

IRELAND

THE IMPORTANCE OF THE CHRISTMAS PERIOD IN THE ON PREMISE



NIQ



Christmas in the On Premise 2025

Understand the Christmas consumer, their behaviours during the seasonal period and how to best prepare for Christmas 2025

Dive into consumers behaviour for the Christmas season, including Occasions, Drivers to Venue, Drink choice, and more...

With snapshot survey post the Christmas season to understand consumers actual behaviours, their feelings about the visit and general sentiment

Supported with Q4 & December 2024 volumetric data

Research conducted 7th – 20th January 2025

Survey of 1,000 On Premise Visitors (250 NI, 750 ROI)



Report highlights

Sales Trends

- Volumetric analysis of the On Trade at Christmas (December & Q4)
- Category & Brand performance
- Key market trends

Consumer Profile

- Bespoke consumer segmentation
- Who to target & how to engage
- Explore decisions, motivations & path to purchase
- How drinks choices vary at Christmas

Outlets & Occasions

- Where and when to target
- Understanding the full range of consumer on trade visits
- Importance of seasonal third space events

How to win

- Driving trial & engagement
- Capturing treat spend trade up
- Perfect product offering
- Activating effectively
- Key dates for festive visits

***December was the
top performing
month in value
sales in 2024!***

ROI & NI value sales data Full Year 2024



CGA OPM data to December 2024



Phil Montgomery

CGA by NIQ Client
Services Director
UK & Ireland

“The Christmas trading season is a pivotal moment for engaging consumers and boosting sales. Planning for success this year starts now and it’s vital for brands to understand the timing, reasons, and methods of consumer interactions to win in 2025.

The Report combines festive sales data with detailed insights into consumer attitudes and behaviours, which are crucial for effective Christmas pre-planning. Drinks suppliers and operators can predict trends, adjust strategies, and create experiences that deeply resonate with consumers, ensuring success in the competitive holiday market.”

To purchase the full report and discuss opportunities for tailored analysis, contact the CGA by NIQ experts...



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