

ALCOHOL CONSUMPTION TRACKER



Tracking alcohol consumption during the course of a full month, across all categories, brands and types of occasions.

WHAT IS ACT?

ACT is a syndicated research program subscribed to by market leaders in the Beer, Wine, Spirits, Cider, Cooler and Pre-mixed Cocktail categories. It has been the industry standard for alcohol consumption behaviour since 2013.

It provides occasion-based insight at both a macro and micro level typically not cost-feasible with a proprietary study. Relevant for Beverage Alcohol makers, distributors and retailers alike, subscribers gain expanded insight into the consumption behaviour of Americans and Canadians.

HOW DO PEOPLE CONSUME ALCOHOL?

- When
- Where You Were
- Role of Food
- Who You Were With
- What You Were Doing
- With Whom
- Why Did You Consume

IS ALCOHOL CONSUMPTION CHANGING?

The dedicated and experienced ACT servicing team use their decades worth of knowledge of the industry and the study to tailor analysis to address specific business issues. Example analysis include but are not limited to:

- Trended Market Landscape
- Future Market Outlook
- White Space Opportunities
- Consumption Journey
- Behavior Changes

UNDERSTAND DRINKING BEHAVIOR BY:

- Category (beer, wine, spirit, RTD, ciders, coolers)
- Brand (1000+ brands tracked)
- Occasion profiles
- Segments (demographic, behavioural, attitudinal)

VIEW INSIGHT THROUGH DIFFERENT LENSES:

- Consumer based (incidence)
- Volume based (number of occasions or servings)
- By month, day or specific type of occasion

OVERLAY CROSS-CATEGORY BEHAVIOR:

- Loyalty to categories and brands
- Cross category interaction
- White space opportunities for category and brand development

For more information, contact:

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