



Euromonitor
International

The Future of On-Trade Alcoholic Drinks

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Table of Contents

EXECUTIVE SUMMARY

Why read this report?

Key findings

INTRODUCTION

Converging challenges weigh heavily on the on-trade

A cautious spending mindset is here to stay

On-trade alcohol is highly exposed to economising efforts

ASSESSING THE CHALLENGES

The channel balance is tilted towards retail

Category variations reveal the complexity of the global landscape

Staying home the new going out? Bar/pub numbers plummet amid socialising shifts

Nightclubs battle for survival at the intersection of adverse trends

The difficulties, although substantial, do not overshadow the on-trade's importance

With no let-up in pricing pressures, the on-trade must find ways to add value

ADAPTATION STRATEGIES AND ADDING VALUE

Living in the moment: Immersive experiences are a compelling reason to spend

Knowing the audience: Many experiential strategies favour loyalty above reach

The perfect pour? Guinness elevates on-trade as part of a comprehensive approach

Jägermeister's "Save The Night": Backing the on-trade benefits from an authentic voice

The on-trade offers fertile ground for RTDs

Right place and right time: Maximising the space available

KEY DEMAND THEMES: PEOPLE, PLACE AND PURPOSE

The hype around hyper-local: Sustainability and beyond

It's who you know: Expert-led interactions shape perceptions

The on-trade has yet to fully tap into the no/low alcohol opportunity

Moderation without compromise

Enhancing the drinking experience in the digital age

Treading the line between tech frontiers and digital fatigue

CONCLUSION

Recommendations/opportunities for growth

The evolution of on-trade alcoholic drinks

Questions we are asking

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