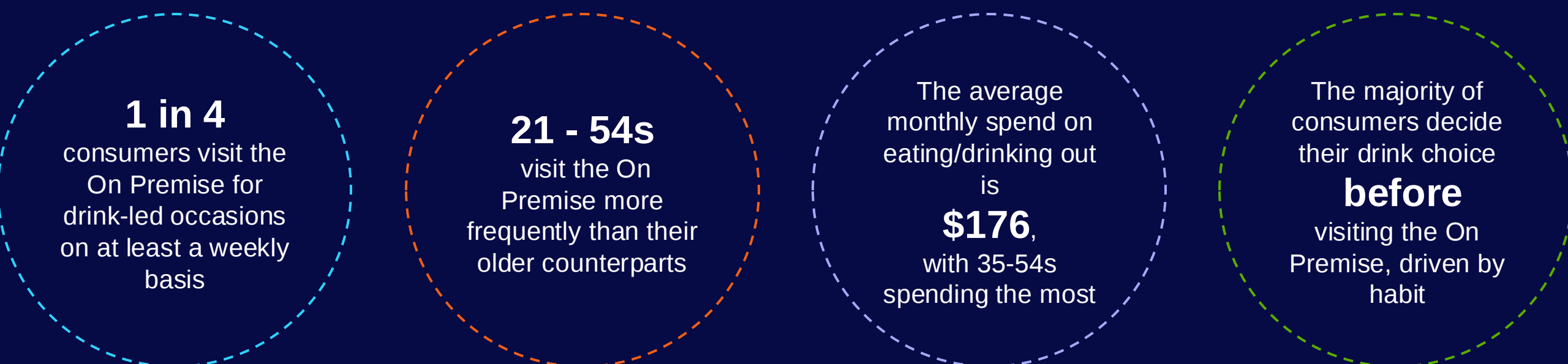


Source: CGA by NIQ OPM data – Megacategory, Value \$, Rolling 52 W/E 11/30/2024 vs YA

Understand habits of BevAl consumers in the On Premise
 Capitalize on consumer spend by encouraging your category selection before On Premise visits

On Premise General Habits

CGA powered by NIQ OPUS Survey Insights



Source: CGA by NIQ OPM data OPUS biannual survey

Key Takeaways

1. The Beer and RTD categories enter 2025 riding a wave of positive consumer interest with share gains at the end of 2024, and there will be rich opportunities for further growth in the coming months. Understanding consumers’ latest preferences in the on premise is the first step to capitalizing on that growth.
2. CGA survey data provides critical insights on consumer habits, such as who spends the most drinking out and when purchase decisions are made. Beverage brands must capitalize on this information and encourage purchases of their products before the trip through marketing efforts.
3. Understanding the on premise is crucial for off premise growth for several reasons. First, on premise venues are often where consumers discover or try new drinks, which can boost brand awareness and encourage trial in the off premise. Further, positive on premise experiences can influence purchases in locations such as liquor stores, leading to increased home consumption.

Reach out to your NIQ representative to learn about CGA’s exclusive **On Premise Measurement (OPM)** solution powered by NIQ to unlock unique insights on your category!



Scan the QR code for more beverage related insights