Third Space Report

How to succeed in the new era of Experience-Led Venues

Experience-led visits on the rise

The rise in experience-led venues reflects a shift in consumer behaviour towards event-driven visits, with weekly visitation levels increasing and establishing a significant market niche.

The report examines engagement with Third Space venues, detailing **competitive socialising, event spaces, festivals, and stadia**. It analyses factors driving consumers to these venues, visitor demographics, and insights from a sample of 4,000 consumers, along with aggregated volume data.

Drinks brands, suppliers, and hospitality venues can use these insights to develop strategies, understand engagement, preferred drink choices, spending behaviours, and occasion impacts. The report identifies growth opportunities in the experience-led venue market, offering valuable data for tapping into evolving consumer trends.

These insights are essential for building compelling sales stories to gain listings and preferred partner status in a sector of the market that typically drives 20% higher ROS returns.

How the report can help you

- Utilise market segmentation to make informed decisions on resource allocation and **prioritise high-potential operators for growth**
- Explore consumer preferences, behaviours, and motivations to **disrupt path to purchase** and **influence drink choice**
- **Identify size of the prize** and identify **how best to leverage your portfolio in sales discussions** with category volume data
- **Create compelling sales stories** which demonstrate **how your portfolio meets the needs of consumers** in 3rd space venues
- **Recruit a consumer base who are engaged in eating and drinking out** by being available and activating in an 'on trend' sector of the market
- **Create thought leadership and footfall driving activations for your wider On Premise customers** with insights and learnings from a thriving market segment.

Dive into emerging experience led venues and discover how to win

The report covers the following segments:

COMPETITIVE SOCIALISING

35%

of consumers going out for competitive socialising activities **do so every week**

EVENT SPACES

40%

of consumers who go to ticketed events **do so on a weekly basis**

MUSIC & FOOD

35%

of 18-34-year-olds **have increased their frequency** visiting food halls vs YA

STADIA

13%

of consumers typically visit stadiums, the **3rd fastest growing channel** for consumer visits

MUSIC & FOOD FESTIVALS

29%

of festival goers will **visit more festivals** next year

Customer driven insights to aid customer prospecting alongside internal resource planning

Understand Third Space Channel Customers

- Understand 3rd Space Customers in Top 15 Cities
- Type of 3rd Space Channel
- Location within City
- Typical Average Spirits, Beer and Softs Volume Band
- Typical MATCH profile of 3rd Space Channels by City

Understanding Category Sales Dynamics

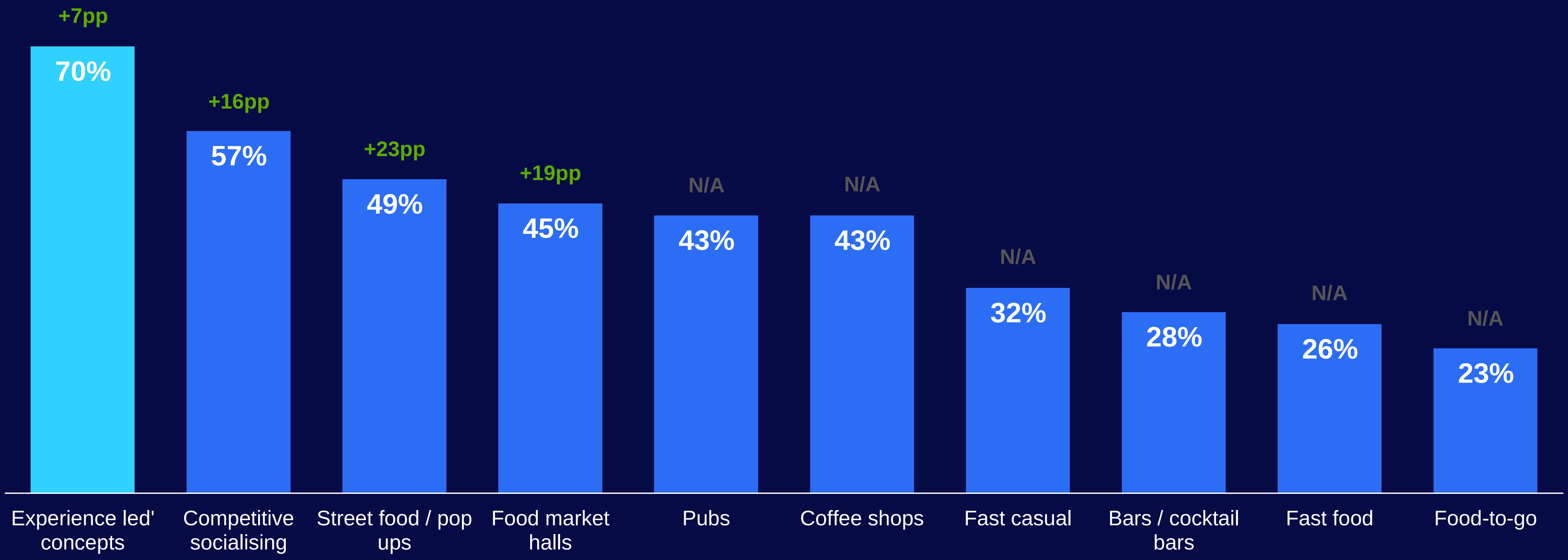
- Understand category sales dynamics across Beer, Spirits and Soft Drinks in 3rd Space and by Channel*
- Scope to determine Premium/Standard sales dynamics in Alcohol and Soft Drink Categories

*Potential Stocking profile of venues where CGA has outlet records

60% of consumers say that they would be more likely to visit a Pub/Bar if it had competitive socialising activities

Experience-led and Competitive Socialising venues have become crucial to the sector, driving significant growth amongst up-and-coming operators

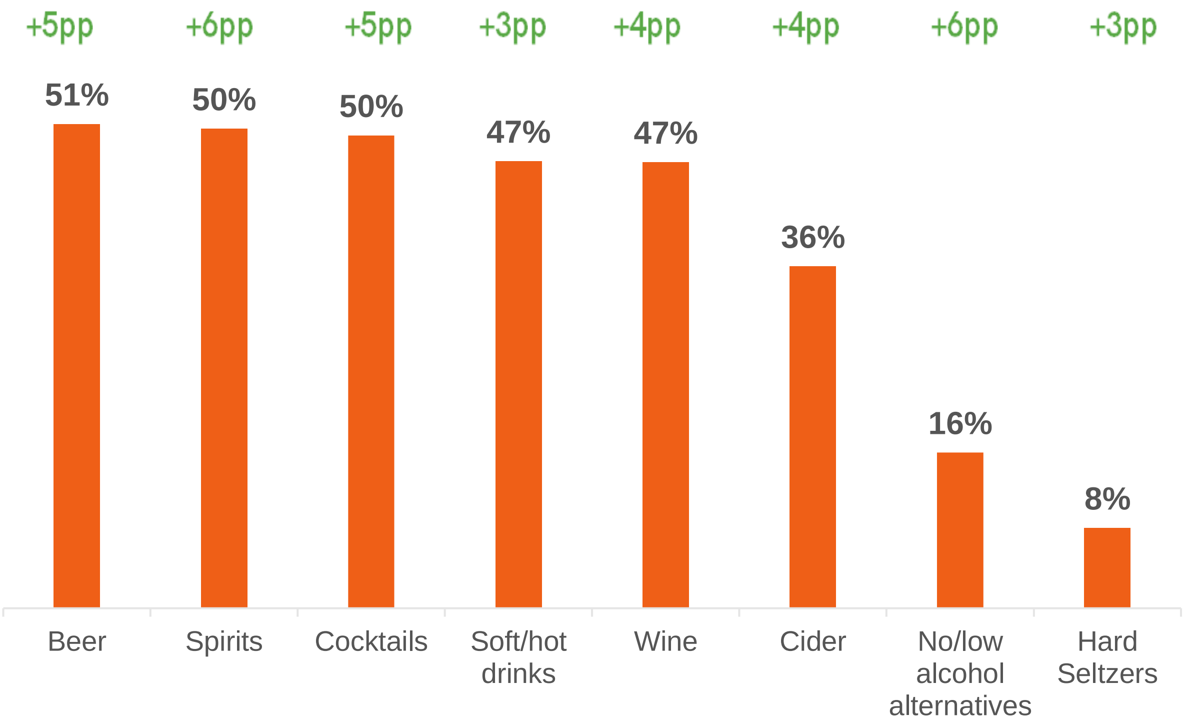
Which of the following formats do you believe are well positioned to thrive over the next 12 months?



Source: CGA OPUS GB January 2024

Consumers are increasingly searching for serves that are harder to replicate at home, such as Cocktails

What types of drink do you drink when you go out?
pp chg vs avg. GB



CGA UK Festival Census 2023 (4,209 Festival Goers)

Full project methodology

Consumer:

Sample:

4,004 consumers who visited at least one third space venue in the past 3 months

Online quantitative survey:

In field November 2024, the quantitative online survey explores consumer engagement with the Third Space market by understanding the drivers behind visitation, preferred drink choices, spending behaviours, and the impact of different occasions.

Volume Pool:

Volumetric data is from our CSDI Volume Pool Data Source, which is monthly Volume delivered into Outlets.

A sample was created of Third Space for which we receive a CSDI Volume feed, to provide an aggregated volumetric view of third space channels by categories.

Serve RoS conversions are provided to be directional only, using the average serve size for the category.

GB comparisons are using our OPM total market read.

Outlet Index:

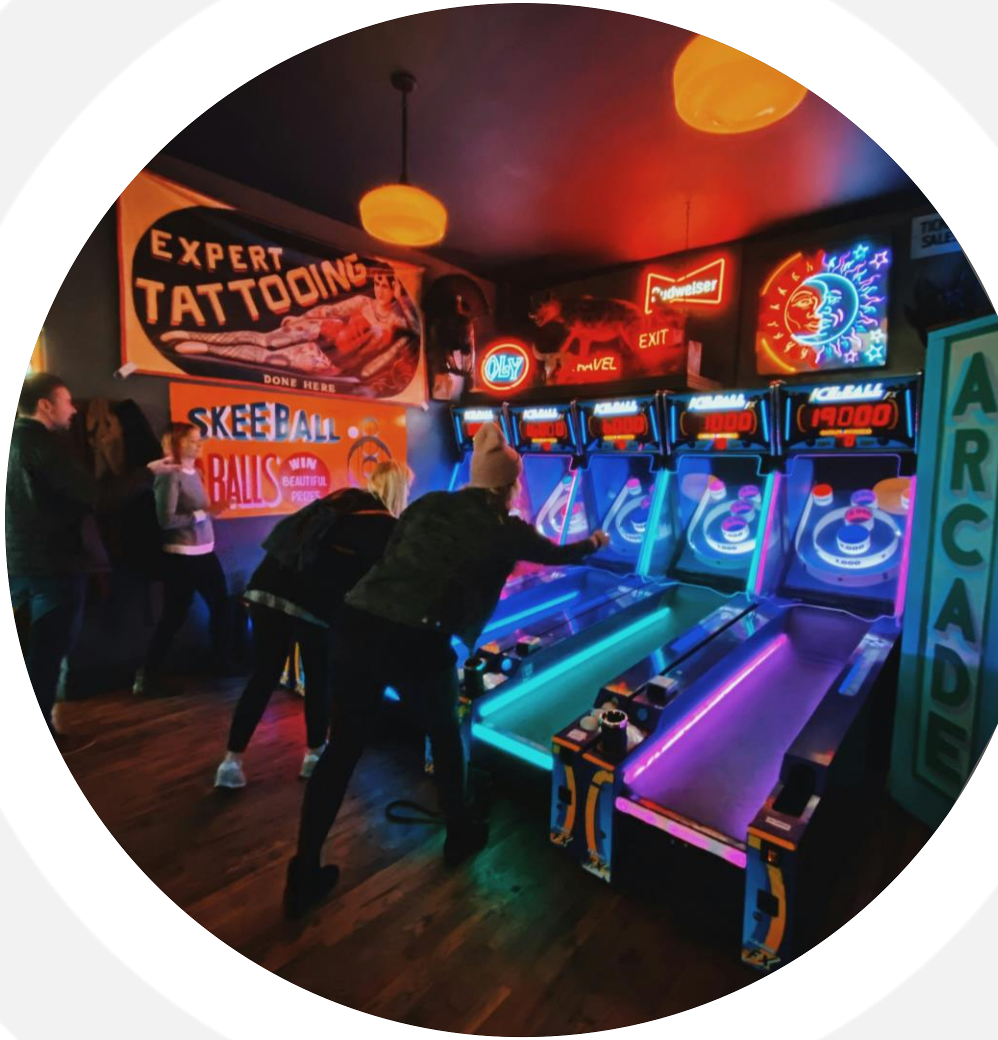
Third Space outlets were identified in Outlet Index and segmented by type to provide a full Universe structure.

Use this report to:

Create compelling sales stories to **gain listings in outlets** with average **20% higher rate of sale**.

Develop activation strategies to recruit key consumer demographics, interrupts **path to purchase** and drives **long term loyalty** and **repeat purchase**.

Inform footfall activation and thought leadership conversations with **traditional On Premise customers** by understanding **consumer drivers** to this emerging sector.



Unlock Valuable Insights with the Third Space Report.

Discover growth opportunities and tap into evolving consumer trends with this comprehensive report.

Get in touch to learn more

Chris Sterling
Client Director

Chris.Sterling@nieleniq.com

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