

# 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.

**€29.92** +6%



Average daily spend per attendee

Merch +0.1 pt

Various -0.5 pt

Beverage +0.7 pt

Food -0.3 pt

Revenue breakdown

**9**

out of 10 festival-goers buy drinks +1.6 pt

**7**

out of 10 festival-goers buy food +2 pts

**1**

out of 10 festival-goers buy merch stable

Penetration rate

## BAR DIVERSIFICATION

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

**7** out of 10 festival-goers consume beer -0.3 pt

**4** out of 10 festival-goers consume soft drinks +2.5 pts

**2** out of 10 festival-goers consume water +4.6 pts

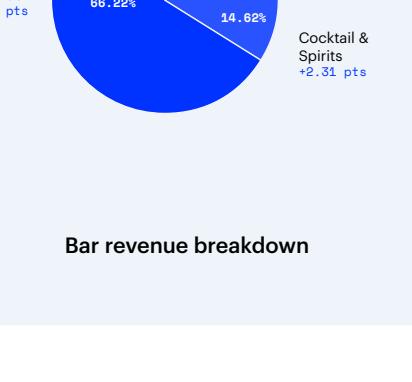
**2** out of 10 festival-goers consume cocktails & spirits +3 pts

**1** out of 10 festival-goers consume wine & sparkling -0.3 pt

Penetration rate



Average spend per buyer over the festival duration



Bar revenue breakdown

## FOCUS ON BEER

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

**€8.10**

Average price for a beer +3.4%

**€7.40**

Average price for a standard beer +2.7%

**€8.89**

Average price for a premium beer +3.9%

Average beer price (0.5 L)

**0.74 L**

stable

0.4 L Standard beer -1.9%

0.34 L Premium beer +1.4%

Quantity of beer per festival-goer per day

Standard beer -1.4 pt

Premium beer +1.4 pt

Beer revenue breakdown

## 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.

**€25.94**

spent +2.7%

**2.3**

orders stable

average per attendee over the duration of the festival

**€31.55**

spent +1.7%

**1.2**

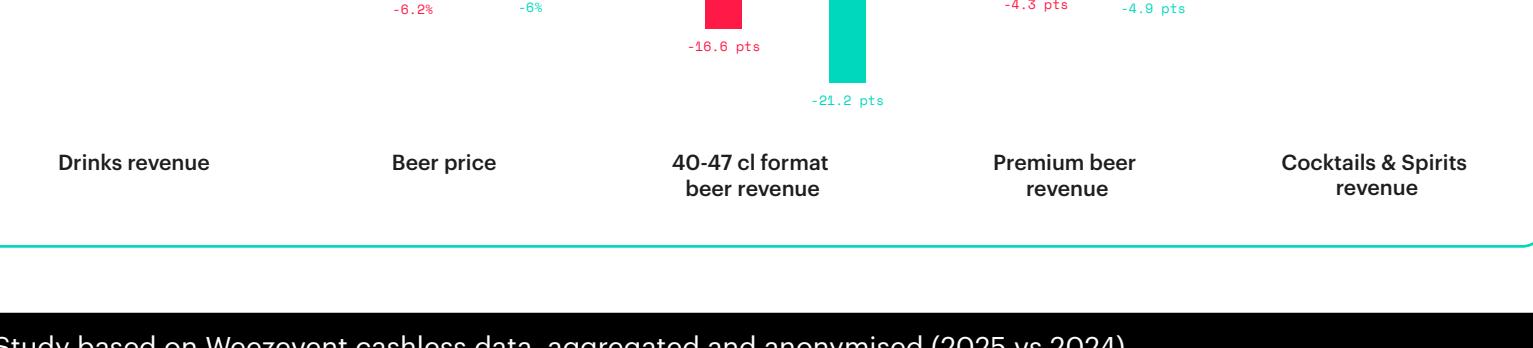
orders stable

average per attendee over the duration of the festival

9

## SIZE & LOCATION

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



Study based on Weezevent cashless data, aggregated and anonymised (2025 vs 2024). Click here to find out more.