

THE GREEK ON TRADE CONSUMER

Insights from CGA by NIQ's REACH Survey

Athens Bar Show

November 8th, 2023



athens
bar
show

stirring up
the future
of bars



The On Premise is an affordable treat;
in times of difficulty, it brings us
together to have fun

Top 3 reasons for visiting the On Premise

1. To have fun 52%
2. To enjoy 49%
3. To spend time with family/ friends/ colleagues 47%

Top 3 On Premise occasions

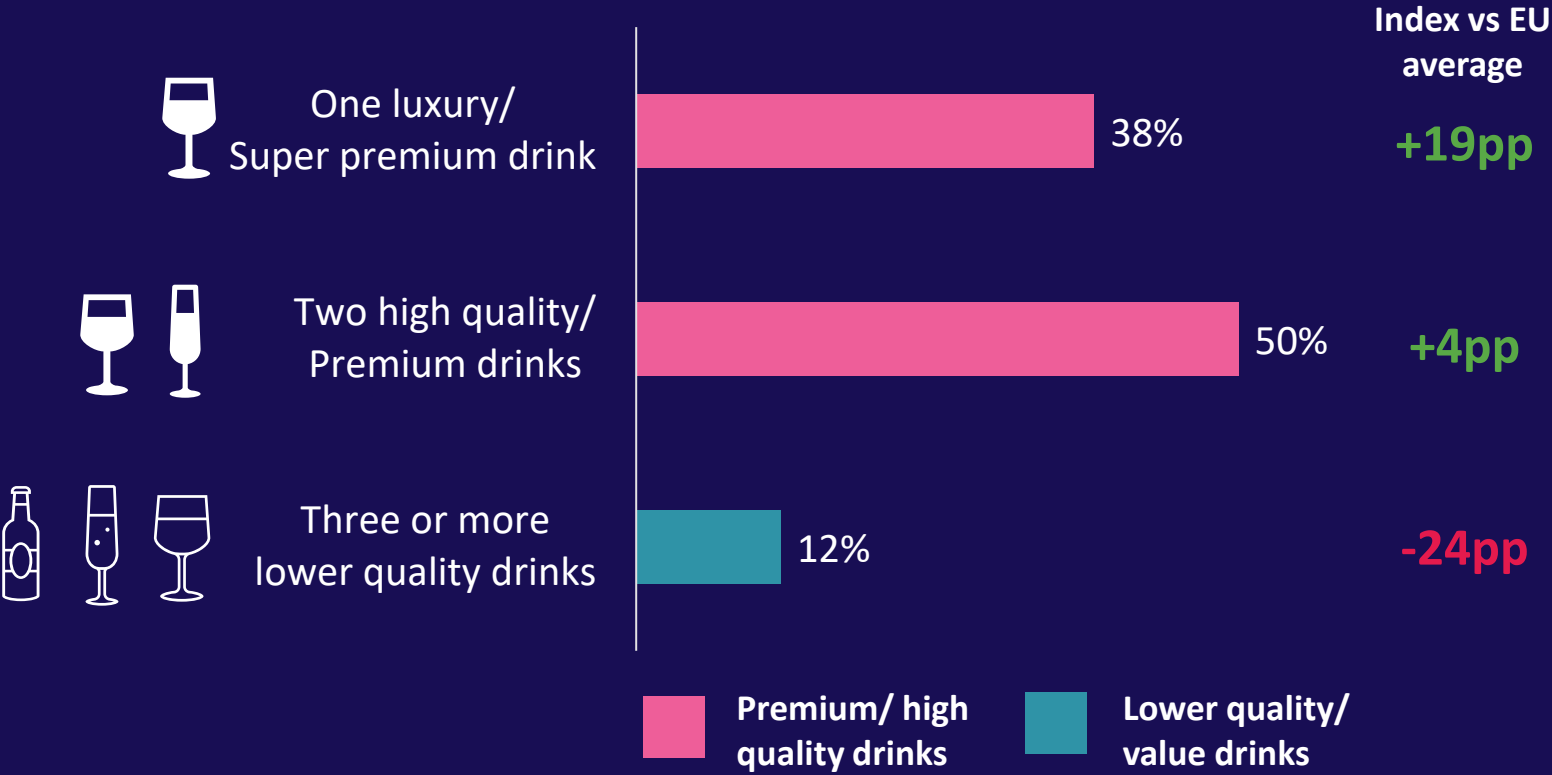
1. To catch up with friends 68%
2. To wind down/ chill out 49%
3. Family occasion 47%



Source: CGA by NIQ REACH Greece 2023, sample size: 504

Although the Greek people are being challenged financially, they still focus on quality when going out

“If you were choosing what to drink out, and the total of your bill was the same regardless of which option you picked, which of the following would you prefer?”



CGA by NIQ REACH Greece 2023, Global REACH (Europe) 2023 sample size: 503, 12491

Pub Quiz

How well do you know the Greek On Premise visitor?



Three questions from our REACH survey – show of hands to register your vote

What percentage of Greeks visit the
On Premise at least once a week?

1. 59%

3. 70%

2. 64%

4. 78%



CGA by NIQ REACH Greece 2023, sample size: 504



What percentage of Greeks visit the On Premise at least once a week?

1. 59%

3. 70%

2. 64%

4. 78%



CGA by NIQ REACH Greece 2023, sample size: 504



What is the top cocktail according to Greek On Premise visitors?

A



B



C



D



CGA by NIQ REACH Greece 2023, sample size: 149

What is the top cocktail according to Greek On Premise visitors?

A



B



C



D



CGA by NIQ REACH Greece 2023, sample size: 149

Which category drinkers are the most experimental in their drinks choice?

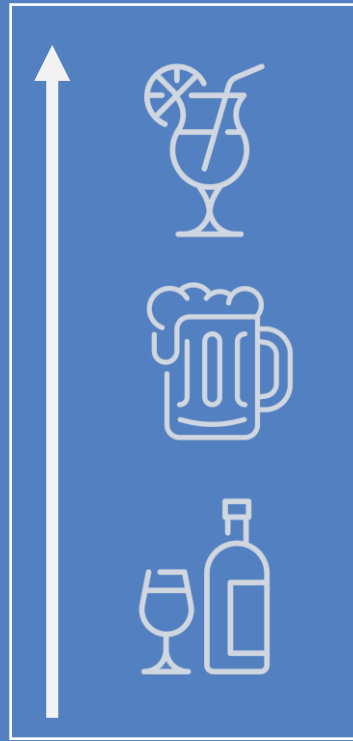
1



2



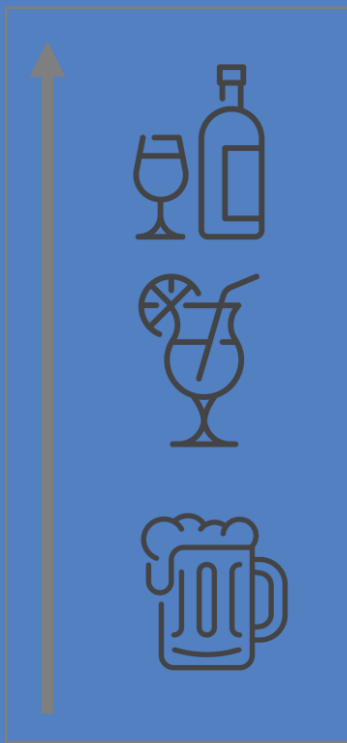
3



CGA by NIQ REACH Greece 2023, sample size: 149, 333

Which category drinkers are the most experimental in their drinks choice?

1



2



3

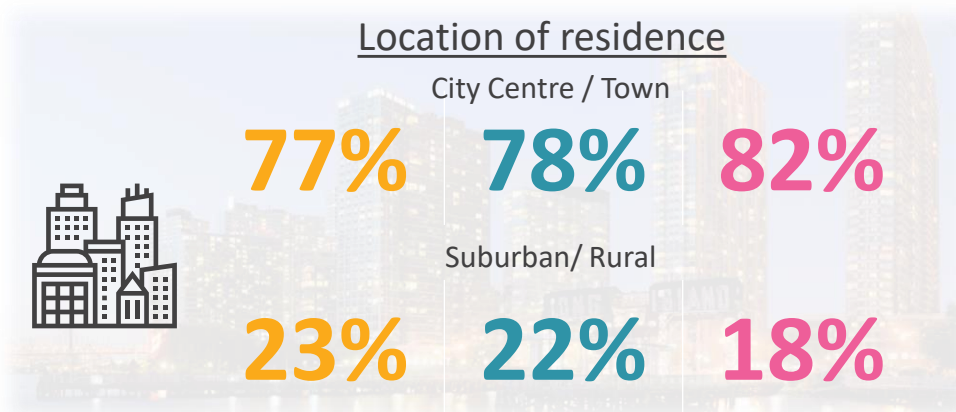
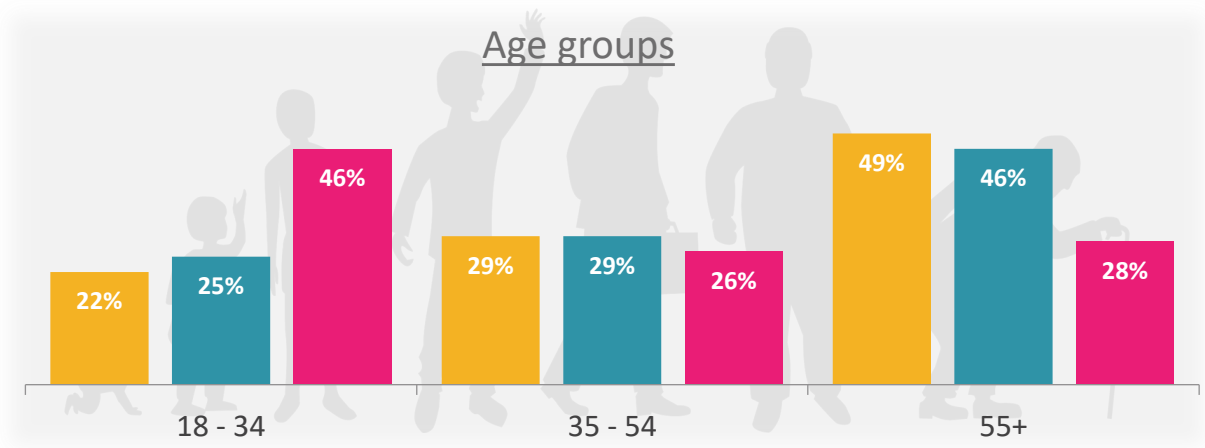
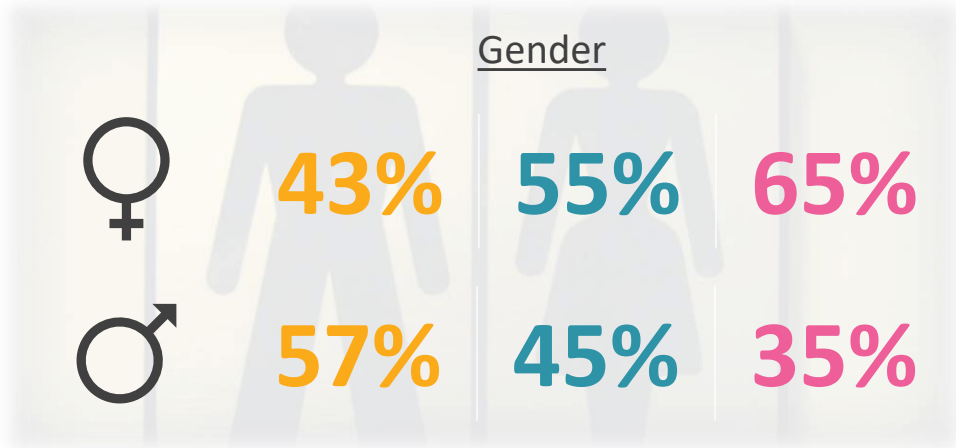


CGA by NIQ REACH Greece 2023, sample size: 149, 333



Beer drinkers are closer to the average On Premise visitor. Cocktail drinkers tend to be younger, with females over-indexing and a higher spend in the On Premise

Beer Drinker | **Wine Drinker** | **Cocktail Drinker**



Source: CGA by NIQ REACH Greece 2023, sample size: 149 - 504

Gen Z are showing the way to the new path to purchase

83%

Of Gen Z On Premise consumers have, after seeing a specific food or drink on social media/ online, purchased it On or Off Premise

+6pp vs Millennials
+17pp vs Average

58%

Of Gen Z On Premise consumers are likely to be influenced to purchase a product or type of drink by celebrity endorsement or ownership

+1pp vs Millennials
+15pp vs Average



CGA by NIQ: Global REACH April 2023. Sample size:1983, 2560, 8953



Gen Z are showing the way to the new path to purchase

Digital is as important as drinks menu
for almost 6 in 10



Online reviews



Drink menu



Social media



CGA By NIQ: Global REACH April 2023. Sample Size: 7183



Although food-led outlets and Cafes are higher in visitation, Bars are critical for building brands and consumer love

Restaurants

Cafes

Bars

Leisure venues

Late night bars

Nightclubs



76%

74%




36%

23%

13%

13%



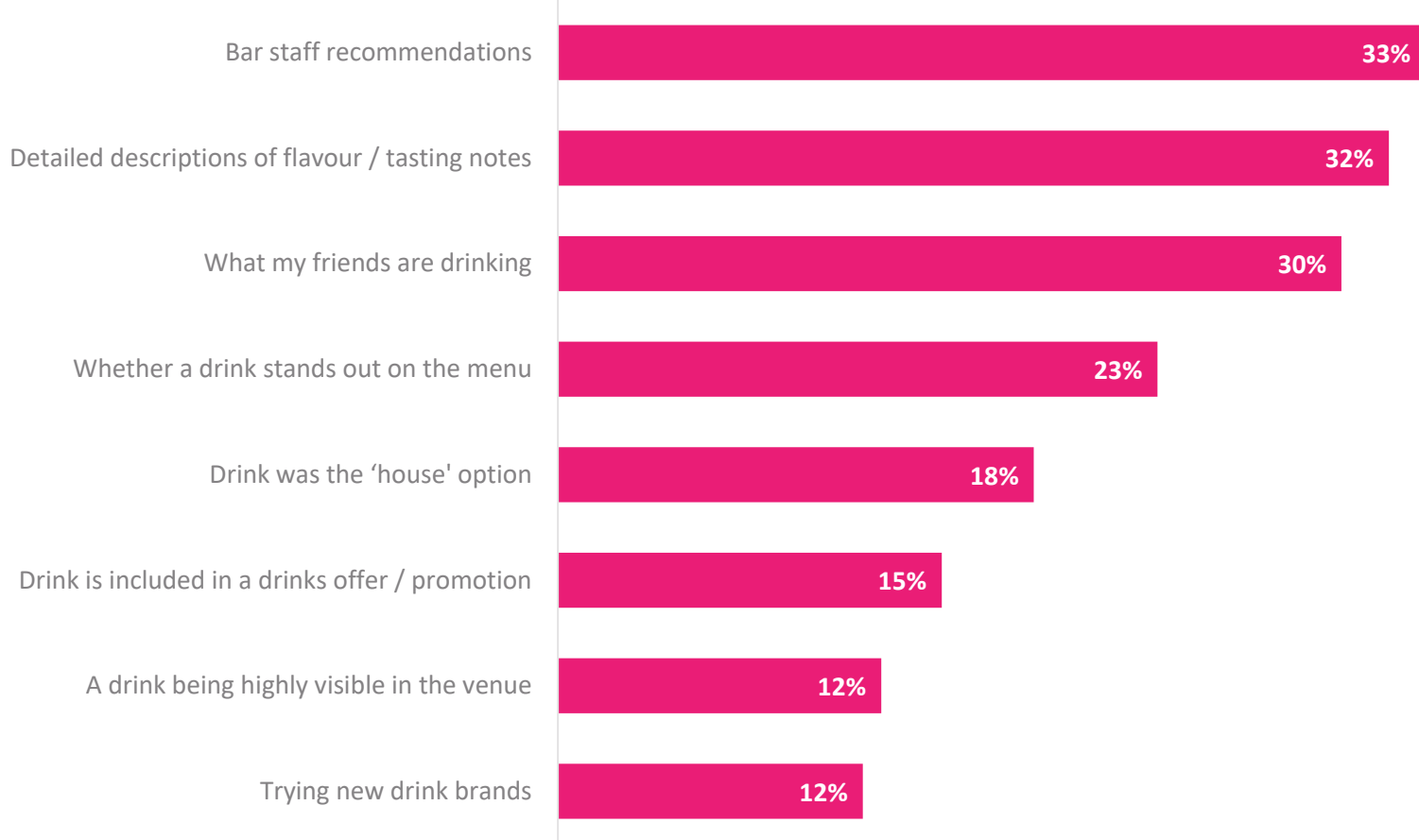
 Over-indexing by 3-9pp
 Over-indexing by 10-19pp
 Over-indexing by > 20pp

CGA by NIQ REACH Greece 2023, sample size: 122, 504

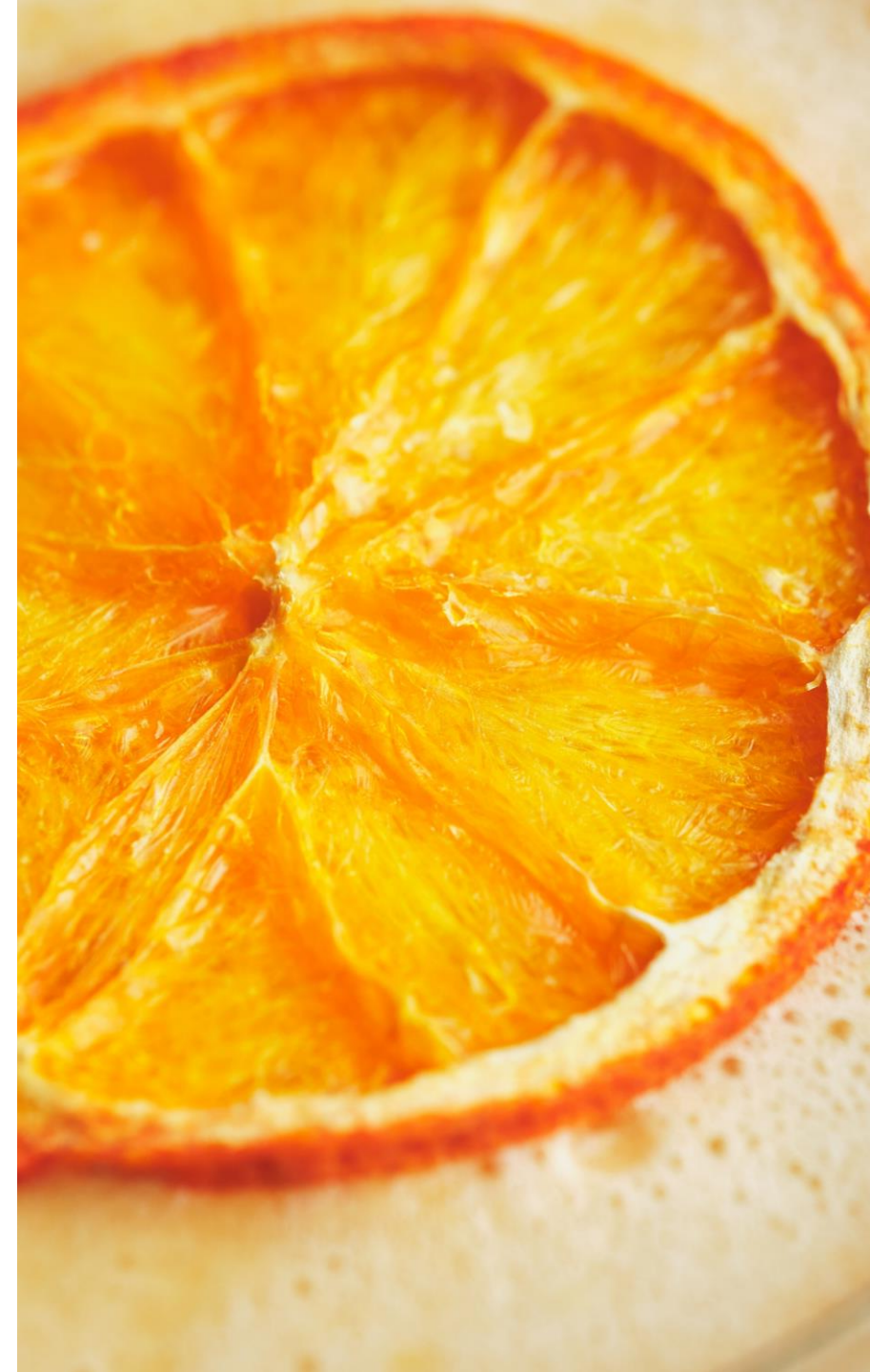


Building genuine relationships with bar staff and investing in high quality menus drive outlet and brand loyalty

Which of the following factors are important when deciding what to drink?



Source: CGA by NIQ REACH Greece 2023, sample size: 171





70%

17%

Fourth highest visitation frequency for On Premise; all Southern and Eastern European countries above the global average of 61%

Fourth highest ranking country in consumers planning to spend more in the On Premise in the next 12 months



CGA By NIQ: Global REACH (Europe) 2023. Sample Size: 12543, 12473



Contact Us

To learn more or to speak to us, please feel free to get in touch:



George Argyropoulos

Client Solutions Director

George.Argyropoulos@nielseniq.com

