

Pub Visiting - UK - 2022

Report Price: £2195 | \$2995 | €2600

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This report looks at the following areas:

- How the rising cost of living will impact the pub industry
- Recent activity and innovation by leading players
- Reasons to visit pubs/bars and ways that operators can encourage consumers to visit more often
- How pub-goers are likely to respond to rising costs and what operators can do to mitigate the risks
- Behaviours and attitudes related to pub visiting

If faced with needing to save money, 55% of consumers say they would visit pubs less often, whereas only 24% would visit cheaper pubs. Consumers are still choosing to prioritise quality over quantity when visiting pubs, despite the rising cost of living.

The lowest earners are set to be disproportionately impacted as the cost-of-living crisis intensifies, as their disposable incomes are increasingly squeezed. 50% of those with a household income of £9,500-15,499 who do not visit pubs often or at all say this is due to them being too expensive, compared to only 34% of those with an income of £50,000-74,999. Pubs need to focus on attracting a wide range of consumers by offering mid-week discounts or drink deals where possible.

Competitive socialising has become progressively more popular, with 14% of consumers who do not visit pubs often or at all preferring other leisure experiences over visiting a pub, rising to 20% of Gen Zs. As a result, pubs will need to diversify their offerings in order to remain attractive – particularly for younger consumers who tend to drink less compared to their elders.

Pubs are increasingly diversifying their offerings in order to remain attractive to a wide variety of consumers. As energy bills soar, numerous pubs have started to advertise space and facilities for remote/hybrid workers, which often include lunch and unlimited hot and cold soft drinks. Additionally, pubs should



“The pub industry is recovering well from the extended implications of the COVID-19 pandemic, and is nearly back to its pre-pandemic value. The sector faces increased competition from competitive socialising venues, which continue to be popular – particularly amongst Gen Zs.”

- Jennie Bryans, Leisure and Travel Analyst, November 2022

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look at promoting quieter events, such as life drawing classes or film nights, for those who find pubs too noisy.

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