

A close-up photograph of a hand pouring beer from a tap into a glass. The background is blurred, showing other taps and a bar setting. The lighting is warm and focused on the glass and the hand.

CGA by NIQ

Pub Channel Report 2023

How brands, suppliers and drinks suppliers can maximise opportunities within the Pub channel

GB 2023

CGA Pub Channel Report

Pubs play a huge part in the British On Premise, and are a key channel for driving sales for drinks suppliers, brands and Operators.

CGA have conducted an **exclusive survey** providing insights into consumers' habits, and what drives their decisions when in the channel.

CGA by NIQ's exclusive OPUS Pub Channel Report, provides key data and essential insights to **support brands, suppliers and operators for strategy planning.**

A key channel for trial

Consumers choosing to experiment in the On Premise is crucial for brands and suppliers looking to entice new consumers and drive sales.



38%

Of consumers are likely to try new drinks brands in pubs than in other venues



39%

Of consumers are willing to pay extra for better quality drinks in pubs

Pub premiumisation opportunities

Consumers are willing to spend more, as long as they're getting quality in return.

The report will explore:


- + The demographic profile of pub consumers
- + Frequency of visits and occasions visited for
- + The Cost of Living impact on consumers
- + The path to purchase of a pub consumer
- + How to influence drinks choice and tap into need states
- + Premiumisation opportunities within the channel





CGA Pub Channel Report enables you to:

- + Uncover size of the prize channel opportunities
- + Make insight driven decisions for the channel
- + Provides consumer-led sales stories to inform sales conversations
- + Informs brand activation strategy and planning
- + Provides thought-leadership and exclusive recommendations for suppliers
- + Build brand and marketing strategies that appeal to your target consumers



CGA's Pub Channel Report explores the Pub consumer, their habits and priorities, and how brands, suppliers and operators can best appeal to this segment.

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