



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 two surveys completed by **festival goers and operators.**

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





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 the 2025 festival season
- + Provides you with thought-leadership and exclusive recommendations for suppliers
- + Helps better prepare for expected challenges for the 2025 festival season
- + Informs your festival strategies and decisions for 2025 and beyond

The report will explore:

- + Festival-goers' behaviour during the 2024 season compared to previous years
- + Consumer attitudes towards festivals and their views on trending topics
- + Opinions on food and drink options, along with factors that influence purchasing decisions
- + The effectiveness of activations and what consumers want to see in 2025
- + Consumer spending patterns and their views on festival pricing
- + Key priorities for festival operators to help them create the ideal festival experience
- + How festival suppliers can stay competitive in a challenging market
- + Key challenges faced by festival suppliers and operators and how to support each other in achieving mutual goals





4 in 5

Consumers value the festival experience enough to justify ticket prices

Experience over cost

Festival experiences hold significant value for consumers, with the experience itself outweighing the cost and underscoring its importance.



47%

Of consumers who said they know what drink category they will drink before entering a festival, but not a specific brand

An opportunity to showcase products

Consumers attending festivals with an open mind create a prime opportunity for brands to introduce new products from their portfolio.



On average

72%

Of Festival operators' total tickets were sold in 2023

Operators predicted they would sell

82%

Of their total tickets in 2024

Festival tickets continue to sell

Festival operators highlight the continuous popularity of festivals, with more tickets predicted to sell in 2024, showing the opportunity for 2025.

Contact Us

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



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