

Mixed Drinks Report 2024

*Consumer and sales data to provide a holistic view of the
GB cocktail market*

Great Britain 2024 | H2



NIQ



The Report will explore:

- + Consumer perception, opinion and awareness of Cocktails in the On Premise
- + Who the Cocktail consumer is and their typical out of home habits
- + Cocktail interaction by channels and occasions
- + Drivers to drinking cocktails, important factors in choice of cocktail serve, and influences on venue choice
- + The appeal of emerging cocktail trends including flavours, ingredients and serve types

And more...



The Report will help you:

- + Gain a deeper understanding of On Premise cocktail drinkers
- + Stay ahead of your competitors by revealing **new and upcoming cocktail trends**
- + Adapt your cocktail offering by channel to **drive sales growth**
- + Understand the **path-to-purchase** and **key drivers for cocktail consumption** in the On Premise
- + Allow you to craft a comprehensive On Premise strategy to **maximise every opportunity**



The report highlights:



Product Offering

Size of the prize analysis, using a combination of volumetric data sources to understand the short and long term trajectory of the category and the relationship the category has with the wider spirits market



Consumer Profile

In depth understanding of the On Premise cocktail consumer including segmentation, habits and behaviours. Analysis of the consumer journey allows prioritisation of moments of highest influence



Growth Opportunities

Understanding of the consumer led trends that are fuelling growth within cocktails, with insight into how best to capitalise on the opportunities that these trends provide



Engagement

Narrative around the importance of cocktail drinkers and their effect on the market, while tailored analysis of consumer expectations by outlet type allows for in-depth comprehension of the market

Methodology

Utilising a combination of CGA's consumer and sales data to provide a holistic view of the GB Cocktail market to inform your Cocktail strategy...



Online survey of 1000 nationally representative GB On Trade cocktail drinkers

Survey in field April 2024

Exploring how Cocktail consumers are engaging with the On Premise. Deep diving into their habits, preferences, drivers, and expectations by channel and occasion.



Volumetric sales data

From over 60,000 outlets



CGA Proprietary data

Insights from CGA BrandTrack August 2023 consisting of a sample of 5,000 nationally representative GB On Trade consumers.



Bolt on report

Short Mixed Drinks

Understanding the short mixed drinks consumer

- Why are consumers switching from higher ABV shots to 'soft' shots?
- How are high tempo occasions changing?
- Where is the opportunity for short mixed drinks outside of late night?

Explore evolving macro-trends across bombs and shooters to optimise your beverage strategy

Interaction with short mixed drinks

Understanding who the bomb and shooter consumer is and how they interact with the category

Consumer preferences

Consumer preference for different serves when visiting the out-of-home market, as well as a look at the top brands chosen during visits

Bomb and shooter drivers

Insight into the influential factors at play when choosing to drink short mixed drinks out and how these influences have changed

Outlet Preference

Understanding consumers short mixed drink interaction across different channels

Contact your account manager, or a member of the team, for more information.
Discount available when purchased in conjunction with the Short Mixed Drinks Report

Bolt on report

Long Mixed Drinks

How to win in spirit and mixer serves

- Why are consumers moving away from spirit and mixer serves?
- How can you tailor spirit and mixer pairings to optimise sales?
- How can you protect share in long mixed drinks?

Long mixed drinks remain a key format driving On Premise spirit consumption

Interaction with Spirit and Mixers

Understanding who the Spirit and Mixer consumer is and how they interact with the category

Consumer preferences

Consumer preference for different Spirit and Mixer serves when visiting the out-of-home market, as well as a look at the top Spirit and Mixer brands chosen during visits

Spirit and Mixer Drivers

Insight into the influential factors at play when choosing to drink Spirit and Mixers out and how these influences have changed

Outlet Preference

Understanding consumers Spirit and Mixers interaction across different channels

Contact your account manager, or a member of the team, for more information.
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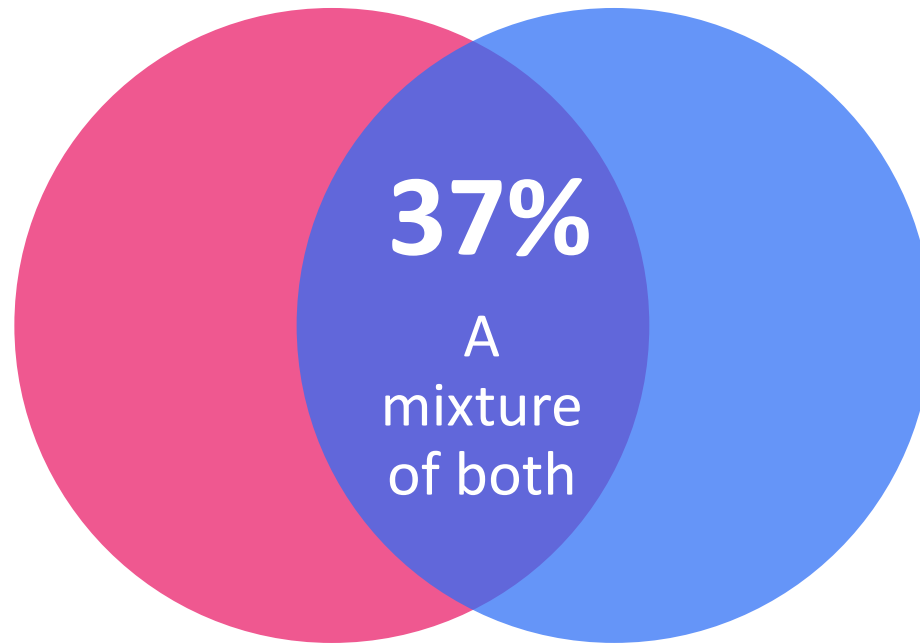
Whilst more consumers are leaning towards premium serves, it still remains important to offer a range of Cocktail serves that appeal to both premium and value consumers

Would you say the Cocktail(s) you typically drink are mostly...

34%

Premium high-quality Cocktails

+10pp vs Q1 2023



-10pp vs Q1 2023

29%

Value Cocktails

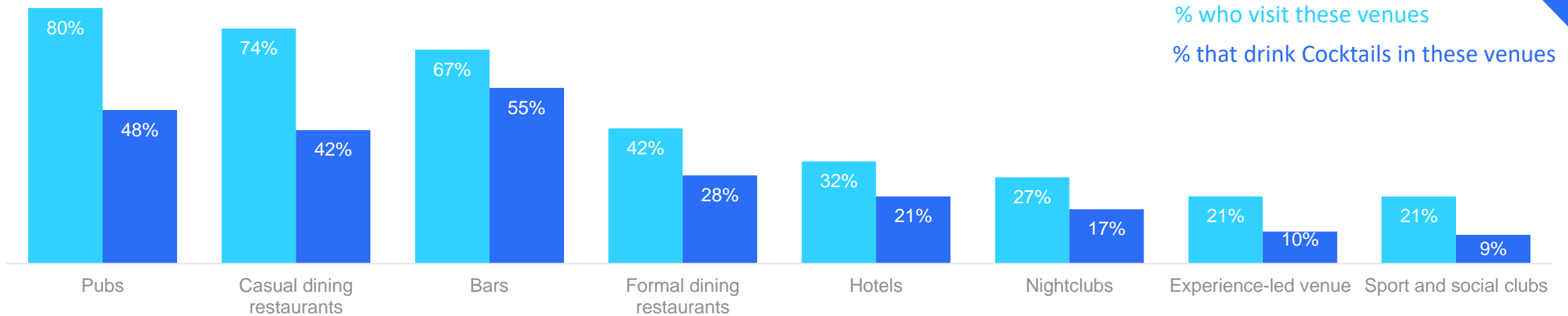
(i.e. lower priced, or in a 2-4-1 or Happy Hour deal)

-1pp vs Q1 2023

Source: Mixed Drinks Q1 2024: Sample size 1017, Q1 2023 996

Bars see the highest conversion to the cocktail category due to their innovative offering which encourages consumers to try new cocktails

Proportion of consumers visiting these channels and the proportion of them who drink Cocktails in them:
Indexed vs Q1 2023



Visit index:	+2pp	N/A	+5pp	N/A	+2pp	+3pp	+1pp	+5pp
Drink Cocktails index:	+6pp	N/A	+7pp	N/A	+6pp	+3pp	+3pp	+3pp

Source: Mixed Drinks Q1 2024: Sample size 1020, Q3 2022 1001

*N/A = New Answer value

Operators should look to optimise their promotion/discount offerings to increase ROS outside of key trading periods

59%

of consumers would visit a venue for cocktails midweek if they offered midweek promotions/discounts

64%

of consumers would visit a venue for cocktails earlier in the day instead of the evening if they offered promotions/discounts

Example Output

Source: Mixed Drinks Q1 2024: Sample size 1011, 1012

Why CGA?



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 specialisation ensures the relevance and impact of the insights provided.



Comprehensive understanding of the market: CGA's OPUS offers a complete and specialist view of the On Premise market. By analysing consumer behaviour, category trends, venue types, brands, and occasions, it provides a comprehensive understanding that can be utilised 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.





Contact Us

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