The Full View of the BevAI Industry at NIQ

North America
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NIQ

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Translating insights into action is mission critical in today's fast-evolving BevAl industry. Do you have the right tools to stay competitive?

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The Beverage Alcohol Industry Today

No stranger to challenges going back to before Prohibition a century ago, the beverage alcohol (BevAl) industry is facing a myriad of concerns today. Among the leading worries for executives at retailers, wholesalers and brands are the rapidly changing demographic profile of alcohol consumers, with younger generations drinking less alcohol than their predecessors, and health and wellness trends that have consumers becoming increasingly more selective in their alcohol consumption in many markets.

In addition, there is growing competition in the critical Millennial demographic from alternative beverages, especially energy drinks, tea, and coffee. The perennial regulatory challenges on everything from production to distribution and marketing persist, and sustainability and environmental concerns over water usage, carbon emissions, and packaging threaten market share for those companies not paying close enough attention to the latest requirements of today's consumers.

On the consumer side, the big worry is inflation, but despite the cost-of-living concerns, consumers plan to prioritize on-premise spend, with

46% of consumers expecting to spend the same amount on adult beverages in the coming year and

32% expecting to spend more.[1]

A similar story is expected in the off-premises channels. Even in tenuous economic times—or perhaps because of them — consumption of beer, wine, spirits and other adult beverages remains strong.

[1] CGA by NIQ US On-Premise Impact Consumer Research Sample(1601)

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The Alcohol Customer Today

Consumers are changing the way they shop for alcoholic beverages, where they shop for alcoholic beverages, and even how they consume alcoholic beverages. Much of this adjustment is based on where people are moving to and from; new work-from-home lifestyles that are dramatically changing shopping patterns, behaviors, e-commerce; and delivery. These changing logistics are making retailers and foodservice operators re-think location and path-to-purchase.

Post COVID, there has been a stabilization with offerings like click and collect, and simultaneously there has been a return to the store, a sort of rediscovery of social retail. One of the positive consequences of the pandemic for both on-premise and off-premise businesses is that the inability to visit stores, restaurants, and bars actually made them more appealing to many shoppers . While e-commerce did see growth in some areas during the lockdowns, it is still not a primary channel for alcoholic beverages due to legal restrictions.

Companies and consumers are not on the same page with sustainability, partially because sustainability means different things to different people. Retailers and brands need to ramp up their game to make it easier for consumers to shop sustainably.

Gen Z is transforming the future of shopping more than ever before. Retailers and brands need to prepare to cater to the continuously connected shopper. This requires new engagements in new channels that Gen Zers of legal drinking age love. While on-premise and off-premise sellers of alcoholic beverages have long tried to be aware of what's coming down the pike, this generation has inspired an ecosystem of “always on” shopping, with high expectations for meaningful and memorable experiences.

“Retailers, on-premise operators, and brands need a clearer picture of consumer needs and preferences to generate personalized offers and take advantage of retail media opportunities. And they must collaborate better to eliminate blind spots and jointly take advantage of emerging trends.”

– Jon Berg
NIQ Vice President of BevAl Thought Leadership

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BevAl Industry Analytics Today

BevAl data analytics is growing rapidly due to an influx of information sources, improved system performance, and better reporting options. The resulting improved accuracy and efficiency of the data analysis has led to an enhanced understanding of consumer behavior and preferences.

Retailers, distributors and brands are using predictive analytics to dissect data from various sources to forecast future trends, allowing companies to optimize decisions and adjust their strategies accordingly. The increasing availability of data on consumer preferences means there is a growing opportunity to personalize marketing strategies. This stems from an expanded ability to understand individual consumers' tastes and preferences, and tailor engagement to audiences as small as the individual.

Real-time data analysis allows marketers to monitor consumer behavior instantaneously, enabling them to respond quickly to changes in the market. This is particularly important in the BevAl industry, where trends change rapidly.

A key stream of real-time data integration is social media, which has become an important source of data for beverage alcohol companies, as consumers often share their experiences and opinions about various products on platforms like Facebook, Twitter, TikTok and Instagram. Marketers are using data analytics to examine social media data and gather insights into consumer behavior and preferences.

"The trend in beverage alcohol data analytics is towards the use of more sophisticated techniques to gain a deeper understanding of consumer behavior and preferences. This is enabling companies to create more targeted marketing strategies, improve product development, and ultimately increase their market share."

– Kaleigh Theriault
NIQ Associate Director of BevAl Thought Leadership

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We deliver understanding and insights that make up the Full View

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The All New NIQ

NIQ, formerly NielsenIQ, is the premier global measurement and data analytics company providing insights into consumer behavior and market trends. Building on its heritage as the leading provider of market research and consumer insights, the new NIQ offers industry-leading capabilities and the wide range of services and solutions to help businesses better understand the increasingly complex consumer landscape. The company's new branding aligns with a significant transformation across the organization and represents a commitment to help businesses across industries to inform key decisions, develop new products and services, and optimize marketing strategies.

For the BevAl industry to evolve with the fast-moving market trends, companies need access to the right data and analytics at the right time to guide decisions and strategies so they can be nimble, capitalize on opportunities, and stay ahead of competitors. The new NIQ leverages cutting-edge technology to process more data than ever before at faster speeds to deliver much more powerful analytics that provide the broadest coverage, so users are confident they are maximizing sales and improving P&L.

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The All New NIQ Full View™ of Beverage Alcohol

Like so many trends in the beverage alcohol world, what goes around comes around. Twenty years ago, an Old Fashioned was exactly that – Old Fashioned. They were ordered or made at home primarily by members of the Silent Generation and older Baby Boomers. Now, bartenders and consumers are mixing more of them every day, attracting not only Millennials and Gen Xers but younger Boomers. Those mixologists are even experimenting with the use of spirits other than whisky, like tequila. The cycle of trends keeps the sector fresh and vibrant and helps attract and retain a steady stream of new customers.

NIQ Beverage Alcohol delivers robust, comprehensive data across the market in the most effective manner available, so users can identify these trends and create opportunities for sales and promotions. Featuring an intuitive visualization platform, the group has more than 85 custom characteristics and hundreds of product characteristics available, to optimize decisions early in product life cycles for greater competitive advantage.

NIQ Beverage Alcohol combines on-premise and off-premise data for beer, wine and spirits to provide seamless analytical capabilities enabling clients to identify any risks across their product portfolios. The database also gives a unique lens into these activities, so clients have visibility into all markets.

"I'm constantly hearing from clients who want a full view of the industry and of their brands' place in it. This tells me there is a greater need for deep insights of off-premise and on-premise channels individually but also the big picture for both. It's exciting that we're in exactly the right position to provide those insights and more to them."

– James Restivo
Senior Vice President of BevAl, NIQ

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It's All About Performance Insights

The new NIQ is still data-focused, capturing more information from more channels, sources, companies, consumers and geographies than ever before. That data is then converted into knowledge that provides an unparalleled opportunity for clients to gain a competitive advantage, capitalize on opportunities, mitigate risks and understand evolving consumer shopping behavior. This process, delivered through an advanced platform with integrated analytics, enables businesses to optimize their decision making and drive profitable growth.

"Alcohol companies have the difficult job of offering products that delight consumers on-premises and off. They are on a mission to deliver value to their consumers, distributors, and stakeholders. The benefit of having the most comprehensive view of omnishopping behavior includes understanding the entire buying journey regardless of the sales channel, which enables tactics like using on-premise experimentations that inform off-premise promotions and merchandising. NIQ is deeply committed to helping companies innovate and compete better through performance insights. "

– Kaleigh Theriault
Associate Director of BevAl Thought Leadership, NIQ

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NIQ is the Undisputed Partner in Beverage Alcohol

NIQ is at the center of the Beverage Alcohol data universe, trusted holistically by retailers, distributors, manufacturers, Wall Street, and the broader industry, both on-premise and off. The company's insights, attribution and coverage are unmatched in the marketplace, and is recognized as the arbiter of truth in this category.

NIQ provides a total market view, complete with consumer intelligence, of exactly what is happening, why it's happening, and how to make the most of the trends. The total measurement of on- and off-premise channels, which no other service provider does, allows users to execute at the precise level they need (retailer, brand, UPC, store, location, etc.) so all the knowledge from the data comes together to optimize sales and marketing effort.

BevAl Industry Leaders Rely on NIQ:
The proof…

- Eight of the top 10 Spirits manufacturers, including all of the top five choose, NIQ for their data and analytic needs.
- NIQ's Liquor channel provides the widest coverage available for both on-premise and off-premise.
- Media outlets and trade publications quote NIQ Spirits numbers.
- The top three Spirits distributors choose NIQ to help them make fast, bold decisions.

"NIQ is the partner of today and tomorrow, helping brands and retailers manage all of the unknowns with the best available tools. We'll help you to deliver on your growth strategies by putting all of the data sources together so you can navigate the evolving market with accuracy and speed."

– James Restivo
Senior Vice President of BevAl, NIQ

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Case Study:

How NIQ insights helped clients make the right decisions

Challenge

A leading Beverage Alcohol marketer launched a low-performing new product that was soon deemed a failure and pulled from shelves. To increase the chances of a successful launch for its next innovation, the BevAl marketer studied and gathered an extensive amount of research on Ready to Drink (RTD) products, from an overall trend standpoint and for RTD specific innovations. But the company determined that it still needed a deeper understanding of the full Ready to Serve (RTS) category. There were critical gaps in the data they had gathered, leaving them unable to answer key questions such as:

- "What flavors and mixtures are trending?"
- "Where are consumers buying the most of products like mine?"
- "What is the ideal pack size offering consumers are looking for?"
- "What area(s) should I focus on for distribution?"

Solution

NIQ team delivered a holistic overview of how RTS has impacted the Prepared Cocktail category and how RTS and RTD insights converge and diverge. The final deliverable included detailed deep dives on key topics, a summary of insights, and actionable recommendations for the marketer.

Additionally, the NIQ BevAl Thought Leadership team stays on top of trends and produces multiple reports and content pieces that tackle top-of-mind subjects like RTD and RTS categories. These reports and content pieces are available to all NIQ clients to use as a resource that enables them to stay ahead of industry trends. The available Thought Leadership helps to give baseline understanding of top performing trends and a starting point for further custom exploration.

Results

The BevAl company was positioned to launch a product line with a far greater chance of success. They leveraged the slides, data and insights that were used in the RTS 101 Category Business Overview presented by the Beverage Alcohol marketer's insights and business intelligence teams.

The NIQ BevAl Thought Leadership team also recognized client feedback and can adjust parameters for future TL. This client among many others, is interested in the broader "Ready to" category—Ready to Drink and Ready to Serve. With this feedback, the TL team plans to incorporate combined insights across "Ready to" with future analysis.

- Deep dive of industry trend and direction to focus.
- The white space to tackle
- Actionable next steps to launch their new product…

➔ REACH OUT TO US

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Technology to Help Clients Make Smarter Decisions

Technology impacts nearly every business decision at every company, no matter the customer, size or product. Good technology helps everything come together, from the initial engagement with the consumer through to the sale and any follow-up contact.

NIQ is anchored in new and comprehensive technology to generate speed to insights for its customers. Whether the data is complex or simple, the analytics and insights provided are more precise than available anywhere else, enabling users to execute at the required level (retailer, brand, UPC and more). The NIQ technology stack reaches deep into the data weeds to deliver unparalleled insight granularity.

The key technology priorities for Beverage Alcohol marketers and retailers include leveraging data to make quick and relevant decisions, ease of use of the technology and integration of multiple disparate data sets. Innovative BevAl companies have the right data infrastructure to bring together information from distributors, shipments, sell-outs and more, but often need a technology partner that offers the scale and flexibility to work collaboratively with them on their insights journey. That partner is NIQ.

NIQ has the proven capabilities to help the Beverage Alcohol industry to move the forward as verified every day by the fact:

- Fourteen of the 15 top Wall Street banks choose NIQ for its quality and service.
- Members of the NIQ Thought Leadership team present insights across the country at the most important shows.

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NIQ Solutions

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NIQ Full View Strategy

NIQ Full View provides the broadest coverage of transactions across channels, retailers, distributors and brands. The granular data collected by specific market, category and demographic segment is then transformed into actionable insights that are easy to access for everyone in an organization.

What does the shift in preference towards cocktail drinkers mean for assortment? For research and development? The NIQ Full View offers consumer intelligence on what is happening, why it's happening, and what options marketers have to optimize it.

NIQ Full View offers complete on- and off-premise activity measurement so companies can manage the impact of different promotional, pricing and assortment decisions. This total market coverage gives companies the data architecture with the ability to quickly analyze mass quantities of data with the speed and efficiency needed to stay competitive.

NIQ Full View delivers:

- Comprehensive measurement of on- and off- premise activity.
- The latest tools so marketers can better understand the impact of different promotional, pricing and assortment decisions.
- Cutting edge technology so users can draw upon the insights at all times.
- Simplicity so marketers can focus on planning and strategizing.

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NIQ is the Original Big Data Company

Complete coverage

100+
countries, measuring 90+% of global GDP

Stores and retailers

1.5M
stores and 2,000+ *unique* retailers

Complete data

64M
Product reference points and 1,500+ attributes

Global clients

20K+
clients, from emerging brands to global corporations

Products/ categories

72M
Products measured every *month* across 1,400 FMCG categories

Digital shelf

82K
online merchants, capturing 60B data points *every day*

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NIQ solutions portfolio

Delivering value to key retailer and manufacturer needs

Market performance measurement

*Track **sales and share** performance and understand drivers across in-store, e-commerce, and omnichannel to identify trends and understand competitive and category performance.*

Consumer and shopper insights

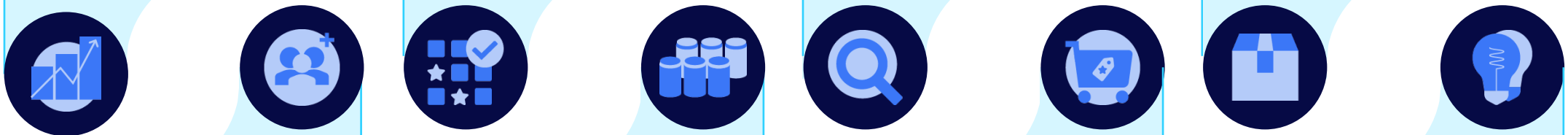
*Understand **consumer and shopper behavior,** demographics, and loyalty with modern, managed consumer panels and custom survey capabilities.*

Revenue growth management

*Maximize profitability, eliminate wasteful trade spend, and ensure the right **price and promotion** strategy with more granular data and precise recommendations.*

Assortment and merchandising

*Simplify planning, drive better performance, and create sustainable growth by improving the way you **characterize, organize, and visualize your shelf.***



Route-to-market

*Evaluate opportunities to increase sales and quantify the impact of potential outputs, media, and in-store actions at the **local level**, based on geographic and demographic composition.*

Marketing, media, and personalized offers

*Create the best shopping experiences for your consumers through **personalization and digitization** while increasing discoverability.*

Operations and supply chain

*Maintain sales by quickly identifying **out-of-stock risks** and reducing supply chain disruptions.*

BASES product offer management

*Fuel growth and accelerate time-to-market by **testing, refining, and reinventing** with highly predictive, market-tested consumer insights.*

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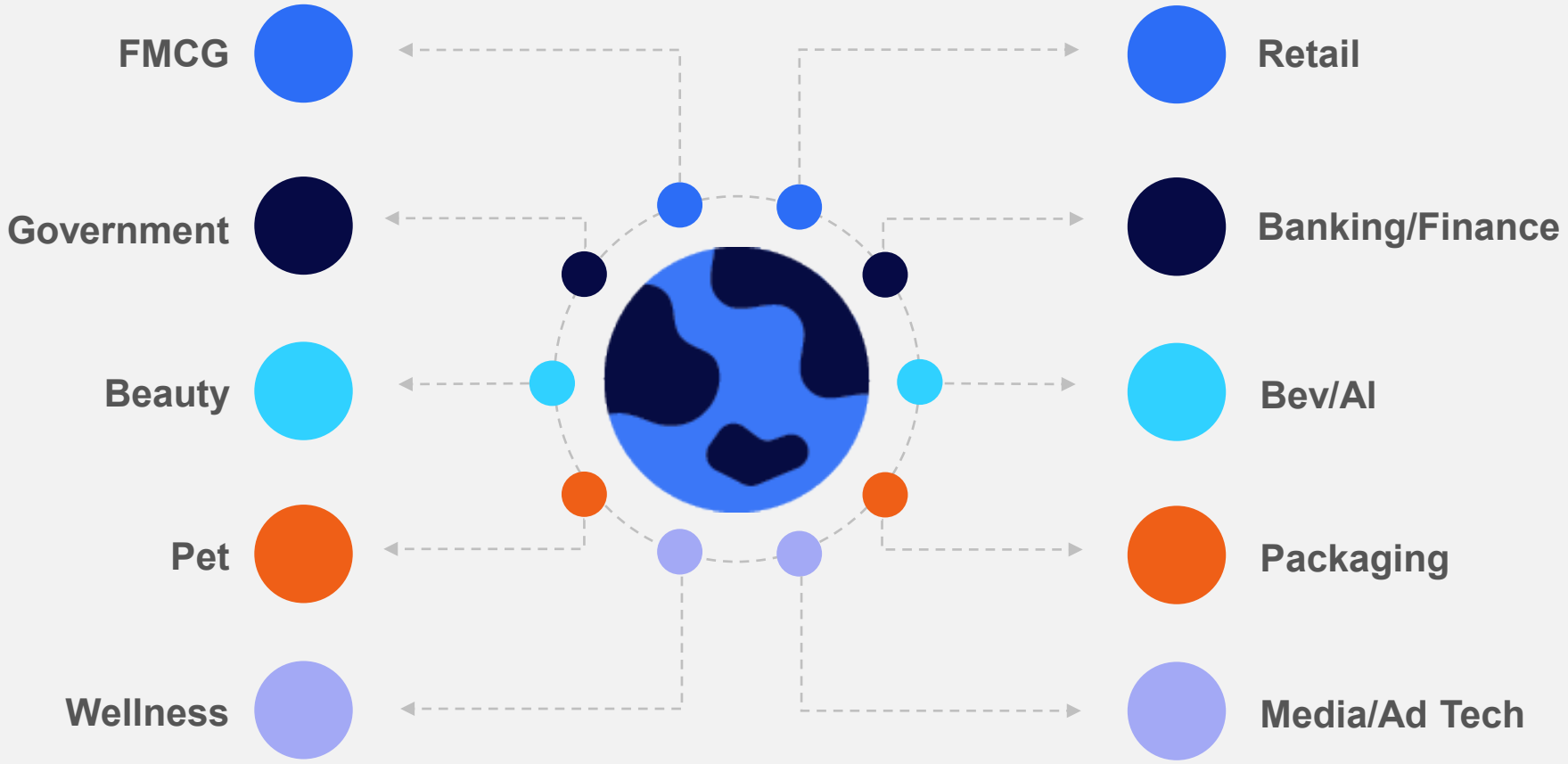
Our Industries and Verticals



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NIQ solutions fueling growth for the BevAl industry

NIQ offers the most complete view of the full BevAl marketplace, providing accurate foresights that inform strategy.

Why is this critical?

- Better decisions are made with more information from more retailers and more channels.
- The integration of more sources, more BevAl consumers, and more regional specifics leads to better outcomes.

NIQ delivers the clearest insights that every department in the organization can rally behind.

Why is this critical?

- Using the most cutting-edge technology can transform massive disaggregated data into actionable insights.
- An integrated analytics platform provides organized data for optimal omni-channel execution across all departments.

NIQ has the industry's only on-premise and off-premise data combined.

Why is this critical?

- Having data from all channels dramatically expands insights and research possibilities.
- The expertise of the market backed by data and insights delivers even greater ROI on investment decisions.

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Featured solutions for BevAl

Market Performance	Shopper insights
Every sale, every channel, all at once	**Complete consumer purchase behavior across channels and over time**
Liquor Channel Enhancement Increased granular coverage	**Omnishopper** – Online/offline shopper dynamics
Total Alcohol Integrated Database Every alcohol category's data in one place	**NIQ Spectra** Identify consumer targets for marketing execution and retail channel development
CGA Integration: Off-premise and on-premise data together	**ESG-based Customer Segmentation** – with ESG product attribution integration
TDLinx Retail location information for a store-level view of performance	
Omnisales – Online/Offline sales harmonized and deduplicated	

NIQ Discover – A new, reimagined user interface for NIQ clients

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What NIQ BevAI Can Do for You

NIQ Spectra - Powerful insights for consumer targeting

Every year, thousands of products are launched with ever shorter timelines to get those products on the shelves. Many of them aren't aligned with current consumer demand and others fail due to a lack of marketing support. To succeed in the increasingly competitive Beverage Alcohol marketplace, companies need to look beyond past sales data to predictive tools that target key consumers where they shop. NIQ Spectra allows users to go beyond basic demographics to identify specific locations where high-value consumers are shopping and then optimize distribution, assortment and marketing.

Armed with data that supports consumer demand by geography, store group or individual store, NIQ Spectra offers insight into market dynamics to build distribution and the right assortment. It helps identify and define consumers that represent the biggest growth opportunities for your businesses and create customized marketing tactics that are geared toward generating higher returns. And it matches the profiles of consumers who use or buy products and aligns that to locations where demand is high and specific stores where those consumers shop.

For more information, please visit HERE.

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What NIQ BevAI Can Do for You

TDLinx - Leader in Location Information Management

TDLinx is the universal language of stores and accounts, providing marketers and marketing services companies with codes for on-premise outlets and off-premise stores like supermarkets, mass merchandisers, club stores, liquor stores, and convenience stores, as well as chains, buying offices, liquor distributors, and grocery suppliers. The unique store and outlet indicator solves account drift, and constant master file cleansing guarantees the highest data quality and integrity.

Industry standard channel definitions from TDLinx deliver the deepest on-premise channel segmentation, including account hierarchies with multi-level ownership structures, marketing group (chain and banner name), and Super Group (multi-concept owners with franchises).

TDLinx also provides store and outlet facts that include but are not limited to beer, wine, liquor license types, ACV/volume (retail accounts only), market definitions and dining food type. Importantly, TDLinx allows marketers to better understand the composition of any market and the market composition of any account so they can plan, execute and evaluate programs based on volume coverage at any market level.

For more information, please visit HERE.

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What NIQ BevAI Can Do for You

Liquor Channel Enhancement – Increased granular coverage

NIQ is enhancing the beverage alcohol liquor channel by expanding geographical coverage that delivers insightful views of the market with more expansive, granular, high-quality data. This solution helps retailers, distributors and brands discover new opportunities to better understand market performance for their selected geographical interest with certainty and accuracy. Benefits include greater visibility into key markets with 100% projected coverage per state, better visibility of white space opportunities with increased channel coverage, better understanding of competitive threats across key liquor markets, and new insights with expansion of independent liquor store coverage.

Contact us to learn more.

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What NIQ BevAI Can Do for You

CGA Integration to Discover – On- and Off-premise data together

Beverage alcohol brands and wholesalers need full visibility of on- and off-premise data at all times, and they need to view both data sets side by side in a single report to better understand their entire business. NIQ is making this possible, via NIQ Connect and Discover.

Companies no longer need to know two systems – on and off-premise data are available in our NIQ Discover platform allowing clients to view data sets side by side in a single report. Benefits include:

- increased ability to analyze your business across channels
- the ability to capitalize on both on and off-premise trends across the market
- understanding on and off-premise data providing a comprehensive market view
- the interplay between on and off-premise performance to identify trends, adding the ability to report total business performance to senior leaders and retail partners
- and more

For more information, please contact us.

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What NIQ BevAI Can Do for You

Total Alcohol Integrated Database – Every alcohol category's data in one place

The rise of adult beverages like RTD's and with lines continuing to blur among beer, wine, spirits and even non-alcoholic beverages, NIQ now offers all categories in one integrated database through NIQ Discover. Having an integrated database provides a single point of data for beer, wine, spirits and mixer reporting, enabling clients to pull reports individually or as a total market view. Benefits include having all in one beverage alcohol reporting coupled with an intuitive visualization tool, easier access to total industry trends with a cross category view, improved speed, time and ease to insights across categories and optimized decision-making in the beverage alcohol market with business-critical data.

Contact us to learn more about our integrated database.

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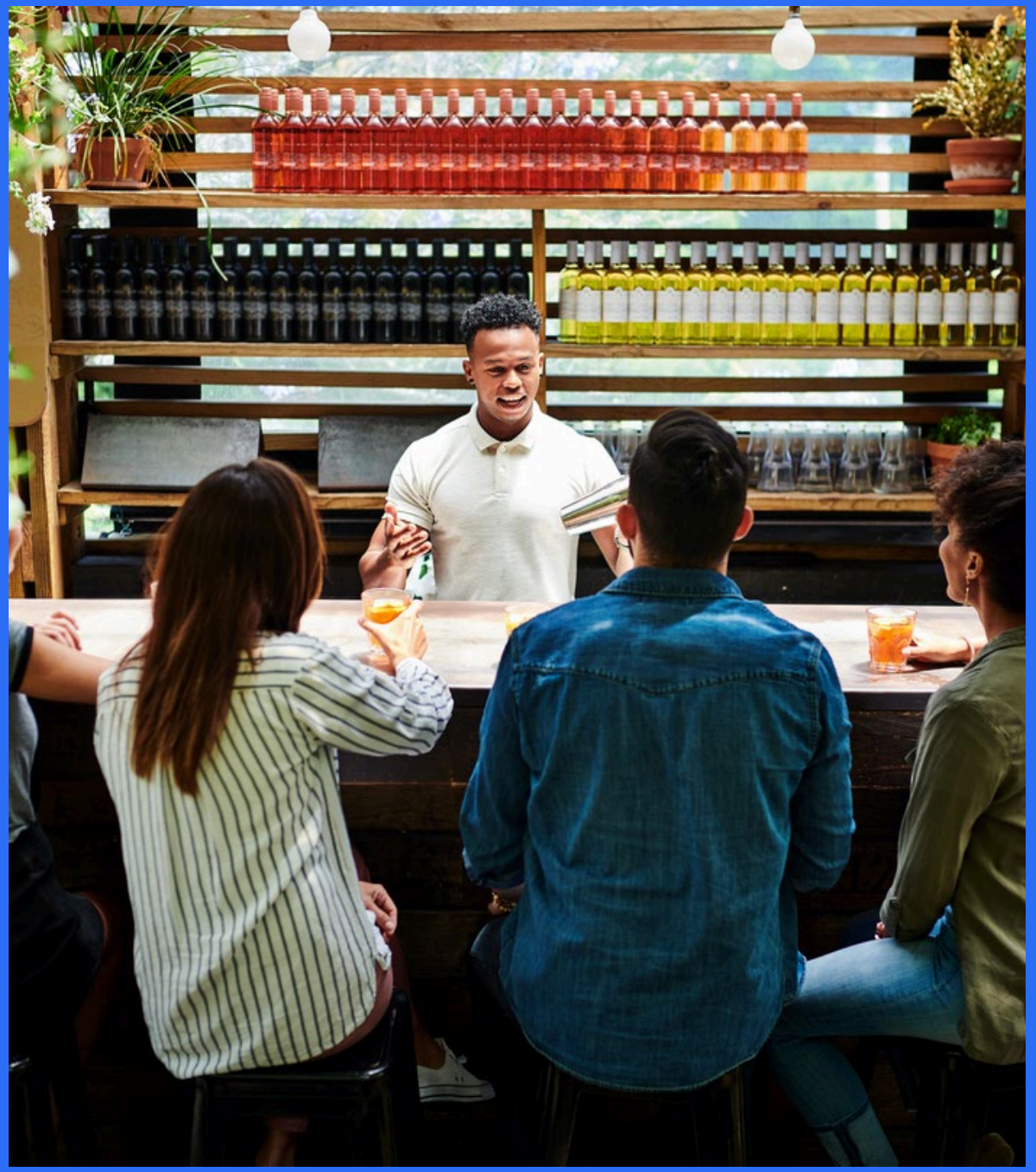
What NIQ BevAI Can Do for You

Omnishopper consumer panel: Buying behavior online and offline

Today's shopper moves more fluidly across retailers and channels, making it ever more challenging to see the full landscape and how to prioritize opportunities. Through NielsenIQ Omnishopper, your business can follow shopper behavior and understand evolving consumer habits, enabling you to develop data-backed plans and tailor-made strategies unique to your customers.

Contact us to learn more about our omnishopper consumer panel.



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About NIQ
NIQ, the world's leading consumer intelligence company, reveals new pathways to growth for retailers and consumer goods manufacturers. With operations in more than 100 countries, NIQ delivers the most complete and clear understanding of consumer buying behavior through an advanced business intelligence platform with integrated predictive analytics. NIQ delivers the *Full View*.

NIQ was founded in 1923 and is an Advent International portfolio company. For more information, visit NIQ.com

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