

AUSTRALIA PULSE+ SNAPSHOT

June 2024



CGA by NIQ Pulse+ Reports

CGA's On Premise Pulse Reports help suppliers and manufactures across food and beverage keep a pulse on the On Premise industry by featuring current insights derived from a variety of our best-in-class data tools.

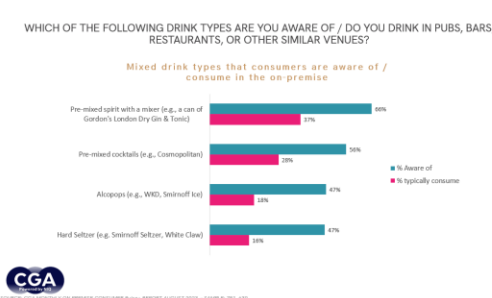
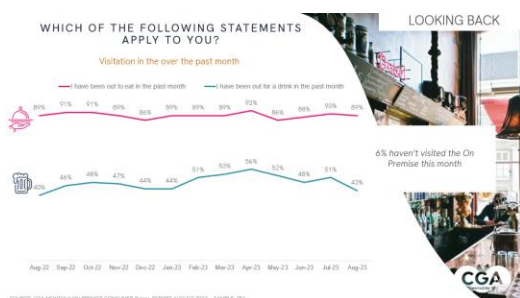
We began delivering these reports during the emergence of COVID-19 and now are providing this service year round.

2 PPT reports sent per month

+1 Sales Impact Report: Providing sales velocity and ticket count trends, exploring specific states to measure bar and restaurant sales performance.



+1 Consumer Pulse Report: gauging perception of On Premise visitors nationally on trends that are taking place in the channel. Subjected topics change with each month for fresh, relevant content.



SOURCE: CGA MARKETPLACE PULSE REPORT AUGUST 2023 - SAMPLE: 100,000

Get in touch with James Phillips – Client Solutions Director (James.Phillips@nielseniq.com) to learn more about subscription access and wider capabilities.

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ON PREMISE SALES: TOTAL AUSTRALIA

Latest 12 Week Trends Total Liquor W/E 28th May 2024

Value Velocity	Check Value	Ticket Count
\$129,596	\$22.26	5,820
vs 30 May 2023		
-26%	-4%	-22%

CONSUMER RESEARCH: BEHAVIOUR IN THE LAST MONTH

89%

have been out to **eat** in
bars/restaurants in the past month
(+4pp vs April 2024)

48%

have been out to **drink** in
bars/restaurants in the past month
(+9pp vs April 2024)



48%

Number 1 drink category:
of consumers have had a beer in the On Premise over
the past month
(+3pp vs 12 -month average)

Frequency of visitation compared to typical behaviour

30%

of consumers

Are going out more often that usual
for this time of year

33%

of consumers

Are going out less often than usual for
this time of year