

The Global Cocktails Report

2024

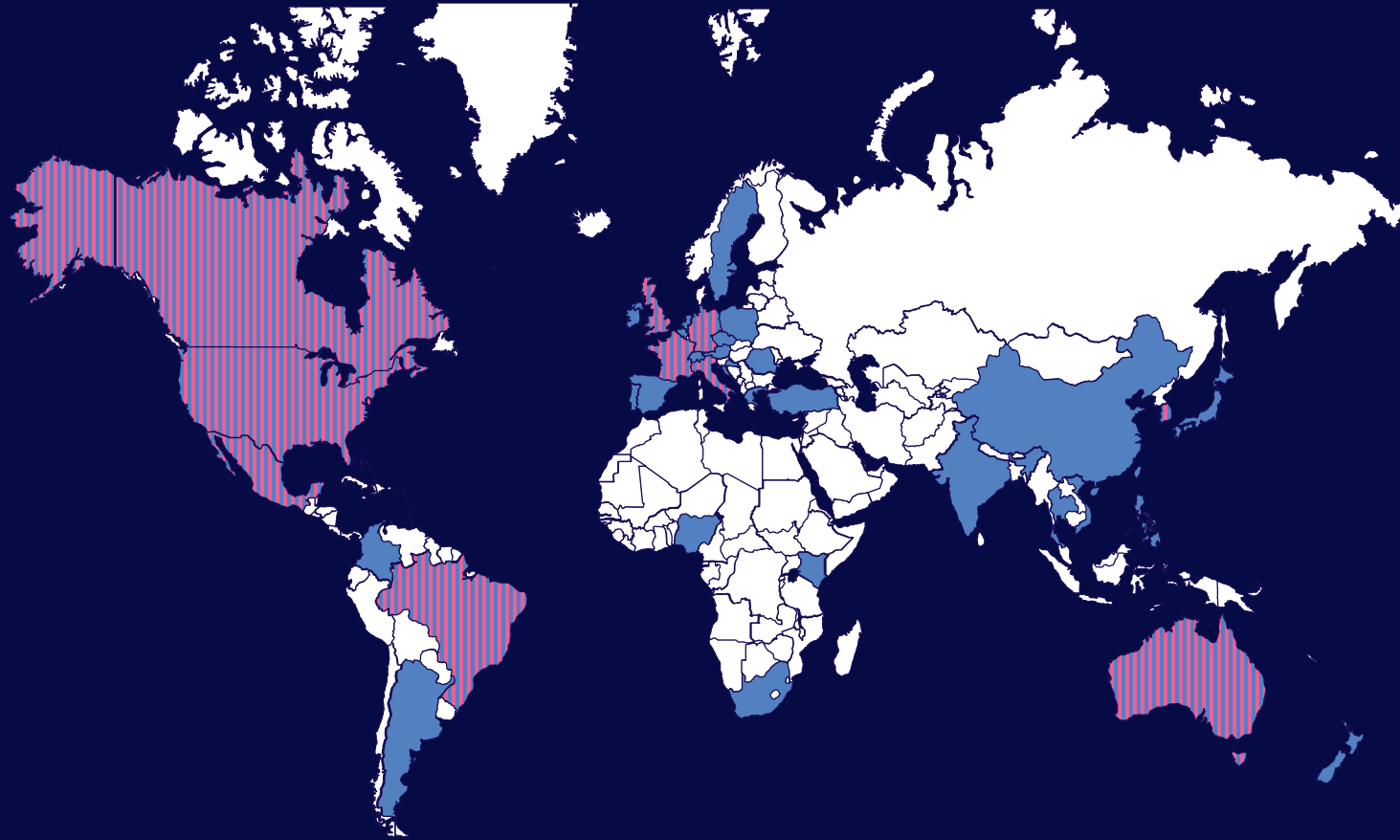


NIQ



REACH methodology

Global insight from 38 countries, 30,000 On Premise consumers, 600 operators and a selection of bartenders across the globe 15-minute online survey with On Premise users, nationally representative of age, gender and region*



Consumer research conducted in:

Argentina	Greece	Portugal
Australia	Hong Kong	Romania
Austria	India	South Africa
Belgium	Ireland (ROI and NI)	South Korea
Brazil	Italy	Spain
Canada	Japan	Sweden
China	Kenya	Switzerland
Colombia	Mexico	Taiwan
Croatia	Netherlands	Thailand
Czechia	New Zealand	Turkey
France	Nigeria	US
GB	Philippines	Vietnam
Germany	Poland	

*with slight flex in smaller/harder to reach markets

Winning in Cocktails

*Underpinned by CGA's Global REACH findings of consumer trends across the world, **uncover category nuances and actionable insights to help drive your cocktail strategy:***

- Defining & reflecting on the global Cocktail market
- Understanding the Cocktail consumer
- Exploring regional nuances
- Evaluating the changing path to purchase
- Harnessing the power of social media
- Understanding Gen Z – your current and future Cocktail consumers
- Exploring the latest Cocktail trends
- Summary and Recommendations



Shape your cocktail strategy around the most profitable On Premise consumers and visits

How this report can help you:



Quantify visits, spend and engagement with cocktails in the On Premise



Uncover size of the prize opportunities for your brand growth



Optimise activations and marketing investment along consumer path to purchase



Drive digital visibility & engagement with consumers interactions through social media

All findings can be broken down by category and local market



28%

Of consumers drink
Cocktails in the On Premise

*Making it the 4th most widely consumed
alcoholic drinks category globally*

(Americas +2pp)

(Europe -2pp)

(Africa +14pp)

38%

Of Gen-Z consumers
globally drink Cocktails in the
On Premise

(Global average +10pp)

(ANZ +7pp)

(Asia -5pp)



32%

Of Cocktail consumers
believe it is more important
than it was 12 months ago
that their drink is healthy

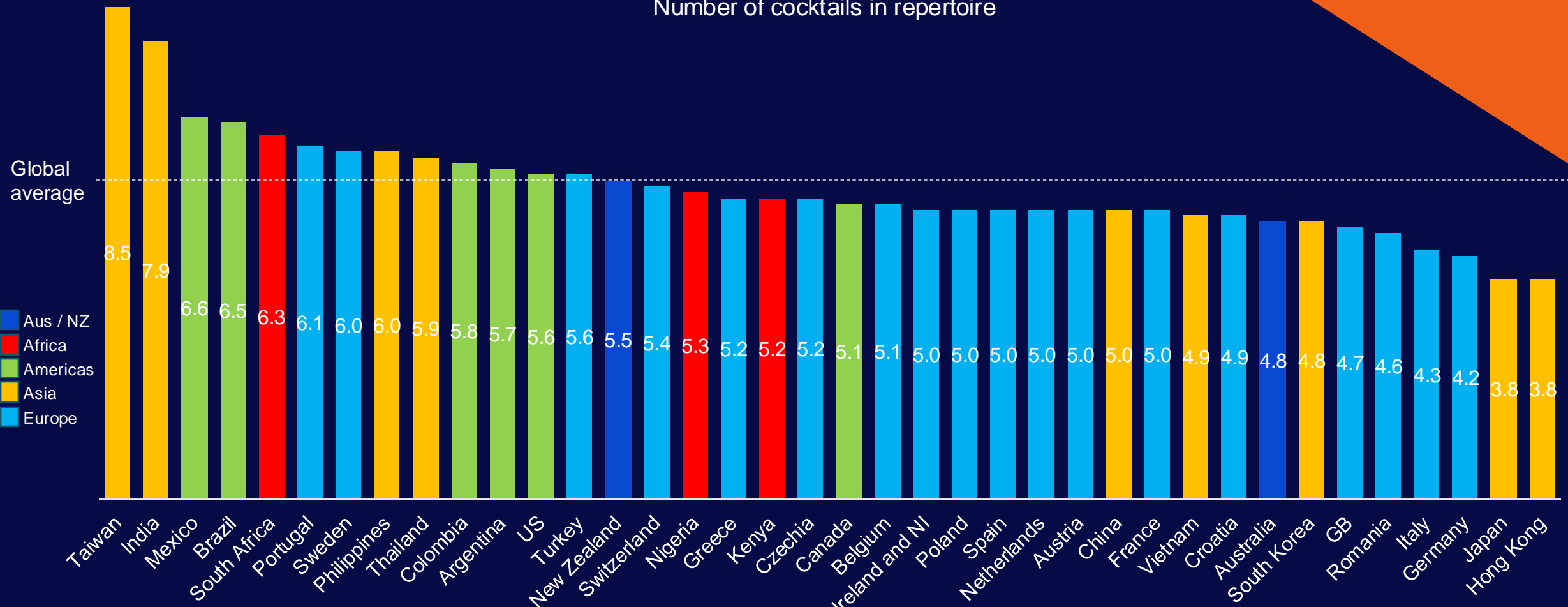
(+5pp vs the average consumer)
(Asia +10pp)

CGA By NIQ: Global REACH April 2024. Sample size: 8017 - 30104



Cocktail repertoires on average are highest in the Americas, which divide

Number of cocktails in repertoire



Declining spirits drinkers are switching to longer served drinks where they see the most value by utilising offers and menu

You have said you plan to drink at least some types of spirit less frequently, are you going to drink more of any of the following types of drink instead?



Beer

39%



Soft drinks

31%



Cocktails

25%



Wine

23%



A different
type of spirit

14%



No, I am just
going to drink
less

13%



No or low
alcohol
alternatives

13%



Cider

12%

The Margarita is called out by bartenders globally as the most popular cocktail in the On Premise, with particular focus on flavour and for

In your opinion, what is the most popular drink?

“ ‘Spicy margaritas are a night thing now’

‘The most trending drink at the moment is a margarita’

‘Probably a Marg, it’s always a Marg, but I think we’ll be moving more into savoury infusions’

‘Margaritas and variations of Tequila, Mezcal’

Margaritas are currently the trendiest drink, according to me.

‘All flavors of margarita. There isn’t a day that goes by that I don’t make one.’ ”



Mezcalita



Spicy Margarita



Frozen Margarita

Why CGA by NIQ?

On Premise specialization

CGA's expertise in the On Premise sector is crucial for unlocking insights that truly make a difference. Generic insights are not valuable in this unique sector, and CGA's specialization ensures the relevance and impact of the insights provided.

Comprehensive understanding of the market

CGA's research offers a complete and specialist view of the On Premise market. By analyzing consumer behaviour, category trends, venue types, brands, and occasions, it provides a comprehensive understanding that can be utilized by various teams within a business, from Field Sales to Category Development.

Built by On Premise experts

CGA's team consists of On Premise consumer research specialists who possess in-depth knowledge and understanding of the sector. They employ world-leading research techniques and leverage their expertise to deliver clear, actionable, and robust insights. All findings are shaped through this capability and built from the most comprehensive On Premise data assets globally.



Supporting our clients to achieve growth in the On Premise

Measure the market...

and track your sales performance
against your competitors

Win with consumers...

in On premise channels and occasions
by knowing how to influence path to
purchase and brand choice

Grow distribution...

by identifying and targeting the outlets in
the channels with the greatest sales and
consumer opportunities for your brands

Gain a tactical advantage...

with outlet level sales, pricing and
ranging analytics combined with
consumer insights brands



Contact Us

To learn more or to speak to a member of the team, please feel free to get in touch:



George Argyropoulos

Managing Director - EMEA

George.Argyropoulos@nielseniq.com



Charlie Mitchell

Head of Insights & Consumer Research

Charlie.Mitchell@nielseniq.com