

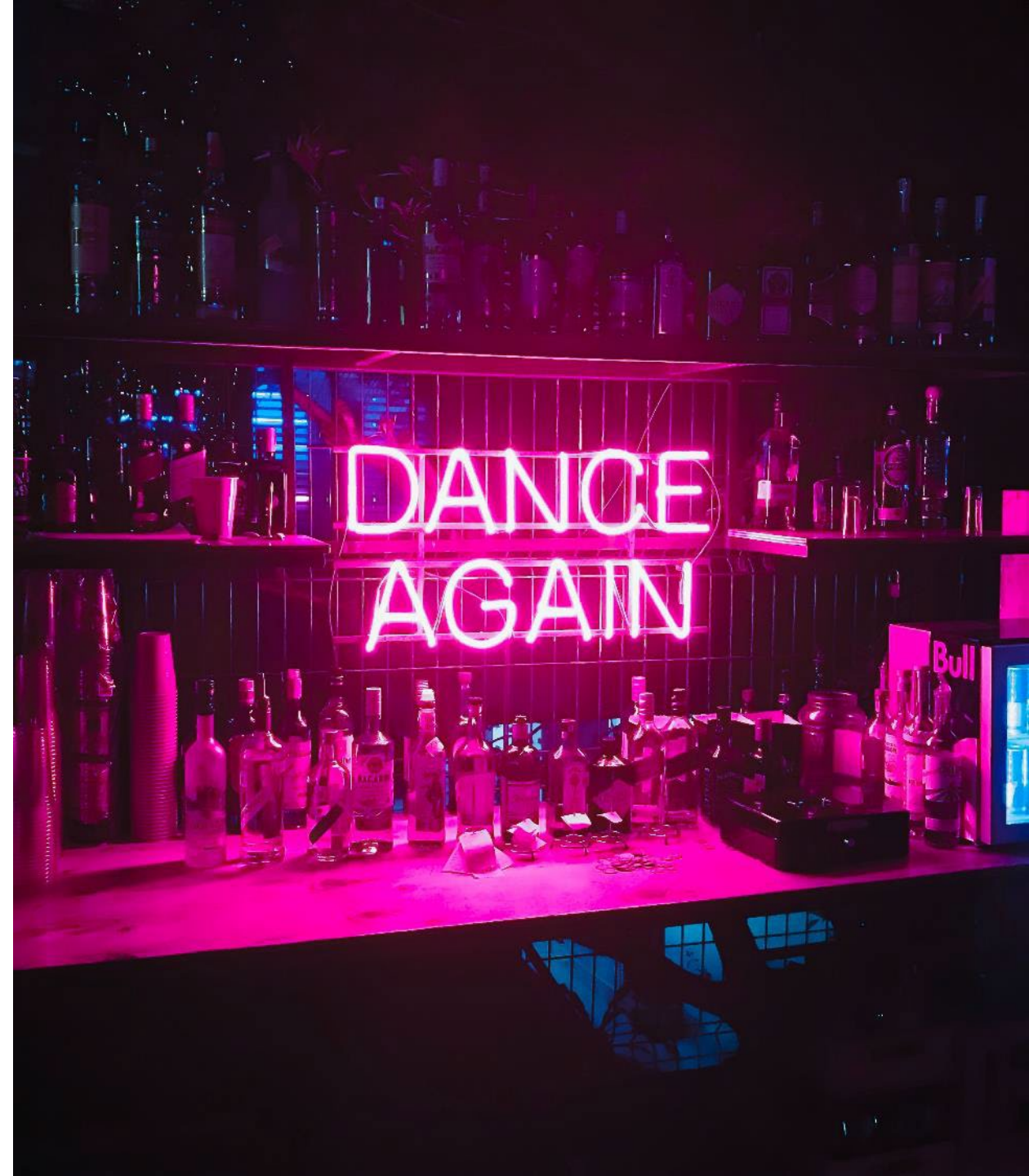
GREAT BRITAIN

THE EVOLVING HIGH TEMPO OCCASION

Explore changing consumer dynamics across high tempo
visitation to the On Premise

The Evolving High Tempo Occasion Report outlines the **changes in demand** for bars, nightclubs, and other venues, and emphasises the enduring appeal of high tempo occasions which are evolving across dayparts, not just late-night.

Consumers' High Tempo Out of Home habits have diversified the late-night market and has created both **new opportunities and challenges** across various channels and drink categories.



Dive into changing & emerging high tempo occasions and discover **how to win** on these visits

The report features deep dives into...



Big Night Out



Ticketed Event



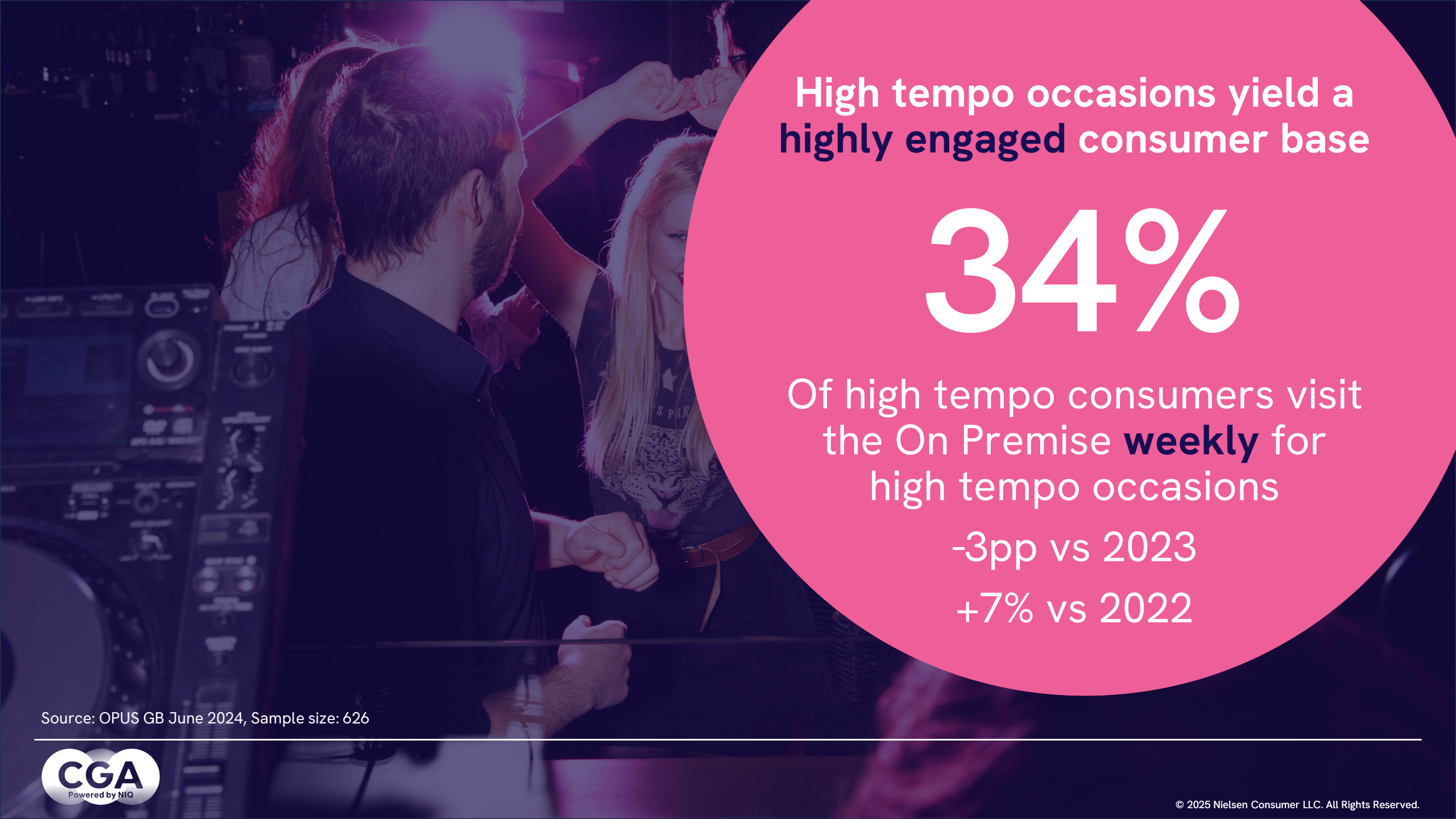
Bottomless Brunch



Pub/Bar Crawl

Other occasions covered topline

- An event in a venue (e.g. quiz / bingo)
- Themed event
- Competitive socialising
- Social events (e.g. sports team social)
- University or college social events
- Pub golf
- Drinks throughout the day



High tempo occasions yield a
highly engaged consumer base

34%

Of high tempo consumers visit
the On Premise **weekly** for
high tempo occasions

-3pp vs 2023

+7% vs 2022

Source: OPUS GB June 2024, Sample size: 626

- + Understand the **ever-changing day part** trends, including drivers and occasions for this
- + Explore **changing channel visitation** for this occasion
- + Understanding the **changing length of visit**, including drivers and occasions for this
- + Explore the changes to consumer **reasons for visit, need states, and occasion journey**
- + Understand the opportunities and challenges within **different drink categories**
- + Understand the role of **secondary channels and events** in the On Premise

Nightclubs have seen the biggest drop in frequency of visitation, with

34%

of consumers go out to nightclubs less frequency vs 1YA

NET decrease: -11pp

Methodology

The Evolving High Tempo Occasion

- 2000 sample consumer survey of high tempo visitors in great Britian
- With proprietary data from:



OPUS



BrandBuilder



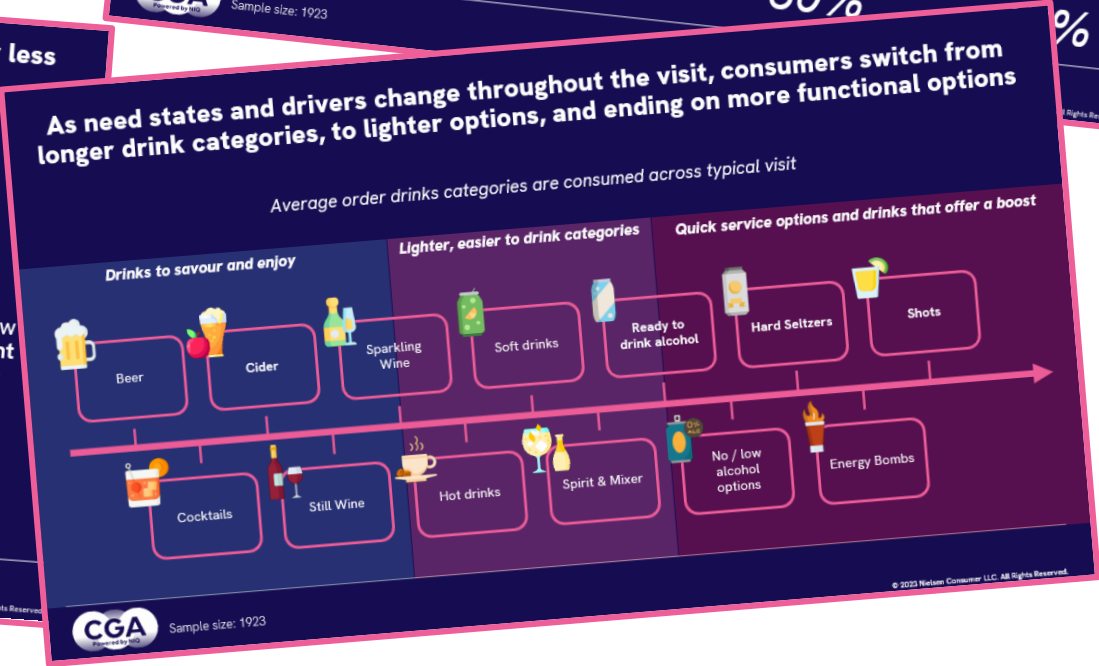
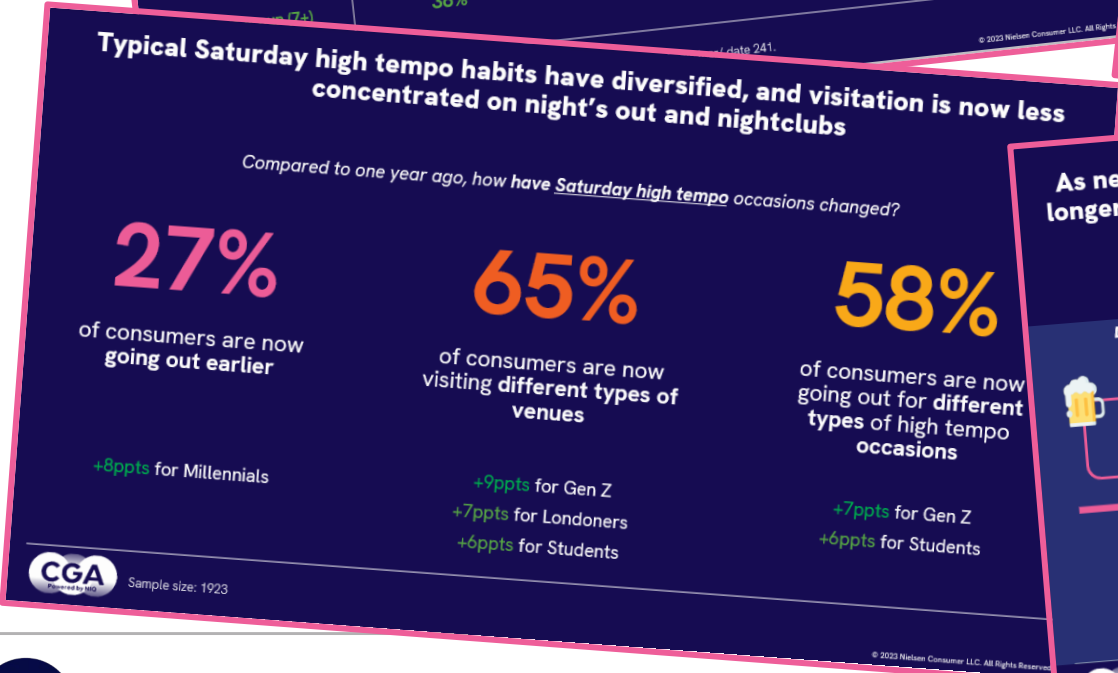
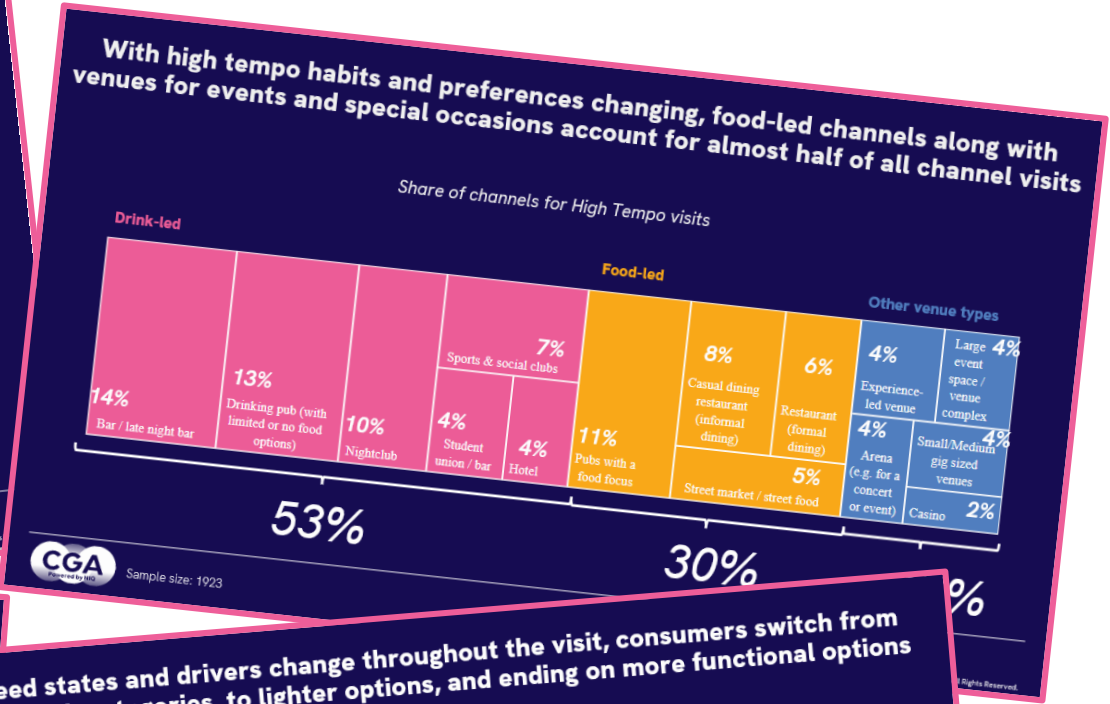
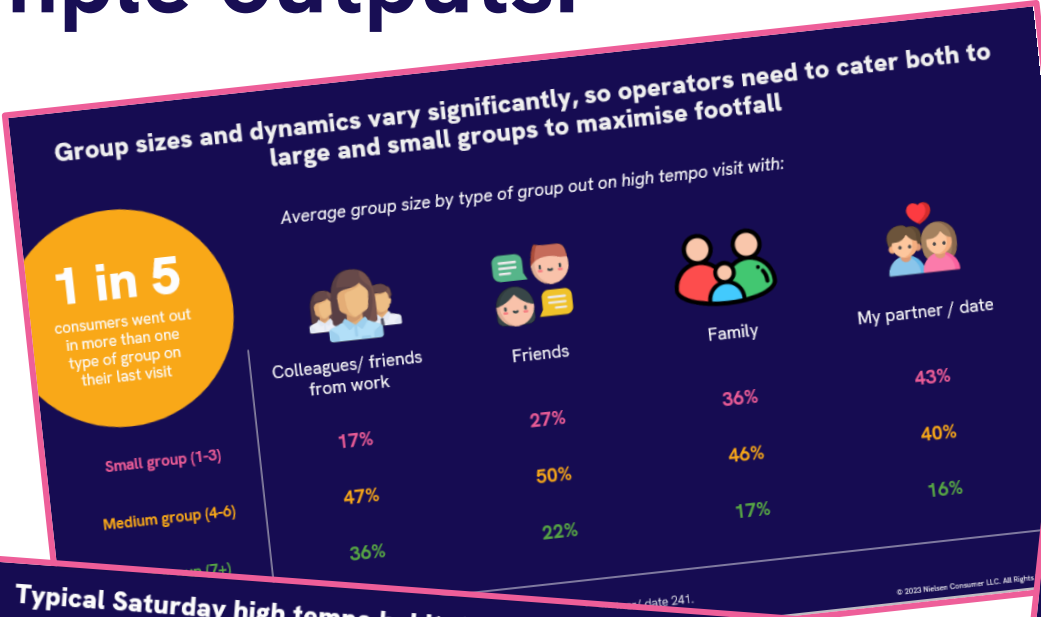
TradingIndex



Outlet Index



Example outputs:



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