

On-premise Alcohol Consumption Trends - US - February 2013

Report Price: £2466.89 | \$3995.00 | €3133.71

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“When it comes to on-premise alcohol trends, the recessionary spending habits of consumers are continuing. Consumers are being deterred from purchase due to price, health, and fear of public intoxication. Operators must create the right balance of offerings that meet the specific needs of their target consumers.”

– Bethany Wall, Foodservice Analyst

In this report we answer the key questions:

- How can operators get consumers to shake off recessionary habits?
- How can operators meet consumers' health needs?
- How can operators overcome consumers' social fears of intoxication?

The weak economy is continuing to make a strong impact on on-premise alcohol consumption and consumers are drinking at home instead of visiting on-premise destinations more this year compared to last year. Over the past few years, operators have ramped up their beverage programs in order to draw back consumers using a variety of strategies, from new drinks, ingredients, and flavors to innovative pricing and promotions. Their efforts have somewhat diminished, while focus is being placed more on the experience of going out, since it cannot be easily duplicated at home.

Among the topics covered in this report are:

- What is driving the market as well as the current market size and future projections
- Marketing strategies across many advertising media as well as menu and pricing promotions
- Menu trends over the past three years covering cocktails, beer, and wine
- Consumer ordering behavior including alcohol types ordered and changes in behavior
- Data revealing drivers in choosing on-premise destinations and specialty cocktails
- Usage group breakdowns by demographic and their corresponding attitudes and behaviors

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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