

The Global Bartender Report 2026

The world's leading bartender insight report, powered by those who know the sector best, is back for a third year – bigger and better than ever!





Why bartender research?

The On Premise is a highly unique sector in which a key stakeholder stands between your consumers and your brands: The bartender. Brand advocacy from bartenders plays a huge role in On Premise sales.

88% Of bartenders globally typically make a drinks recommendation every shift

95% Of Bartenders say the guest will order that recommended drink most times or more

Meaning the average premium+ bartender influences consumer drink decisions over the course of a year **10,976**

Beyond this, unlocking insights from bartenders can be key for predicting market trends and opportunities, particularly in the premium/luxury space.

This industry-leading study delves into the insights, preferences, and trends within bartending. The findings can be leveraged to gain a competitive edge and foster stronger relationships among industry professionals

NIQ are the global experts for hospitality research, with trusted partner networks for Bartenders worldwide

A dedicated network for research with hospitality professionals

Over years of sector research and engagement, NIQ's hospitality network delivers unparalleled access to staff and decision-makers across the global hospitality industry.

Our B2B research capabilities provide actionable insights that shape strategies, strengthen partnerships, and drive growth. We help brands connect with the right people and uncover the insights needed to succeed..

Our global credentials...

- **100,000+** network of hospitality professionals available
- **60,000+** hospitality professionals surveyed
- **250+** hours of B2B interviews moderated
- **90+** separate projects delivered
- **26** global markets covered – and capabilities across the globe

Combining B2B expertise with Bartender specialism

Within our broader B2B capability, our bartender network is our most established and mature segment. Through partnerships with both global and local industry organisations, CGA by NIQ connects directly with bartender communities – enabling high-quality, hard-to-reach samples at unmatched scale.



BarSights

What sets NIQ apart

- BarSights is the **largest study into hospitality professionals globally**, surveying 1,700 hospitality professionals around the world, allowing for comprehensive insights into a crucial audience for you and your brands.
- The study is **strengthened by working with bartender associations**, through capturing high-quality responses from committed hospitality recipients.
- Data is analysed by **NIQ's On Premise experts**, delivering high quality and actionable insights to improve advocacy, drive staff recommendations and gain share.

Deliverables		Tier 1 N150	Tier 2 N50
Global Report (N1700 Responses)	USA report (N150 responses)	USA	
	MEX report (N150 responses)	Mexico	
	Iberia report (N200 responses)	Spain	Portugal
	FRA report (N150 responses)	France	
	GER report (N150 responses)	Germany	
	IND report (N150 responses)	India	
	AUS report (N150 responses)	Australia	
	JPN report (N150 responses)	Japan	
	SK report (N150 responses)	Korea	
	UK&I Report (N200 responses)	UK	Ireland
	Emerging Asia Report (N100 responses)		Singapore Hong Kong



Driving beverage success in the On Premise

How the report can support your bartender strategy

Drive advocacy of brands: Bar staff play an invaluable role in the consumer path-to-purchase and can be vital influencers of consumer decision making through their recommendations. This report will be key for ensuring staff are recommending your brands.

Unprecedented Insights: Gain a deep understanding of bartenders' demographics, work experience, industry knowledge, and preferences, allowing for targeted strategies tailored to their needs.

Market Intelligence: Stay ahead of the competition by accessing valuable data on popular drinks and emerging trends, at both a global and regional level, as told by those who know the industry the most.

Optimize Engagement: Understand how best to interact with bartenders from online communities and engagement programs, to the role sales reps will play.

Strengthen Supplier-Bartender Relations: Understand how bartenders interact with suppliers, their sentiment towards brands, and drivers behind their supplier preferences, facilitating stronger partnerships and collaboration.



Survey Content Topics: 2026 Global Bartender Report

Survey content will include more trended insights around the evolution of advocacy preferences and trends. 2026 topics broaden the utility of this research outside of just advocacy teams.



**Recommendations & Brand
Advocacy**

**Menu Development &
Commercial Viability**

**Brand Ambassadors &
Relations**

Creating Experiences

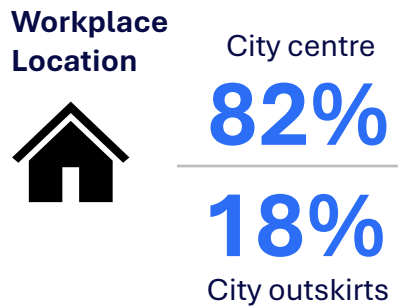
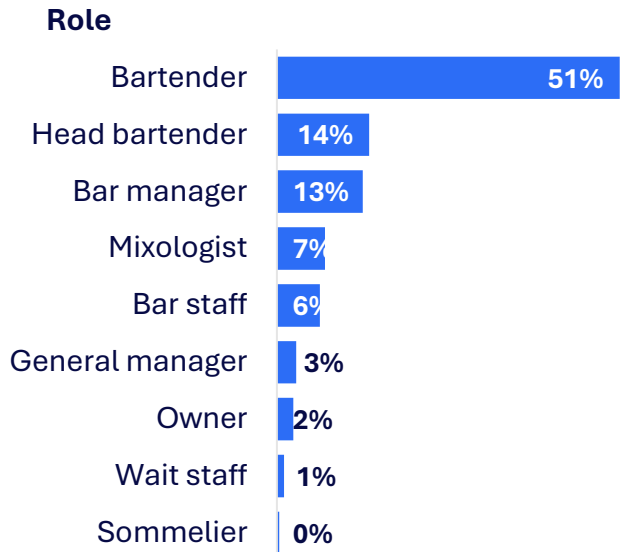
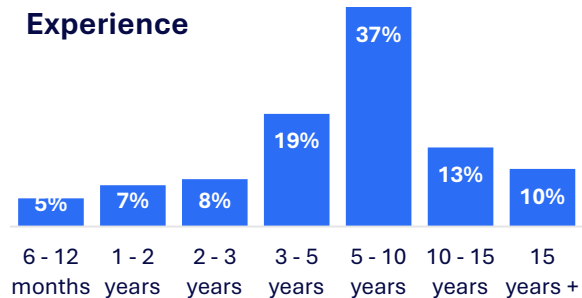
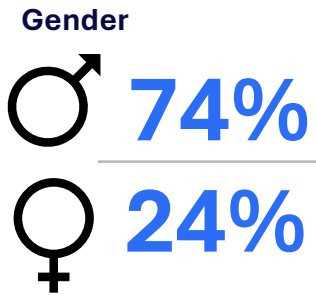
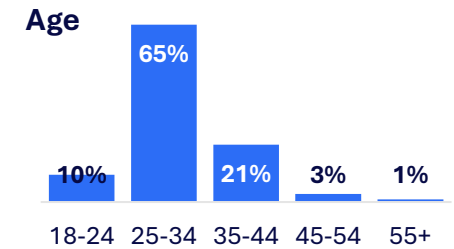
**Brand Partnerships &
Activation**

**Key Trends Across Drink
Categories**

**Brand Support &
Engagement**

Meet the 2025 sample – which will be replicated and expanded for 2026

1529 bartenders with 6+ months experience surveyed



Food-led outlets
14%

Independent venue / small group with a cocktail focus (\$\$\$)	50%
Premium restaurant (\$\$\$)	40%
High-end restaurant (\$\$\$\$+)	10%



Drink-led outlets
59%

Independent venue / small group with cocktail focus (\$\$\$)	74%
Premium venue (\$\$\$)	19%
Luxury / high end venue (\$\$\$\$+)	7%



Nightclubs
6%

Independent venue / small group with cocktail focus (\$\$\$)	55%
Premium venue (\$\$\$)	27%
Luxury / high end venue (\$\$\$\$+)	19%



Hotel bars
22%

4 stars	37%
5 stars	63%

Source: BarSights Global Bartender Report 2025, sample: 1529

Quality is at the forefront of guest needs when ordering drinks out, creating real opportunities for trade-up and the premium space

What do guests want?

‘Consistently **high-quality brands**’ were ranked

#1

As the brands best placed to thrive in 2025, according to bartenders

*“Guests are opting more and more for **quality over quantity** when it comes to what they are drinking, and are much more willing to listen to bartender recommendations than ever before”*

58%

output

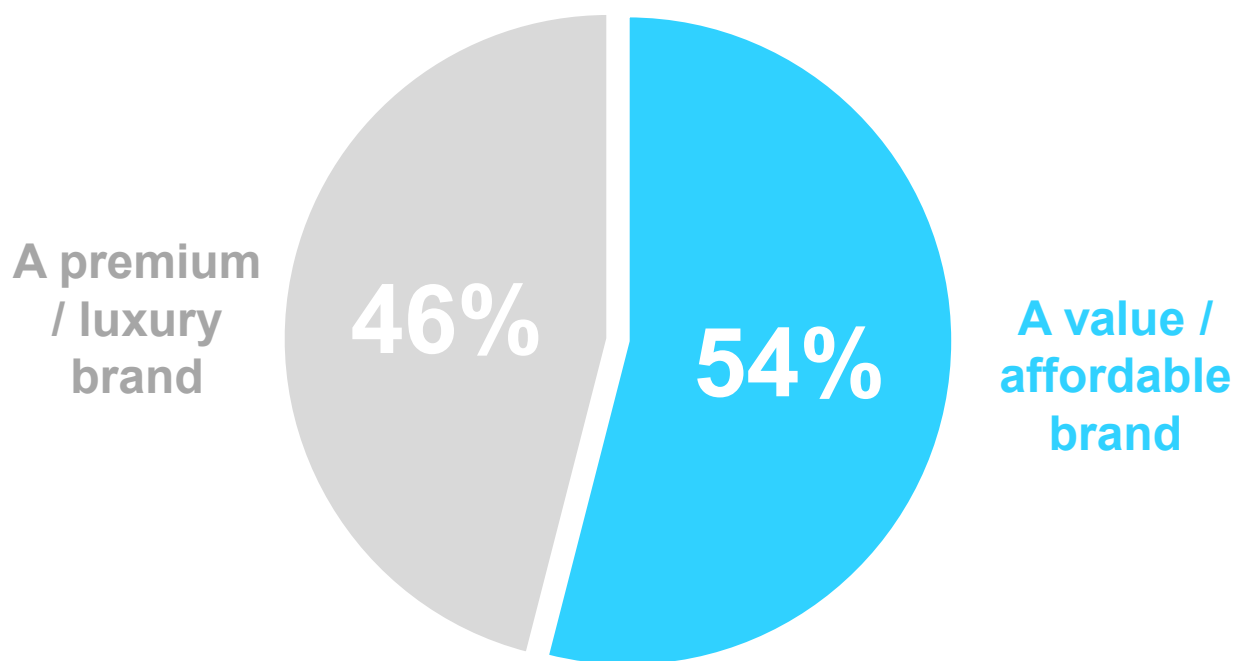
Of consumers globally are likely to **pay extra for a better-quality drink** when in the On Premise
+20% vs 2024

2025 data sample

Source: BarSights Global Bartender Report 2025, sample:1525; REACH Global 2025, sample: 33,201

However, this doesn't directly mean bigger price tags will win; product quality must make the drink a good value option to match the price point

What types of drink brand do you typically recommend?



“

[I usually recommend] Brands that don't gouge for their quality. There are a lot of exorbitantly expensive newer Japanese whiskies that are simply bad

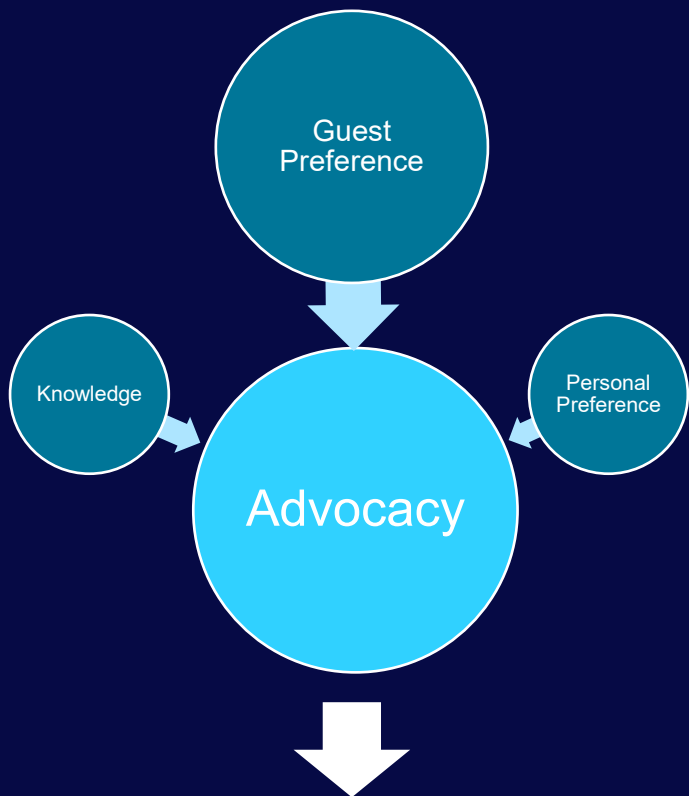
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2025 data sample output

Source: BarSights Global Bartender Report 2025, sample: 1459 - 1487

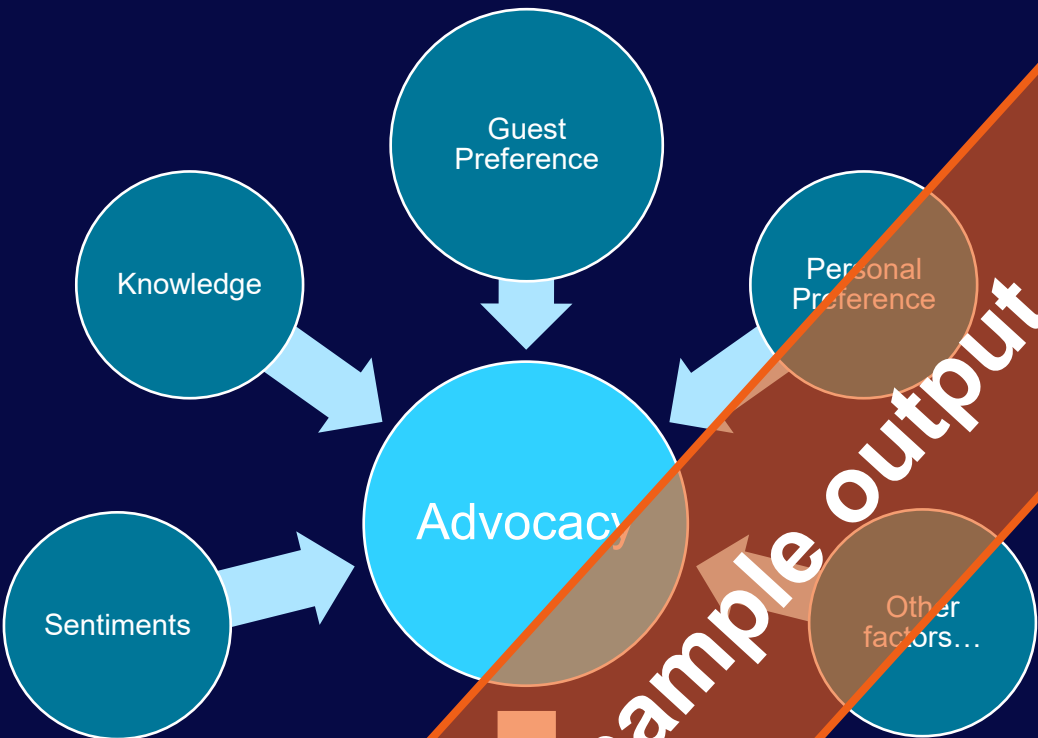
Summary

Less experienced bartenders



Advocacy preference for well known, trusted 'crowd pleaser' brands

More experienced bartenders



Advocacy preference for more unique, brands that guests may not have heard of, but will deliver on their needs

2025 data sample output

The strength and diversity of Supplier A, Supplier B and Supplier C portfolios have evidenced the sentiment outcomes from product quality globally

Please write your favourite brand below

Please write the reason why you chose that brand as your favourite in the box below

#1	Supplier A	14%
#2	Supplier B	14%
#3	Supplier C	11%
#4	Supplier D	8%
#5	Supplier E	8%

Supplier A

"They represent a solid community and provide top quality products. They also provide a range of options to meet a wider target audience."

"I think that they have a solid overall lineup of spirits in their portfolio. Even if some of the brands aren't my taste they are popular and our local reps have given us so much information and knowledge on the brands that I can respect them for what they are."

Supplier B

"They have a diverse spirit portfolio that caters to my palate."

"Because from the early stage I entered into the hospitality industry, I heard the name of it, and I like it very much from the beginning."

Supplier C

"I find they are consistent in their flavour and accessible from most retailers, helping create classic and consistent staples!"

"I think they have a great portfolio of quality products."

Source: BarSights Global Bartender Report 2025, sample: 1529

*"I think **people need to stop hosting panels where people talk about their feelings**. I'm so bored of it. I don't want to sit on another, I do it to support people, but **who has time to go to a panel and talk about feelings with no action**. All I can think when I see brands doing this is, what is the takeaway? What is the action? Instead of just ticking a box, **do something that has a bit more meaning and redirect the funds in a way that's going to make change**"*

Anna Sebastian (Celebrate Her)



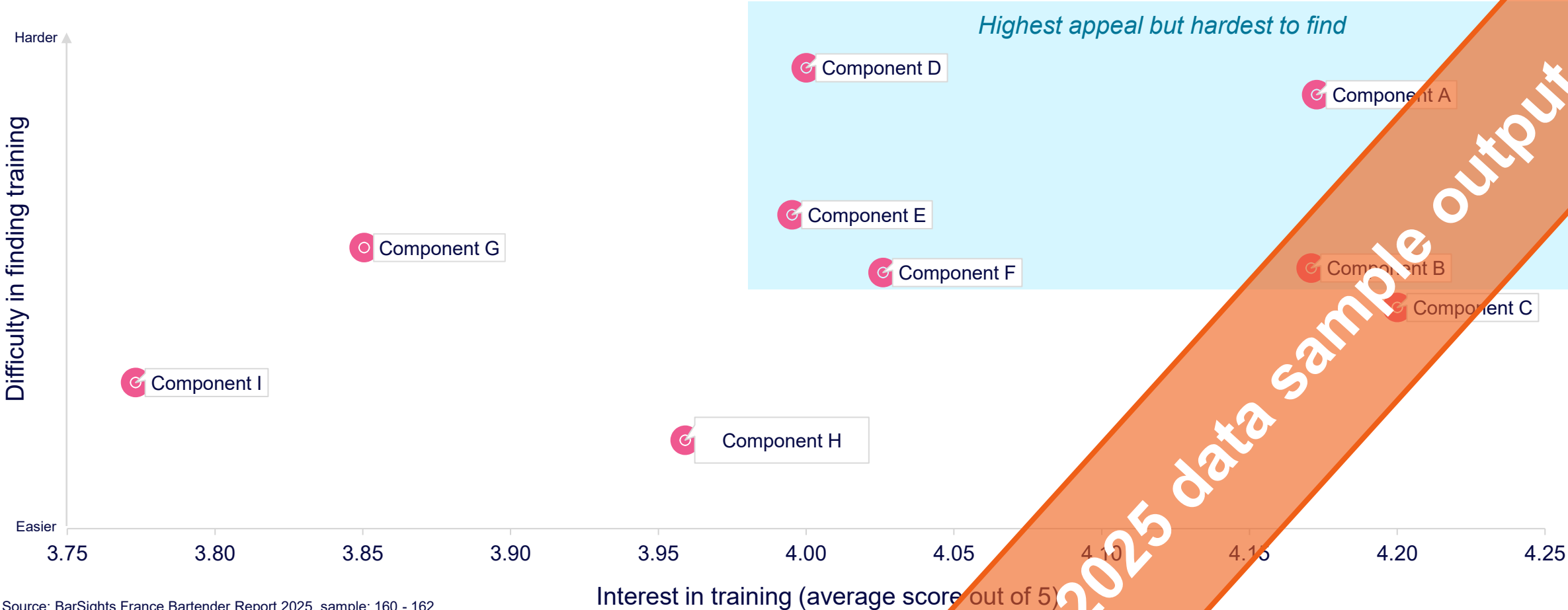
*"We're moving away from **virtue signalling to, practicality and tangibility**. And yes, of course it's important to talk about issues to raise awareness to them for sure. [...] **At some point someone needs to do something, otherwise it's just a lot of talk.**"*

Danil Nevsky (The Indie Painter)

2025 data sample output

Component C is one of the most appealing training resources for bartenders, however, there are gaps that suppliers can fill with training needs through Component A and D

How easy do you think it is to find good training / education resources for these areas?
On a scale of 1 to 5, how interested would you be in receiving education / training in the following areas?



Source: BarSights France Bartender Report 2025, sample: 160 - 162

Country-level reports

Market insights based on a robust sample of bartenders

- Understand the market nuances and the needs of hospitality professionals at a market level by purchasing country level BarSights insight.
- Market-level reports are available for all countries included in the study and provide a rich insight into how to win with hospitality professionals, how to drive advocacy and the trends impacting specific countries

What you will receive

- An in-depth report providing market level findings and recommendations allowing you to build relationships with this crucial audience, delivered in local language
- A virtual presentation of findings, delivered by NIQ experts
- Individual market reports available for purchase

Reports available:

UK&	Iberia	Korea
USA	Mexico	India
France	Australia	Japan
Germany	Emerging Asia	



Additional Bartender & hospitality staff capabilities

With NIQ's network of hospitality professionals and bartenders, we can undertake customised, ad-hoc research with this critical audience to meet the needs of any specific brief with high-quality insights



Quantitative

- Online surveys with specific target groups to robustly measure and assess performance
- CATI interviews with harder-to-reach and niche audiences for specific queries



Qualitative

- In-depth-interviews to provide depth, explore topics of interest and gauge opinion
- Focus groups and moderated discussions for debate and thought leadership
- Virtual / non-moderated VoxPop style recordings



Mixed methods

- Concept testing, workshops and feedback from professionals for logistics & operational feedback on NPD and redesigns
- Mobile diaries and longitudinal studies for on-going research
- Trend identification study

Contact Us

Get in touch to find out more



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