



CGA by NIQ

# Festivals Report 2023

How drinks suppliers, operators and brands can maximise opportunities within the festival space

GB 2023

# CGA Festivals Report

After three summers of COVID-19 concerns, 2022 was the **first year festival-goers could attend a festival without restrictions.**

CGA conducted an **exclusive survey** providing insights into **consumers' habits and priorities** from the 2022 Festival season.

The **CGA Festivals Report** provides key data and extensive insights to **support brands, operators and suppliers when planning for the upcoming festival season.**





## Tap into a large audience

2022 was the first year without COVID-19 restrictions and consumers' desire for festivals was stronger than ever with nearly 9 in 10 consumers attending a festival last year



# 86%

Of festival goers only attended UK festivals in 2022



# 52%

Of consumers didn't go to festivals with a set budget in mind

## A price to pay for quality

Consumers recognise the **inevitable steeper prices** within festivals when it comes to food and drinks, but are expecting **a level of quality and variation in return**



**Sustainability is increasingly important to festival-goers**

Consumers are thinking of the impact these large scale events can have on the environment and consider sustainability important



**70%**

Say it's important a festival promotes environmental sustainability

# The report will explore:


- + The demographic profile of a Festivals consumer
- + Frequency of visits and types of festivals visited
- + The Cost of Living effect on Festival-goers
- + The path to purchase of a Festival-goer
- + How to influence drinks choice and tap into need states
- + Plans for the 2023 Festival season
- + How to enhance the festival experience





# CGA Festivals Insights Report benefits

- + Explores habits and demographic profiles of festival-goers
- + Helps further your understanding of festival consumers plans and expectations for future visitation
- + Provides insight into the festival consumers priorities for the upcoming season
- + Informs brand activation strategy and planning
- + Provides thought-leadership and exclusive recommendations for suppliers
- + Informs festival strategies and decision making for 2023 and beyond



CGA's Festivals Insights Report explores the Festival consumer, their habits and priorities, and how operators can best appeal to this segment.

To learn more contact:  
Consumer Research Executive Lou Finn  
at [lou.finn@nielseniq.com](mailto:lou.finn@nielseniq.com).

