

Understanding the On Premise consumer in Taiwan

On Premise User Survey (OPUS)



Why trust CGA as your consumer research partner?



On Premise Expertise

CGA is the only agency specializing in the intricate On Premise sector, offering unmatched expertise



Global Thought Leadership

CGA seamlessly integrates On-Premise context from various sources through our dedicated specialists



Strategic Partnership

CGA's experts seamlessly collaborate to offer actionable insights and strategic recommendations tailored to your unique brand

OPUS: On Premise User Survey

Unveiling Key Aspects of Consumer Interaction for Informed Decision-Making



Extensive Global Presence

Offering a panoramic view of On Premise market trends, OPUS engages users in 20 countries worldwide: USA, Canada, Mexico, UK, Ireland, France, Italy, Germany, Netherlands, Japan, South Korea, Vietnam, Taiwan, Malaysia, Indonesia, Philippines, Thailand, Singapore, Australia & New Zealand



Trusted by clients across the globe

OPUS is a trusted resource embraced by clients globally for its ability to provide foundational insights into consumer interactions with the On Premise channel. OPUS empowers businesses with the knowledge they need to make informed decisions and stay ahead in the competitive market.

Why should you trust OPUS?

- + **Unparalleled On Premise Specialization:** OPUS excels as the primary source for On Premise channel insights, specifically tailored for the complex spirits category, including cocktail and mixed drink preferences.
- + **Industry Trust:** Trusted by leading beverage companies globally, OPUS has established itself as a reliable platform, reflecting its credibility and effectiveness in delivering actionable insights.
- + **Expert-Driven Deliverables:** OPUS insights are curated by genuine On Premise experts, ensuring a nuanced understanding of the beverage industry and enhancing the quality and relevance of the information.
- + **Empowering Sales Conversations:** Uniquely enabling insight-driven sales conversations, OPUS equips beverage brands with detailed consumer profiles, providing a competitive advantage in the market.
- + **Holistic Brand Insights:** Beyond sales, OPUS offers comprehensive brand and marketing insights, providing a 360-degree view of On Premise consumers for refined strategies and meaningful engagement.





Methodology

On Premise User Study (OPUS)

Online survey:

OPUS is a robust quantitative online survey that provides the foundational insights into how consumers are using the On Premise channel and interacting with different channels, occasions and categories on their visits.

Fieldwork Dates:

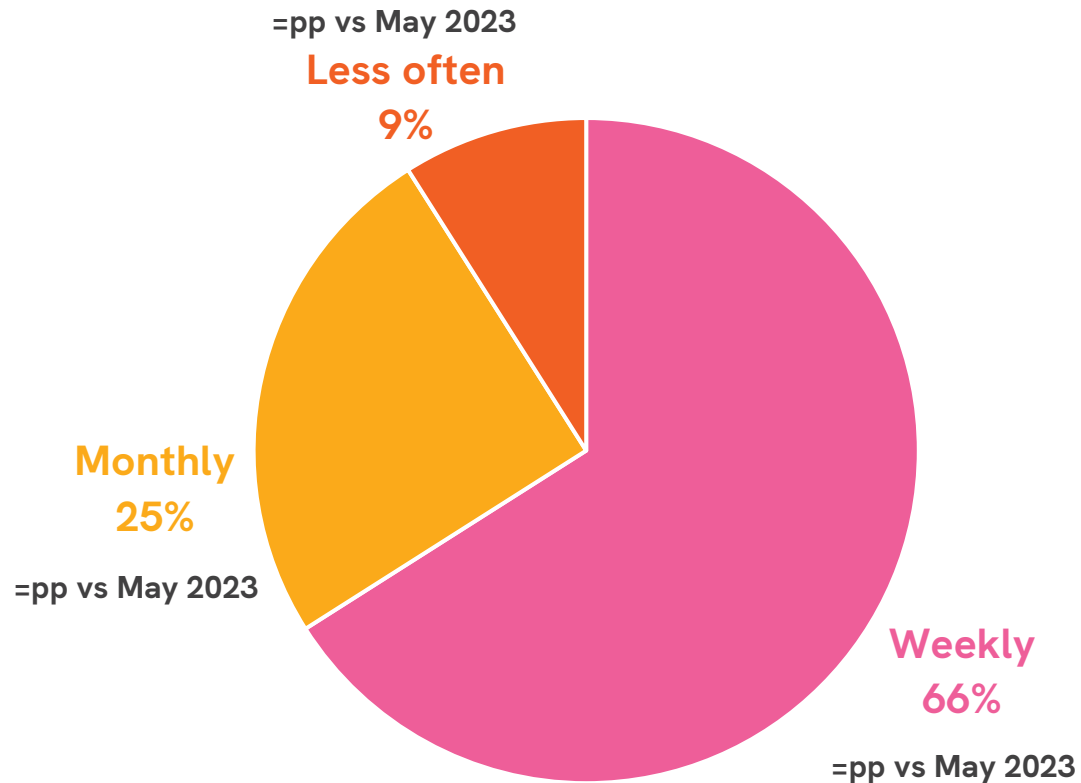
The survey was in field during February 2024.

Sample:

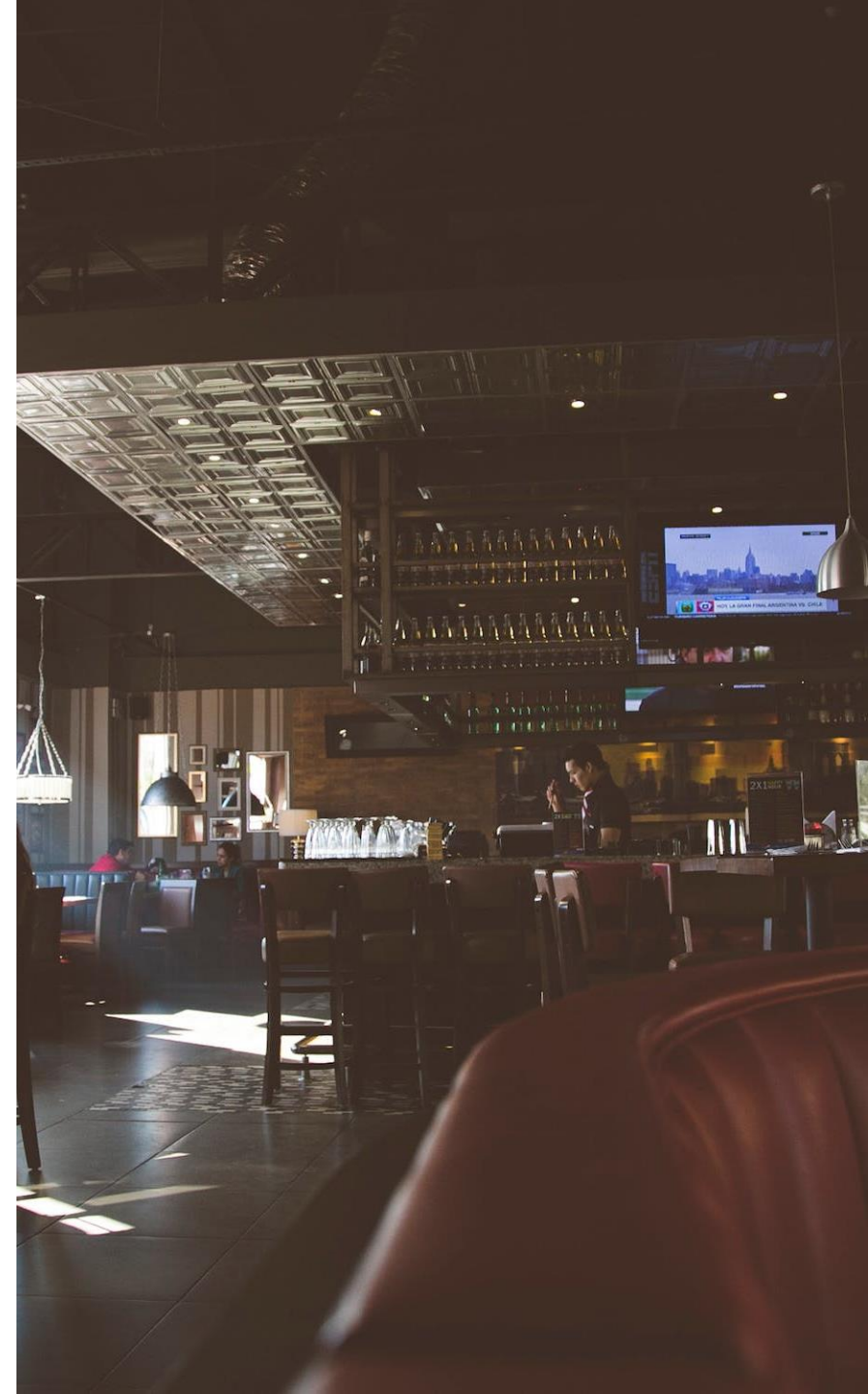
- CGA surveyed 3,501 Taiwanese On Premise consumers.
- All respondents must typically visit the On Premise in a 3-month period and be aged 18+
- A nationally representative sample of consumers across age, gender and region was collected.

On Premise visitation levels have remained consistent across the past year

How often, if at all, would you go out for food or drinks in a licensed venue in a typical 3 month period?

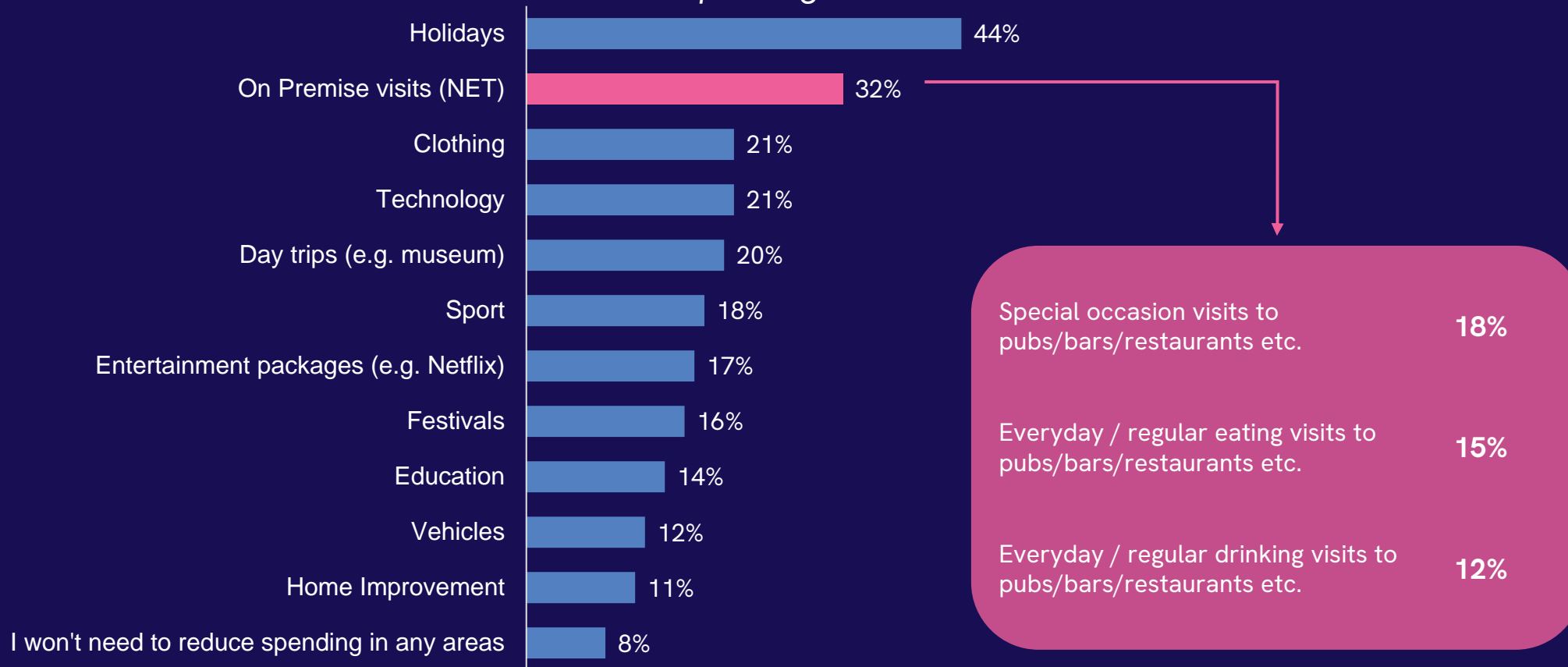


Source: OPUS Taiwan May 2023, February 2024, Sample size: 3198; 3,501



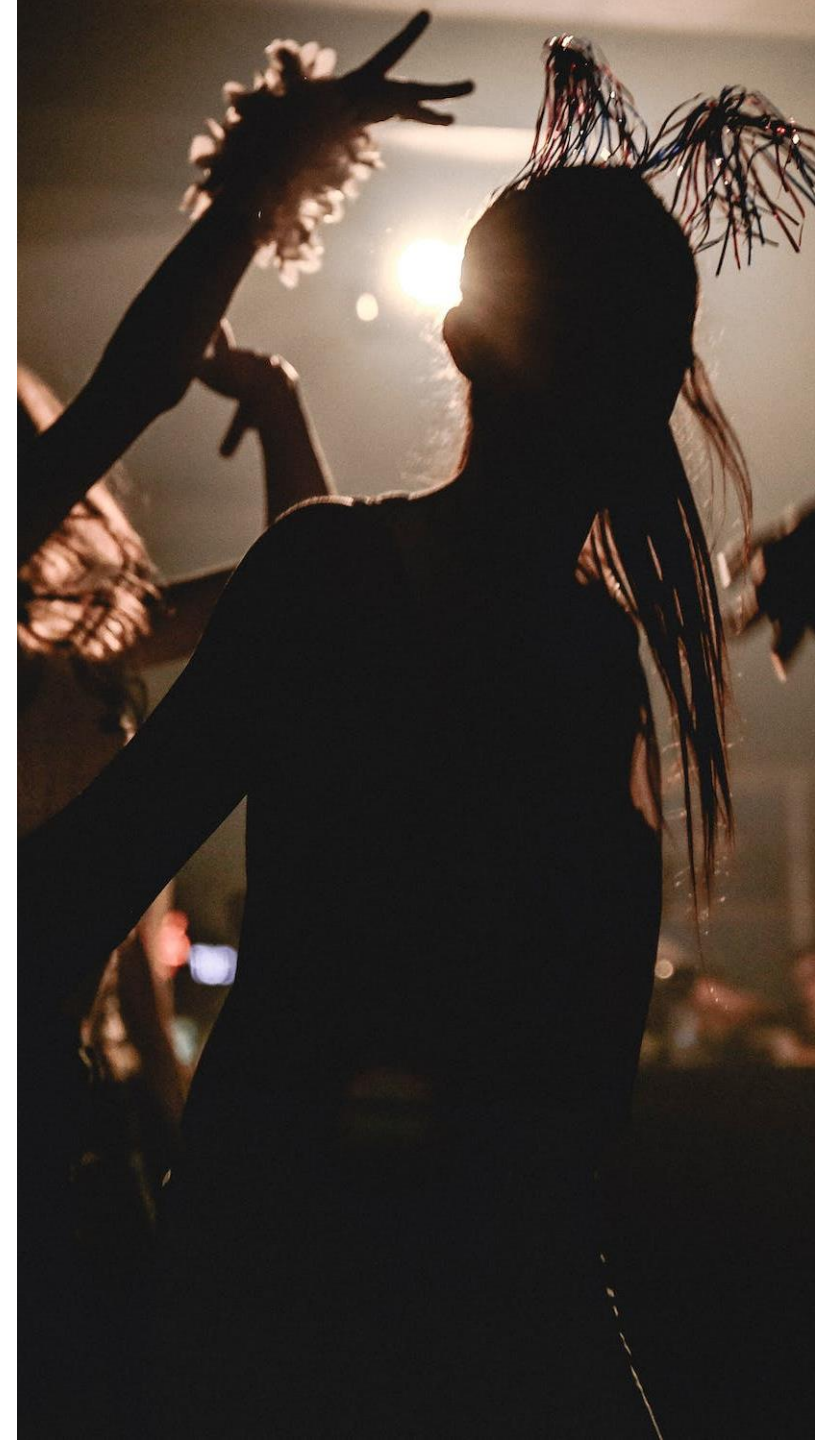
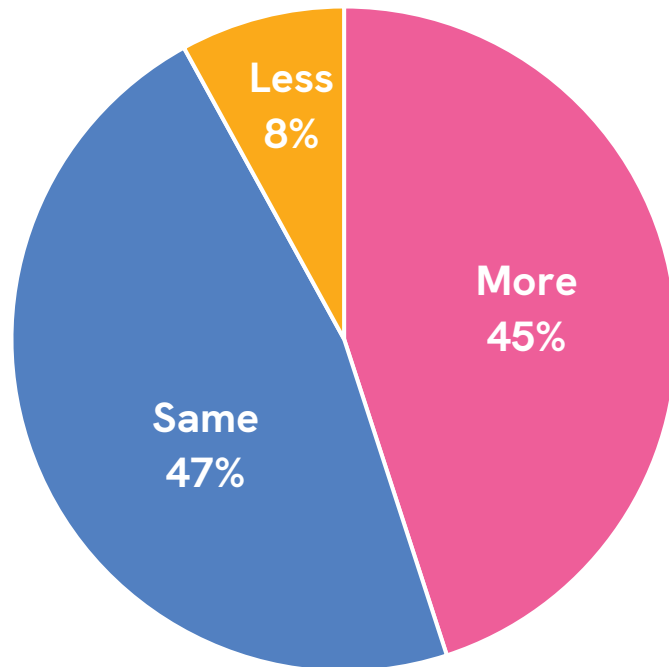
With mounting financial pressure, consumers will look to prioritise On Premise visits over other non-essentials, particularly special occasion which could impact longer term opportunities for brands

If your disposable income is reduced as a result of rising costs, which of the following do you plan to prioritise for spending over the next 12 months?



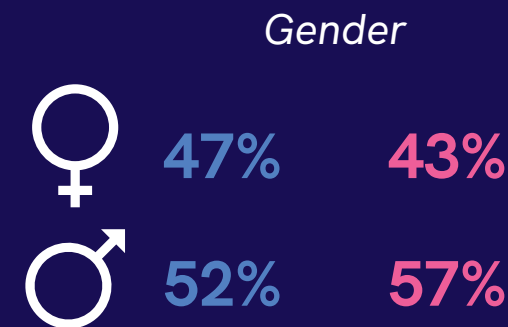
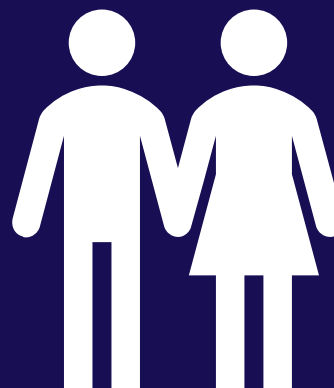
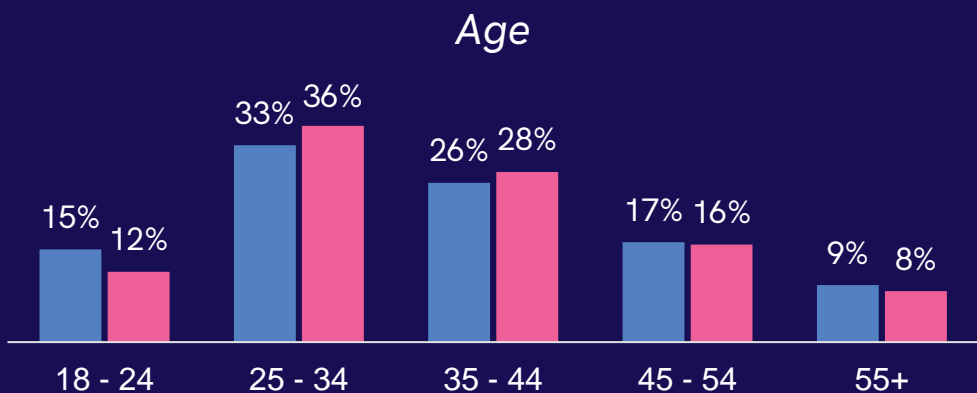
Consumers aren't willing to sacrifice their On Premise visitation throughout 2024, with most having plans to visit more or just as often as they did in 2023

Thinking about the year 2024, how frequently do you predict that you will visit hospitality venues, compared to how frequently you visited in 2023?

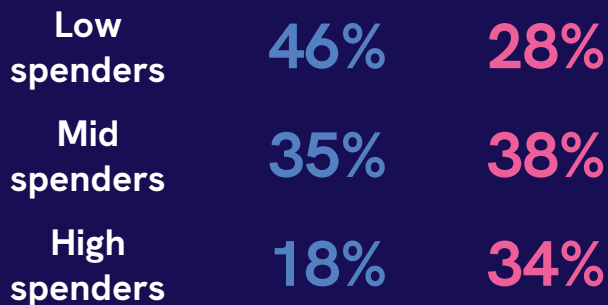


Premium opportunities are likely to become more mainstream in the On Premise with those currently driving visitation and spend being mid-aged, high earning and high spending males based in the city

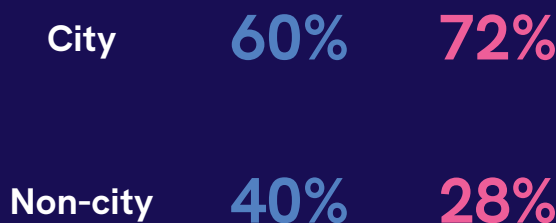
Visiting less often | Visiting more often



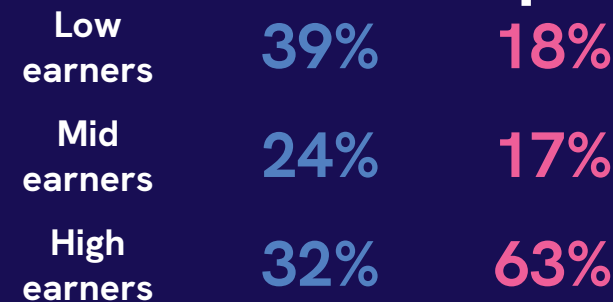
Monthly OOH Spend



Location of residence



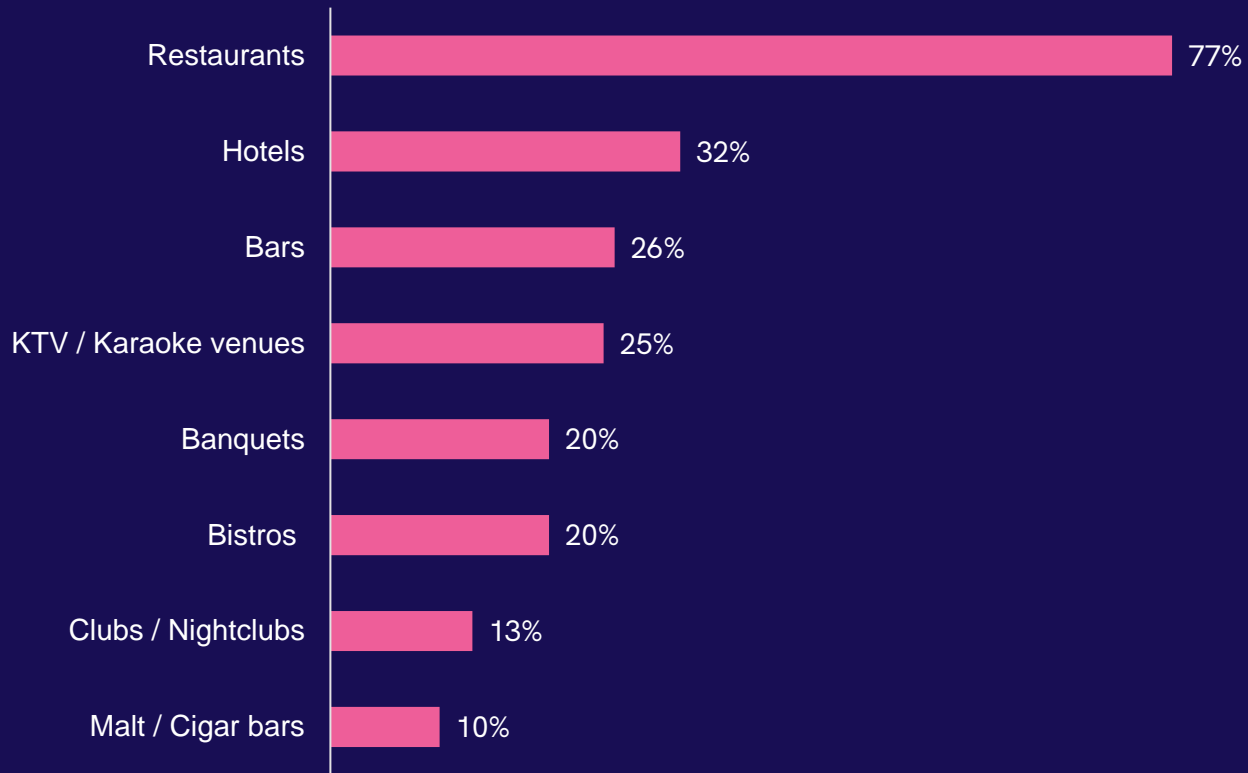
HH Income



Source: OPUS Taiwan February 2024, Sample size: Visiting less: 954 | Visiting more: 747

Restaurants, specifically Chinese or Asian restaurants, are by far the most popular channel in the Taiwan On Premise

Which venues would you typically visit in a 3-month period?



Which of the following **restaurants** would you typically visit in a 3-month period?

Chinese or Asian (e.g. Japanese / Korean)



83%

Stir fry restaurant



56%

Western (Italian/American)



67%

Beer and whiskey continue as the most popular On Premise drink categories, with other liquor types having a more concentrated group of consumers to profile and target effectively

Which of the below drinks do you typically drink out of home (for example, at a café, bar, restaurant or other similar venue)?



How can CGA solutions help to maximise your On Premise channel strategy?



Custom consumer solutions from CGA available across Asia

Tools to test marketing and sales materials before launch and to measure effectiveness in-outlet



Influencing the Bartender

Learn how bartenders perceive your category/brand, how they recommend and what you can do to influence this so you can have a direct and tangible impact on the path to purchase and drive sales to your category/brand by influencing the influencer.



Optimizing the back bar

Unlock the most effective back bar strategy for your brand and test different designs with consumers, to provide you with data-led recommendations for operator partners to best position your brand on the back bar and then measure the ROI to enable you to invest in the right space and drive sales.



Optimizing menu design

Test menus to understand the best layout and placement for beer and your brands, inc. price points and specials. By optimizing the menu design, you and partner operators can have the biggest influence on consumers and their drink choice, driving sales and maximizing revenue.



Optimizing PoS marketing materials

Test designs of PoS materials and merchandise for a specific brand, to assess the impact on consumer perceptions and likelihood to purchase, removing the risk of launching nationwide marketing programs by testing different ideas before investing.



The Perfect Serve

CGA can measure the impact of investing in training and implementation of the perfect serve for your brand, to provide you with an understanding of how the perfect serve grows sales for the brand and venue, and where future activation should take place.



Branding activations and menus

Test menu and promotion names to assess the impact on likelihood to engage consumers and lead to purchase. This can be used to support operator partners and the impact measured to ensure effective investment in launching these marketing programs.

Contact Us

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