

CGA by NIQ Christmas Report 2024

Combining consumer and sales data to inform your
strategic decisions during the peak festive
On Premise sales period



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CGA by NIQ Christmas Report 2024

An investigation into consumers interactions, habits, decisions and motivations in the On Premise over the festive period, providing tangible insight to understand who and where consumers are engaging with and how to maximise your strategies.



A nationally representative survey of 2000 (GB) and 1000 (Ireland - 750 for Republic of Ireland and 250 for Northern Ireland) On Premise consumers to understand festive behaviours and attitudes within the eating and drinking out market.



Total market sales data plus daily and weekly insights from 8,500 Managed EPOS outlets with breakdown of key dates, Category & Supplier performance and the role of premiumisation.

Report Highlights



Sales Trends over the Festive Period	Key Channels & Occasions	Consumer Profile & How to Win?
<p>Volumetric analysis of On Premise Christmas performance</p> <p>Breakdown of key festive dates</p> <p>Category & Supplier performance</p>	<p>Who/Where/when to target</p> <p>Understand the mix of venues and occasions on out of home visits</p> <p>*Determine drivers to visiting channels & pre-booking over the festive period</p>	<p>Explore decisions, motivations & path to purchase</p> <p>Driving trial & engagement</p> <p>Understanding trade up</p> <p>Perfect product offering</p> <p>Activating effectively</p>

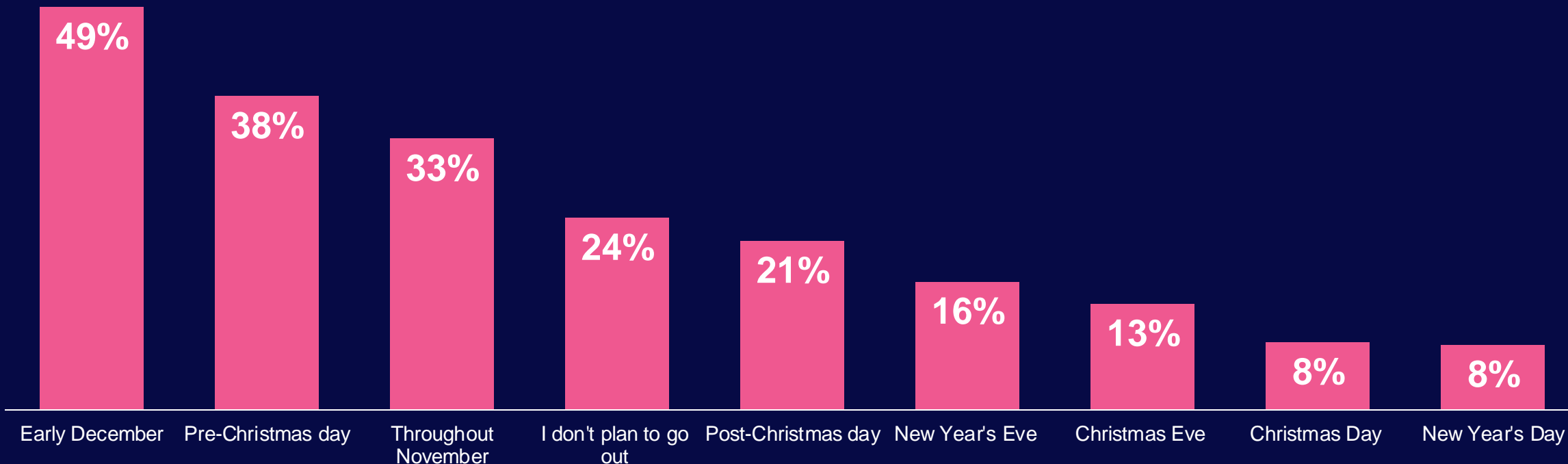


Why Invest in the CGA by NIQ Christmas Report?

- **Actionable Insights:** Understand consumer motivations, category performance, and key festive occasions to shape winning strategies.
- **Win sales in the market:** Identify growth opportunities, refine forecasts, and align activations with evolving festive trends.
- **Market Intelligence:** Access comprehensive sales data and trends from 8,500 Managed EPOS outlets.
- **Engage Effectively:** Drive trial, loyalty, and premiumisation with the right product mix and tailored activations.
- **Consumer-Centric Focus:** Explore decisions, pre-booking behaviours, and trade-up opportunities to maximise festive ROI.
- **Competitive Edge:** Stay ahead by targeting the right consumers, channels, and occasions during the peak festive season.

Consumers appear to be planning their On-premise visits during the early festive period, such as throughout November and early December, likely reserving the latter half of December to spend with family

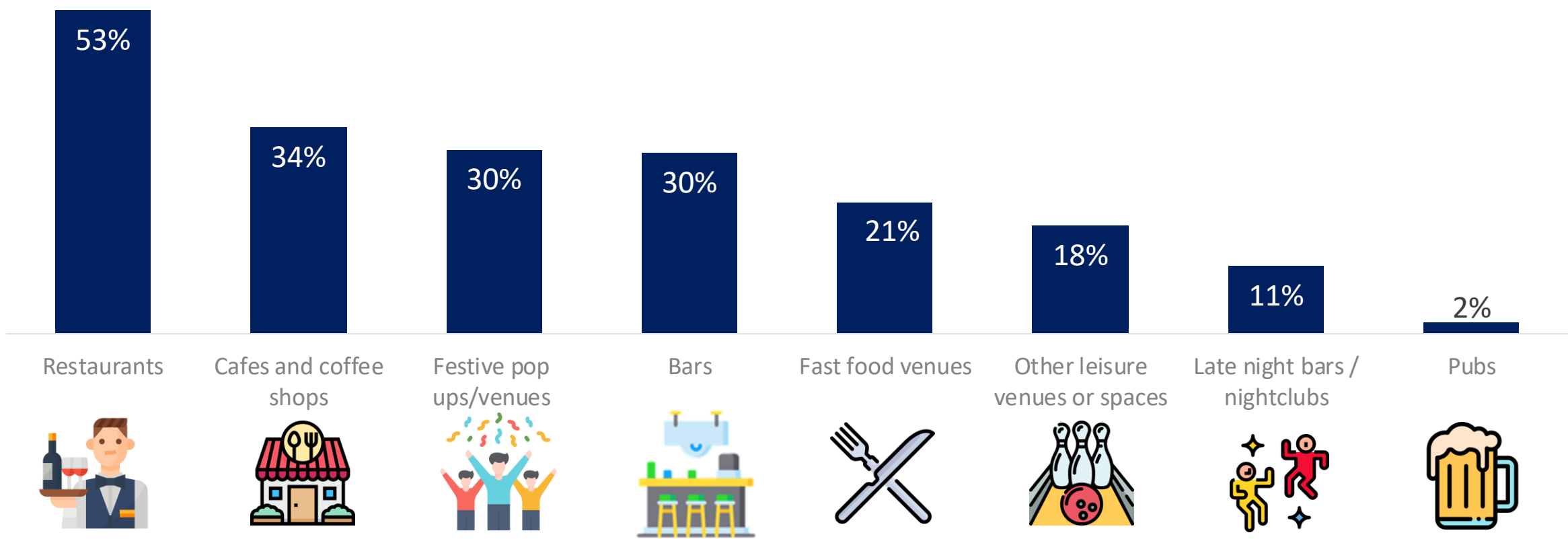
Upcoming dates consumer plan to visit venues on during festive period 2024



CGA BrandTrack October 2024

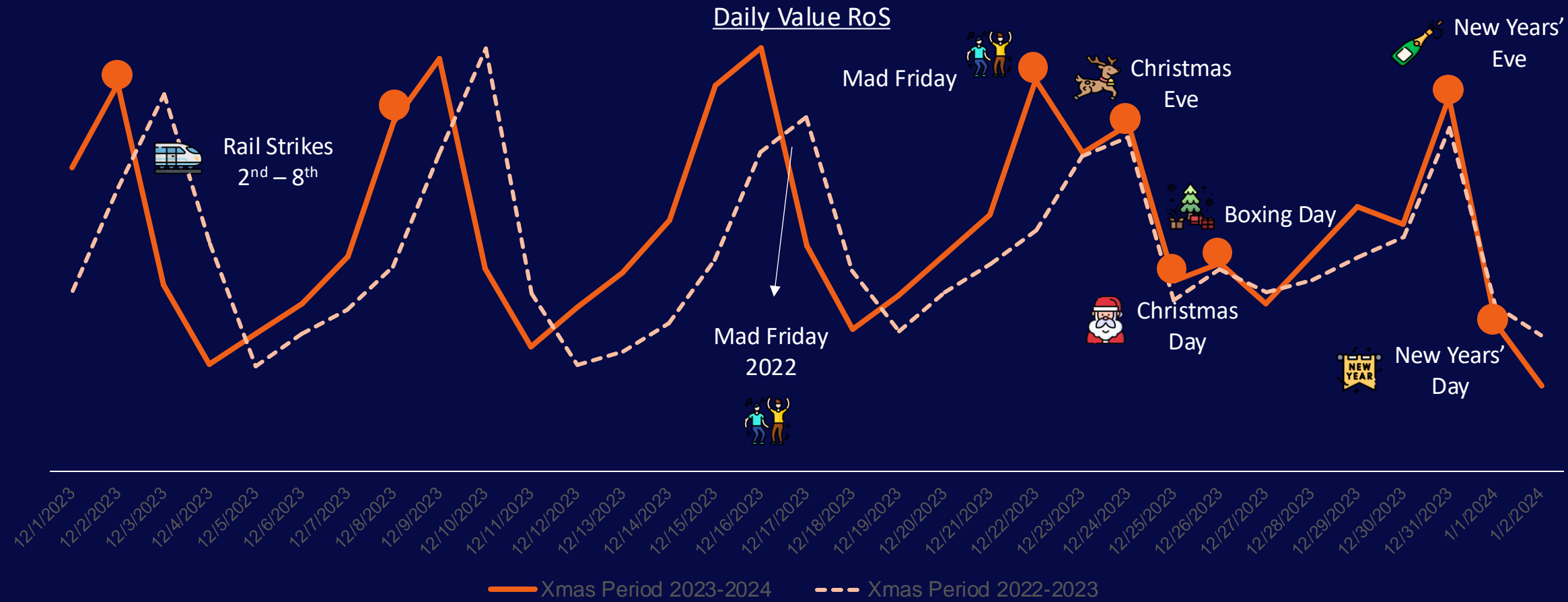
Consumers are prioritising food-led and low-tempo channels this year, while high-tempo outlets seem to be less popular

Venue types consumers plan to visit during the 2024 festive period?



Popular events such as Mad Friday, Christmas Eve & New Years Eve saw a higher uplift in 2023 as consumers were less impacted by Rail Strikes and celebrated out in the trade

Total Wet Weekly Value RoS vs 2022 (L4L)



CGA EPOS Data to w/e 06.01.2023



CGA Christmas Report 2024 Investment options

Early commitment:
£6,000 exc. VAT

January' 25 onward:
£6,500 exc. VAT

**Early commitment is based on a PO or order confirmation received and invoiced in 2024*

Contact us

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



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