



The 5 Key Trading Days of Christmas 2024

24th, 25th, 26th, 31st Dec 24 + 1st Jan 25 vs. 24th, 25th, 26th, 31st Dec 24 + 1st Jan 24

Draught volume data powered by **VIANET**
DATA. REIMAGINED.

Draught volumes grow +2.6% driven by footfall increases (+9.7%) whilst Dwell times fell (-8.8%) as more consumers went out for the earlier parts of Christmas festivities.

24th, 25th, 26th, 31st Dec 24 + 1st Jan 25 vs. 24th, 25th, 26th, 31st Dec 24 + 1st Jan 24

- **34.8 Million** Pints Sold over the festive period and looking at the 5 key trading Days (Christmas Eve, Christmas Day, Boxing Day, New Year's Eve & New Year's Day) we see sales **+2.6% vs. 2023**.
- Overall draught sales drive **£4,584** for pubs which equates to **921** draught pints sold.
- **Christmas Eve** proved to be the key night with sales **+9%** vs. '23 led by the **South East (+12.3%)**, **East Midlands (+11.5%)**, **South West (+11%)** and **Wales (+10%)** also performed well ahead of the average.
- As with previous years **Suburban** outlets traded the best **+3.2%**. **City Centres** were only marginally up **+0.3%**
- Sadly, what was shaping up to be a great Christmas for the trade was **badly impacted** by the awful weather over **New Year** with New Year's Eve **-1.3%** and New Year's Day **-7.1%**. Scotland's Hogmanay celebrations **-6.3%** vs. '23 which was echoed in the North East where volumes were down **-10.6%**, the North West which was down **-6.6%** and Yorkshire also following the trend **-5.6%**
- In the days leading up to Christmas day, we see footfall up **+9.7%** compared to 2023, driven by Suburban outlets **+11.5%**. City Centres also saw an up tick **+6.2%** during the run up to Christmas Day.
- However, the length of average visit declined, with consumer **dwell times falling** to an average of **125** mins vs. **137** mins in the same week last year **(-8.8%)** with **Suburbia** driving the **largest** declines **-10.4%**
- The big category winners over the key Christmas trading days were **Stout +21.1%** and **World Lager +14.4%**, with **Craft +4.1%** and **Apple Cider** also performing well **+3.5%**. On the flip side, **World 4% -11.9% & Core Lager -10.9%**. **Premium Lager** was also down **-9.3%** **as well as Fruit Cider -7.4%**. We do see that the share of sales that Stout achieved on Mad Friday (17.4%) has fallen back to **14.6%** as Core Lager, World Beer and Ale **grow back** their **share of sales** despite declining in absolute terms.

Overall draught sales drive £4,584 for pubs over the key 5 trading days of Christmas which equates to 921 draught pints sold. As with previous years Suburban outlets traded the best +3.2%. Bad weather forced cancellation of New Years plans & kept revelers at home



34.8 Million Pints Sold over the festive period

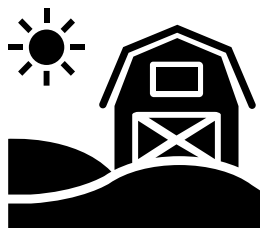
Looking at the key trading days of Christmas Eve, Christmas Day, Boxing Day, New Year's Eve & New Year's Day we see sales +2.6% vs. 2023. Christmas Eve proved to be the key night with sales +9% vs. '23.



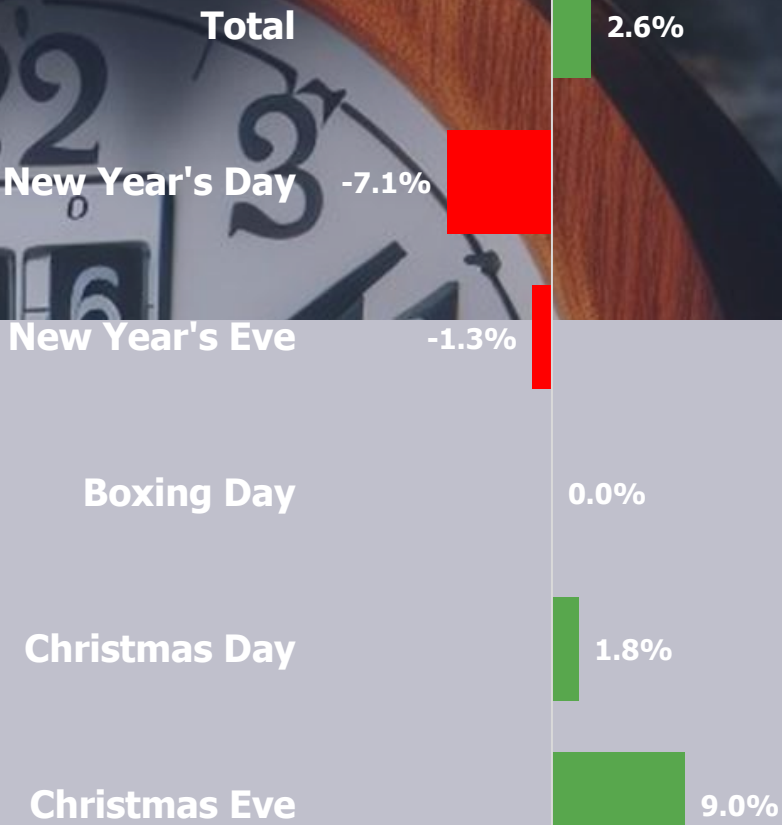
City Centre
+0.3%



Suburban
+3.2%

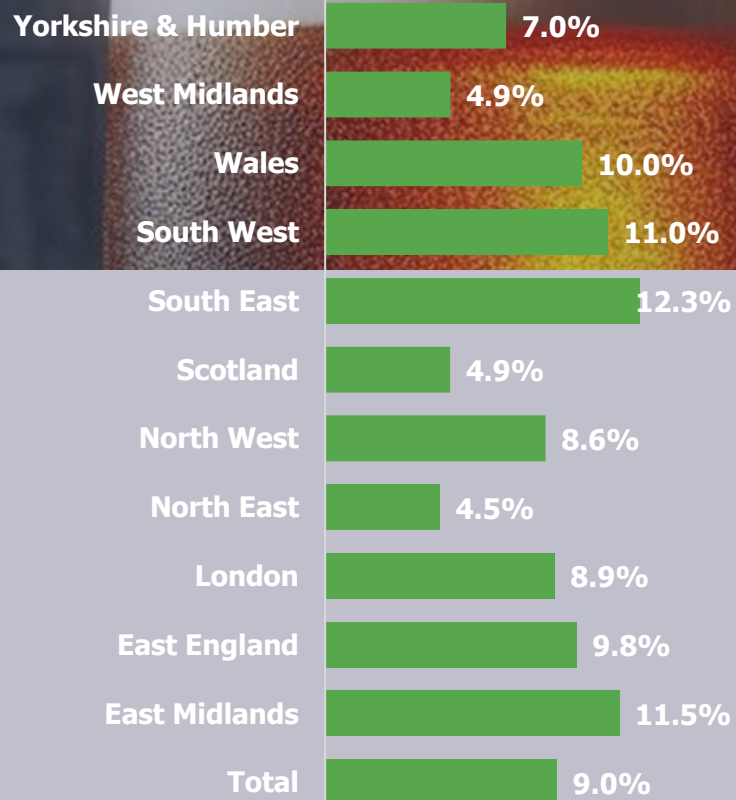


Rural
+2.5%



24th, 25th, 26th, 31st Dec 24 + 1st Jan 25 vs. 24th, 25th, 26th, 31st Dec 24 + 1st Jan 24 Base 8,736 Outlets

Christmas Eve Region Performance vs. 23



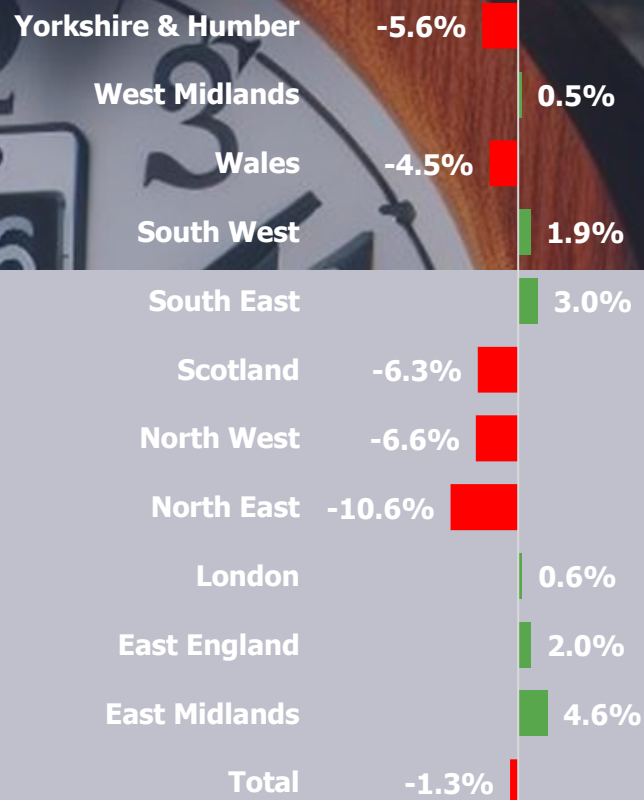
- Christmas Eve saw volumes up across the country (+9%), led by the South East (+12.3%). The East Midlands (+11.5%), South West (+11%) and Wales (+10%) also performed well ahead of the average.

- Sadly, what was shaping up to be a great Christmas for the trade was badly impacted by the awful weather over the New Year.

- Edinburgh's plans were cancelled due to the wind and rain and we see Scotland's Hogmanay celebrations -6.3% vs. 2023

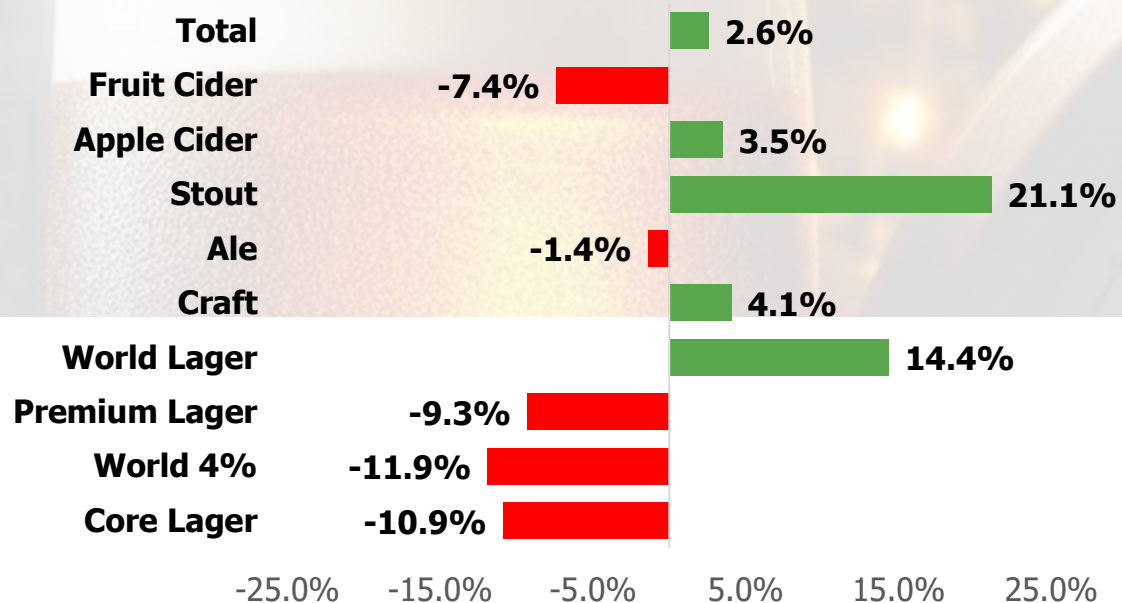
- This is echoed in the North East where volumes were down -10.6%, the North West down -6.6% and Yorkshire following the trend -5.6%

New Year's Eve Region Performance vs. 23

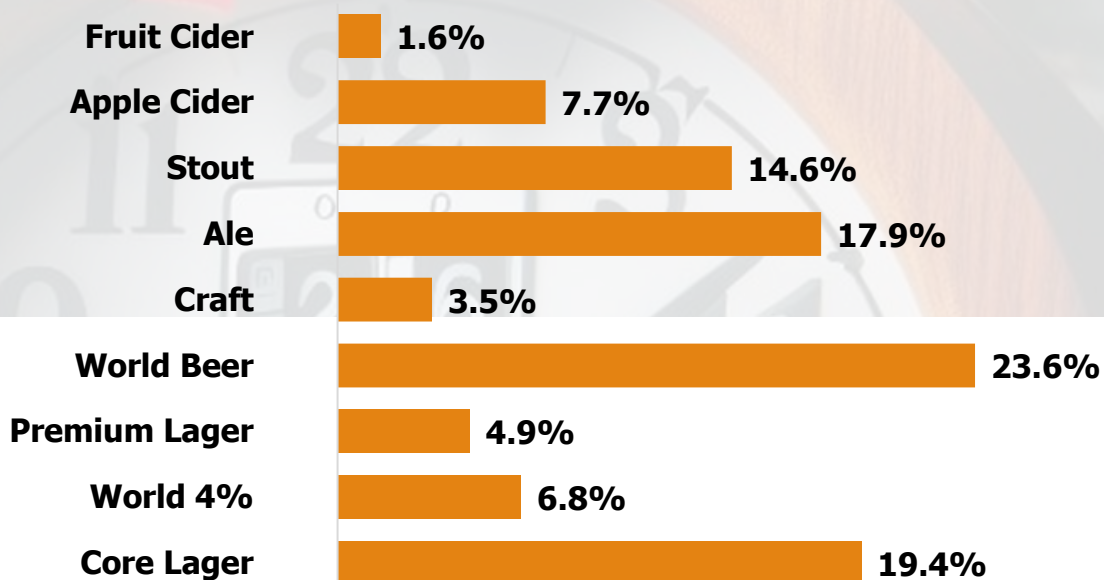


24th, 25th, 26th, 31st Dec 24 + 1st Jan 25 vs. 24th, 25th, 26th, 31st Dec 24 + 1st Jan 24 Base 8,736 Outlets

Category Performance vs. 2023



Share of Category Draught Sales



24th, 25th, 26th, 31st Dec 24 + 1st Jan 25 vs. 24th, 25th, 26th, 31st Dec 24 + 1st Jan 24 Base 8,736 Outlets

The big category winners over the key Christmas trading days were **Stout +21.1%** and World Lager **+14.4%**, with Craft **+4.1%** and Apple Cider also performing well **+3.5%**. On the flip side, **World 4% -11.9% & Core Lager -10.9%**. **Premium Lager was also down -9.3% as well as Fruit Cider -7.4%**. We do see that the share of sales that Stout achieved on Mad Friday (17.4%) has fallen back to 14.6% as Core Lager, World Beer and Ale grow back their share of sales despite declining in absolute terms.