

ALCOHOL CONSUMPTION TRACKER

Tracking alcohol consumption across all categories,
brands and types of occasions.

Longest Running Consumption Tracker in North America

Alcohol Consumption Tracker (ACT) is a syndicated research program subscribed to by market leaders in the Beer, Wine, Spirits, Cider, Cooler, Pre-mixed Cocktail and Non-Alc Adult Beverage categories. It has been the industry standard for alcohol consumption behaviour since 2011. 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 It's Used

The dedicated and experienced ACT servicing team uses their decades worth of knowledge of the industry and the study to tailor analysis to address specific business issues.

ACT allows you to understand what POS data can't provide – unique lenses into actual consumption behaviour.

Insights from the study will illuminate your brand strategy through: Trended Market Landscape; Future Casting; White Space Opportunities; Segmentation, including Demand Space, Consumption Journey; Behaviour Changes; Drivers of Growth/Decline; Annual Planning Initiatives, Collaboration with custom research.

Survey Content

- Occasion Dynamics
 - What (Incidence, Penetration, Frequency, Intensity, Volume Share, Interaction, Loyalty – Alcohol/Non-Alcohol Beverages, Cannabis)
 - When (Day of the Week/ Time of the Day)
 - Why (Activities and Functional and Emotional Drivers)
 - Where (On Premise/Off Premise)
 - Who With (Alone/with Others)
- Demographics (Generations, Ethnicity)
- Psychographics including Health & Lifestyle, Relaxation/De-Stress)
- Drinking Barriers/Moderation/Sober Curious
- Environmental, Social and Governance
- Brand Granularity/Favourite Brand
- Shopper Behaviour

How We Do It

Always On/365 days

All Channels | All Day Parts
| All Categories

Robust Annual Sample of
~25000 drinkers, with the
ability to boost for brands

Representative
and weighted to
the national
monthly drinker
population

We Provide



Standard quarterly reports | Annual trends report



Advisory partnership to uncover alcohol consumption trends and topical deep dives



Customized deliverables for your brands



Data access via Harmoni portal

For more information, please contact:

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