

BRITAIN

# The Changing Landscape of Snacking in Pubs and Bars

Insights and Opportunities for Manufacturers and Suppliers





Data  
Pack  
Included

# Introduction

The report aims to provide a clear understanding of the **current snacking trends** and **consumer preferences**, thereby enabling manufacturers and suppliers to make informed decisions and capitalise on **new opportunities** in the market.

## Key topics covered in this report include:

- + Consumer preferences and purchasing patterns for packaged snacks
- + Anticipated price changes and their potential impact on consumer behaviour
- + Flavour trends and driving factors behind snack choices
- + Opportunities for light bites and hot snacks
- + Consumer spending habits and perceptions of premium snacks



# Who is this report for?

## Sales & Commercial

Produce authentic sales stories to clearly illustrate the value of buying into your portfolio of brands. Justify propositions and make data driven decisions.

## Category & Insights

Generate cost savings by removing the need to commission expensive research programs. Demonstrate strong thought leadership with highly relevant and category specific outputs.

## Innovation & NPD

Get ahead of the competition by powering your innovation pipeline with consumer backed trends.

## C-Suite

Save time preparing complex internal reports and get an impartial view of the latest market developments and competition landscape.



# Methodology

1000 UK & Ireland On Premise Users  
(250 ROI/Ni)

Conducted 26<sup>th</sup> May – 2<sup>nd</sup> June 2023

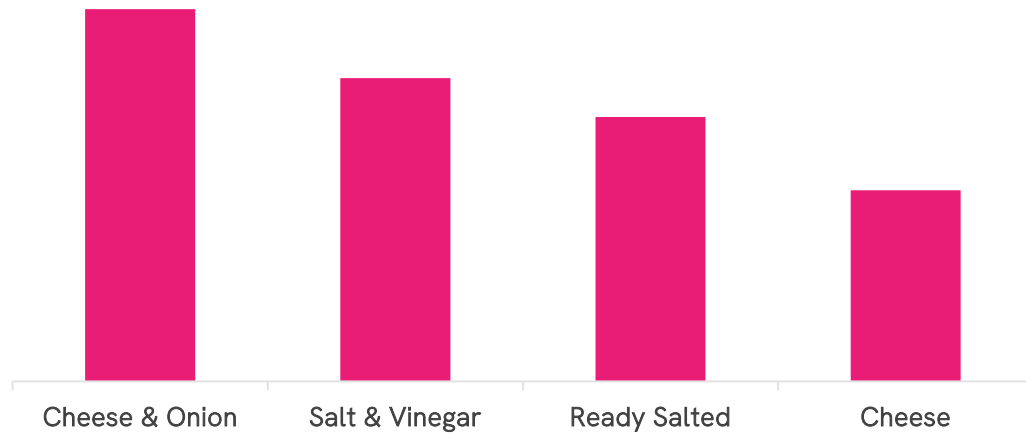
Nationally representative sample,  
based on age, gender, and region\*



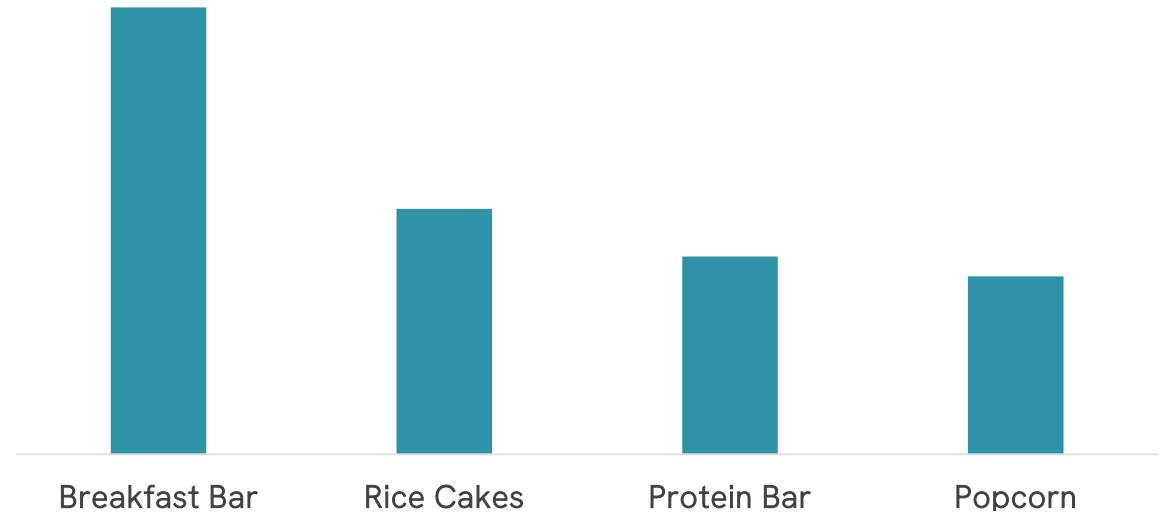
\* Sample designed to be nationally representative of typical visit rates

## Example output

*Which of the following flavours of snack do you tend to purchase when visiting pubs and bars?*



*How much do you typically spend on this type of snack?*





More than  
**3 in 5**

UK consumers purchase  
packaged snacks when  
visiting Pubs & Bars

Example output



# Food Insights Report

CGA's annual Food Insights Report offers a wide range of **actionable data and expert analysis** on many areas of out-of-home eating, to help suppliers and operators **respond to the latest developments in consumers' habits**.

Topics include:

- + Emerging food trends
- + Global cuisines
- + New menu options
- + Dietary requirements and consumer needs.

Contact us to find out more about the upcoming 2023 Food Insights Report.

Discount available  
for the 2023 Food  
Insights Report  
when purchased  
alongside Spotlight  
Reports.

## Food Insights: Spotlight Reports



Calorie Insights 2023  
Available now



The Changing Landscape of  
Snacking in Pubs and Bars 2023  
Available now



Hot Beverage Insights 2023  
Coming August 2023







# Why CGA?

CGA by NIQ provides definitive On Premise consumer intelligence that reveals new pathways to growth for the world's most successful food and drink brands. With more than 30 years of best-in-class research, data, and analytics, CGA by NIQ provides the Full View(TM).

CGA by NIQ works with food and beverage suppliers, consumer brand owners, wholesalers, government entities, pubs, bars, and restaurants to protect and shape the future of the On Premise experience. Using the most complete and clear understanding of measurement and insights, CGA by NIQ provides a competitive edge to guide winning strategies for On Premise businesses.

NIQ was founded in 1923 and is an Advent International portfolio company. For more information, visit [NIQ.com](https://www.niq.com) or [www.cgastrategy.com](https://www.cgastrategy.com).



# Contact Us

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



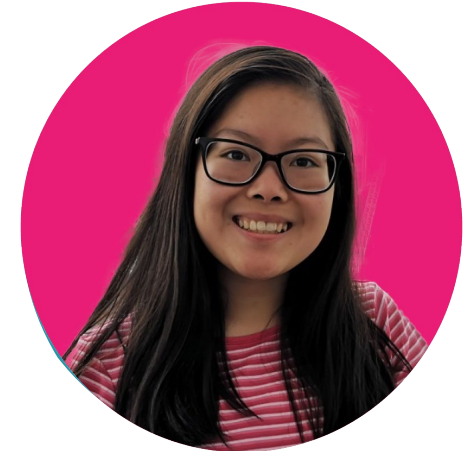
**ANDREW HODGSON**

senior business development manager  
andrew.hodgson@nielseniq.com



**JAMES ASHURST**

client director  
james.ashurst@nielseniq.com



**SHIRLEY TAN**

graduate executive  
shirley.tan@nielseniq.com