Beyond the Ordinary: 3rd Space, Competitive Socialising & Event Space Report

How to Succeed in the New Era of Experience Led Venues

CGA Powered by NIQ

Summary

The rise of experience-led venues reflected in the surge of new openings, highlights how consumers’ **behaviour is shifting towards experience-led venues** and event-driven visits.

Key findings reveal that visits are increasingly driven by experience, with weekly visitation levels on the rise, transforming what was once considered a temporary trend into **a powerful market niche.**

Additionally, festivals provide a huge opportunity as **60% of festival goers try new drinks at festivals that they haven’t had in the past** creating the perfect environment for suppliers to reach out new consumers.

For drinks suppliers, this emphasizes the importance of aligning with new opportunities, **supporting operators and enhancing the creativity and quality of drink offerings** to meet consumer expectations.

39%

of consumers arrive early at experience led venue to have a drink and/or food

How the report can help you:

+ Utilise market segmentation to make informed decisions on resource allocation and **prioritise high-potential operators for growth**
+ Explore consumer profile to **understand the preferences, behaviours, and motivations** to stay ahead of competitors and capitalise on new opportunities
+ Analyse volumetric data to **identify high performing categories** to develop targeted marketing strategies
+ Optimise the range of drinks to **meet consumer demand** and increase market share
+ **Identify key factors** that attract consumers to specific retail brands
+ **Discover strategies for executing activations** that align with your brand's concept to enhance loyalty and drive engagement

Dive into emerging experience led venues and discover **how to win**

The report covers the following segments:

Competitive Socialising

35%

of consumers going out for competitive socialising activities do so every week

Event Spaces

40%

of consumers who go to ticketed events do so on a weekly basis

Music & Food

35%

of 18-34-year-olds have increased their frequency visiting food halls vs YA

Stadia

13%

of consumers typically visit stadiums, the 3rd fastest growing channel for consumer visits

Music & Food Festivals

29%

of festival goers will visit more festivals next year

Source: CGA OPUS GB January 2024 & REACH 2024

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VOLUME POOL/ OUTLET INDEX

Customer driven insights to aid customer prospecting alongside internal resource planning

Understand 3rd Space Channel Customers

- Understand 3rd Space Customers in Top 15 Cities
- Type of 3rd Space Channel
- Location within City
- Typical Average Spirits, Beer and Softs Volume Band
- Typical MATCH profile of 3rd Space Channels by City

*Potential Stocking profile of venues where CGA has outlet records

Understanding Category Sales Dynamics in 3rd Space

- Understand category sales dynamics across Beer, Spirits and Soft Drinks in 3rd Space and by Channel*
- Scope to determine Premium/Standard sales dynamics in Alcohol and Soft Drink Categories

CONSUMER INSIGHTS

60%

of consumer say that they would be more likely to visit a Pub/Bar **if it had competitive socialising activities**

Source: CGA OPUS GB June 2024: 2,054

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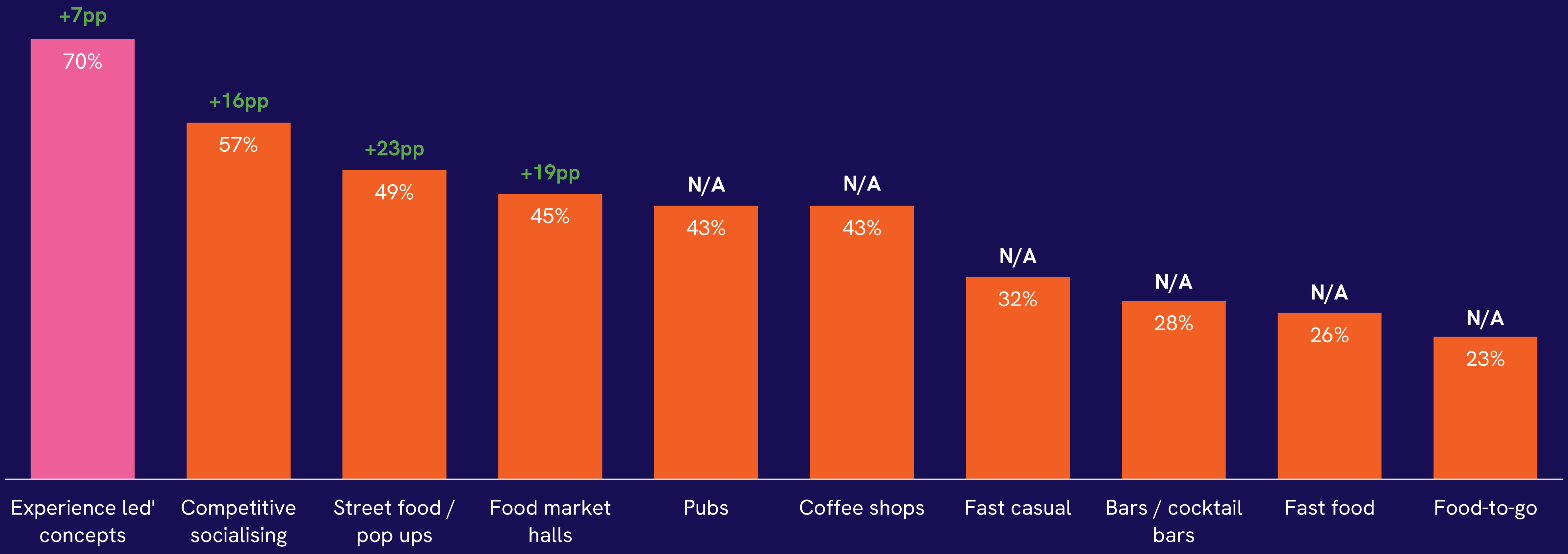
CONSUMER INSIGHTS

Experience-led and Competitive Socialising venues have become crucial to the sector, driving significant growth amongst up-and-coming operators

Which of the following formats do you believe are well positioned to thrive over the next 12 months?



Source: CGA OPUS GB January 2024

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FESTIVAL INSIGHTS

60%

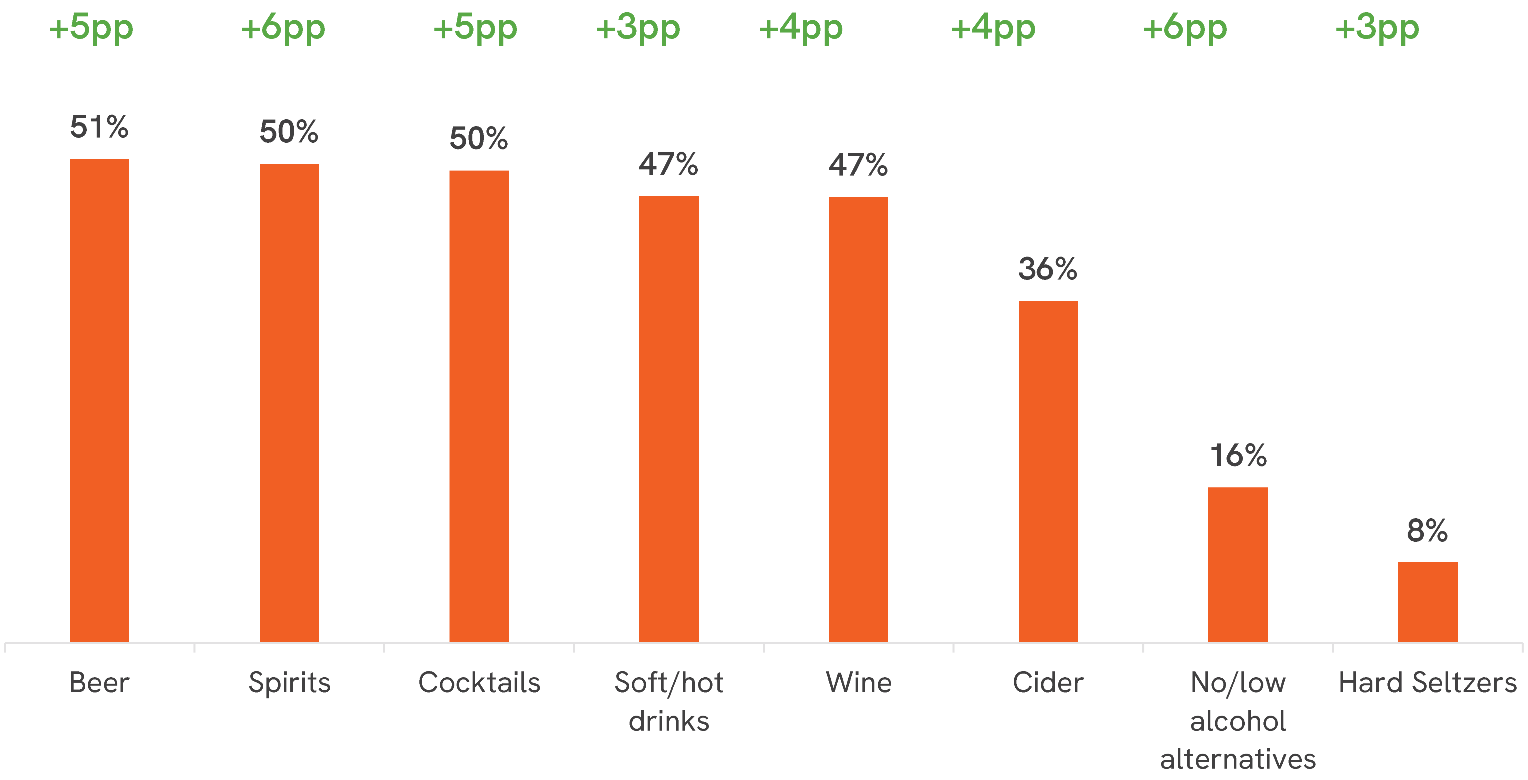
of consumers have tried new drinks at festivals that they haven't had in the past

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.

Consumers are increasingly searching for serves that are harder to replicate at home, such as Cocktails

What types of drink do you drink when you go out?
pp chg vs avg. GB



CGA UK Festival Census 2023 (4,209 Festival Goers)

Methodology

Beyond the Ordinary:

3rd space, competitive socialising & event space

Consumer insights

A view on the sub channel from a consumer engagement perspective

Outlet Index

Custom segmentation of the key 3rd space marketplace in Top UK cities

Volume Pool

Volume Pool topline performance by key drink categories in 3rd space

Festivals

Festival goers behaviour and view on current trends

Contact Us

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