



Cocktail Insights Report

A deep dive into the importance of
Cocktails in the On Premise

A collaboration with



AUSTRALIA 2023



Cocktail Insights Report

Exploring opportunities in the On-Premise Cocktail world

CGA by NIQ's Cocktail Insights Report will explore the Cocktail landscape, outlining opportunities and providing key recommendations.

Historically, brand and category teams have had to rely on a mix of expensive custom research, anecdotes and guesswork to gauge current trends in consumers' cocktail preferences.

The 2023 Cocktails Insights Report changes all of that. It's the only report that delves into Australian-specific on-premise cocktail trends and highlights how you can tap into this lucrative and growing area of demand.





In 2022

32%

of Australian consumers
drank cocktails in the On
Premise

Cocktails are the

No.1

Drink consumers
state they trade up
to

Around 1 in 2

**Cocktail drinkers
drink cocktails every
time or almost every
time they go out**

What the report will explore...

The importance of Cocktails in the On Premise

- + Consumer penetration of cocktails in the On Premise and how this compares to other categories
- + The frequency of Cocktail consumption in the On Premise and how this has changed vs previous years

Who is the On Premise Cocktail drinker?

- + Demographic overview, and typical On Premise behaviour and attitudes of the Cocktail consumer

Opportunities for Cocktails in the On Premise

- + Most popular On Premise occasions for Cocktail consumers
- + The biggest channels for Cocktail consumption and how channel behaviour differs

Cocktail drinker behaviour

- + Cocktail category behaviour, preferences and the drivers for Cocktail choice





Allowing you to...

- + Assess strategic importance of cocktail occasions and understand the level of investment needed
- + Understand the size of the prize for Cocktails
- + Tailor your strategy to the correct type of consumer and ensure messaging is aligned
- + Identify key channels and occasions for Cocktail consumption
- + Support operators with tailored cocktail recommendations and menu builds



OPUS

What is it?

The On Premise User Study is an incredibly rich resource of On Premise data and insights that provide clients all the core insights to understand what consumers are doing in the On Premise and why.

OPUS is a consumer survey of nationally representative On Premise consumers within each market, surveyed online twice a year about their out of home experience and usage.

What does it do?

OPUS gives you the power to understand the ever-changing relationship between consumers, brands, categories and channels through a single source.

OPUS enables insight driven decisions to help sales conversations, national account teams, brand and marketing teams, activations, etc. all designed to help you drive sales and grow share.

Sample: Australia = 8,000 per year



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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