



CGA by NIQ Festival Report

How festival suppliers, operators and brands can
maximise opportunities within the festival space

Great Britain 2024



CGA Festival Report

Unlock a 360 comprehensive view of the festival market with CGA by NIQ's exclusive Festival Report.

The report is the most enhanced version to date, consisting of three surveys completed by festival goers, festival suppliers and operators.

The Festival Report offers a full view of festival consumer behaviours, and how operators and suppliers can create the perfect festival experience.





On average, festival
goers attended

2.3

Festivals in the 2023
festival season

Tap into a huge audience

More than two thirds of
Festival Goers prioritised
visiting more than one
festival in 2023, confirming
their love for this kind of
event throughout the
years.



60%

Of consumers have tried new drinks at festivals that they haven't had in the past

An influential opportunity

Festivals are a key location for drinks brands to soft launch NPD's as over half of consumers have tried new drinks at festivals.

The report will explore:

- + Festival goers' behaviour over the 2023 festival season and how this compares year on year
- + Consumer attitudes and opinions of festivals and views of current trending topics
- + Key focus areas for festival operators to understand how to create the perfect festival experience
- + How festival suppliers can compete in a challenging market
- + Key challenges faced by festival suppliers and operators and how to support each other in achieving mutual goals





How the report can help you:

- + The data and insights aim to further your understanding of festival consumers plans and expectations for future visitation
- + Provides you with insights into festival consumers priorities for next year's festival season
- + Provides you with thought-leadership and exclusive recommendations for suppliers
- + Helps better prepare for expected challenges for the 2024 festival season
- + Informs your festival strategies and decisions for 2024 and beyond

Learn more about CGA by NIQ's Festival Report by contacting the team

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