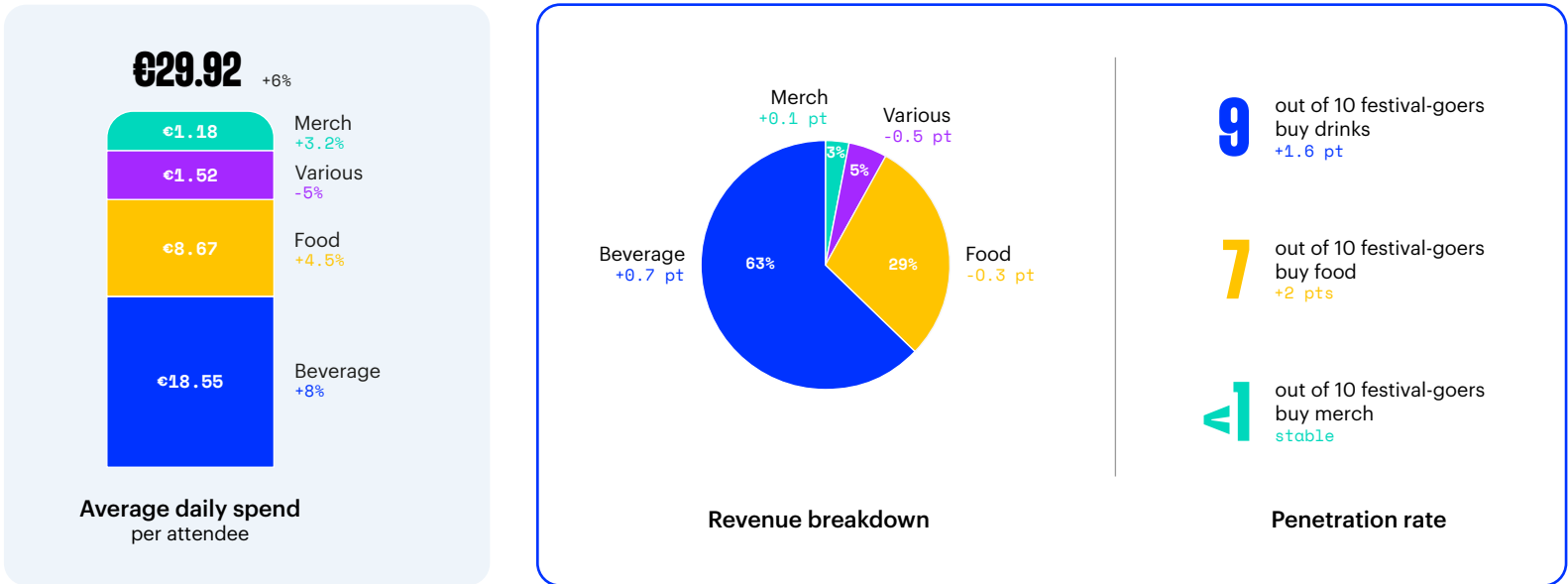


Festival consumption: 2025 overview

vs 2024

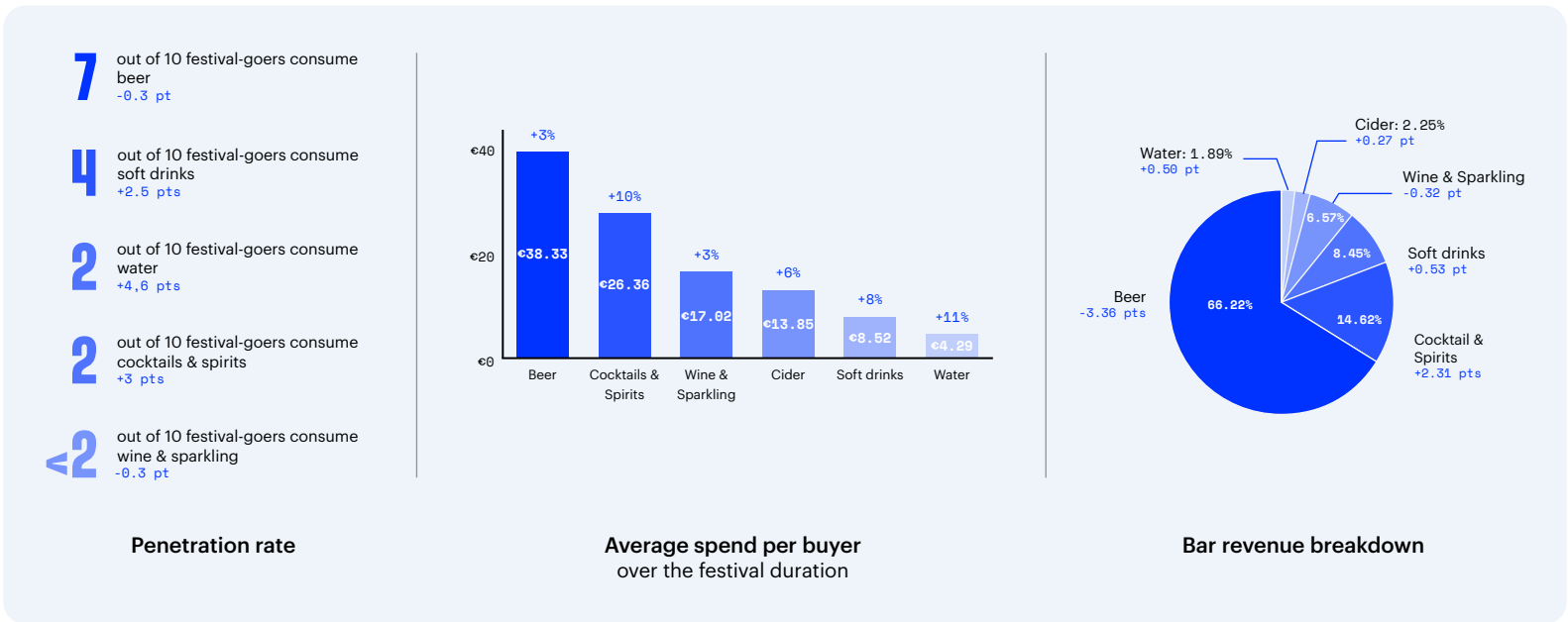
SPENDING ON THE RISE

Consumption is up across all major categories, with the bar remaining the primary driver of growth.



BAR DIVERSIFICATION

While beer remains king, the bar is becoming more eclectic as offerings expand to include cocktails, spirits, and non-alcoholic options.



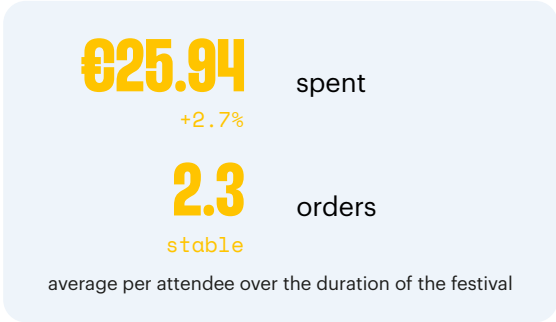
FOCUS ON BEER

Stable volumes, rising value: growth is driven by premiumisation and the introduction of higher-value serving formats.

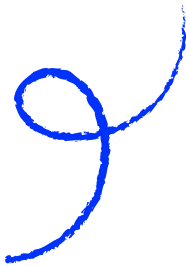
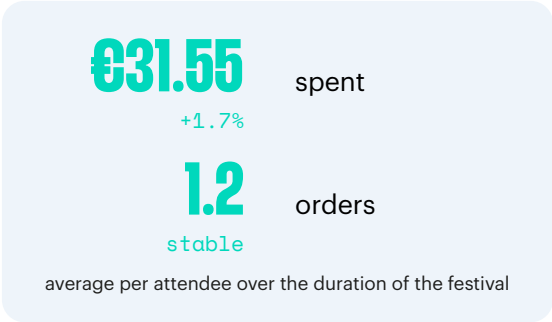


FOOD

Food services are seeing a slight increase in value, while merchandise confirms its status as a niche category with a high average basket spend.



MERCH



SIZE & LOCATION

Urban settings and large-scale festivals offer premium, higher-priced selections, whereas rural and smaller-format events prioritise affordability and accessibility.

