

Discover your *edge*

Thursday, 14 July 2016

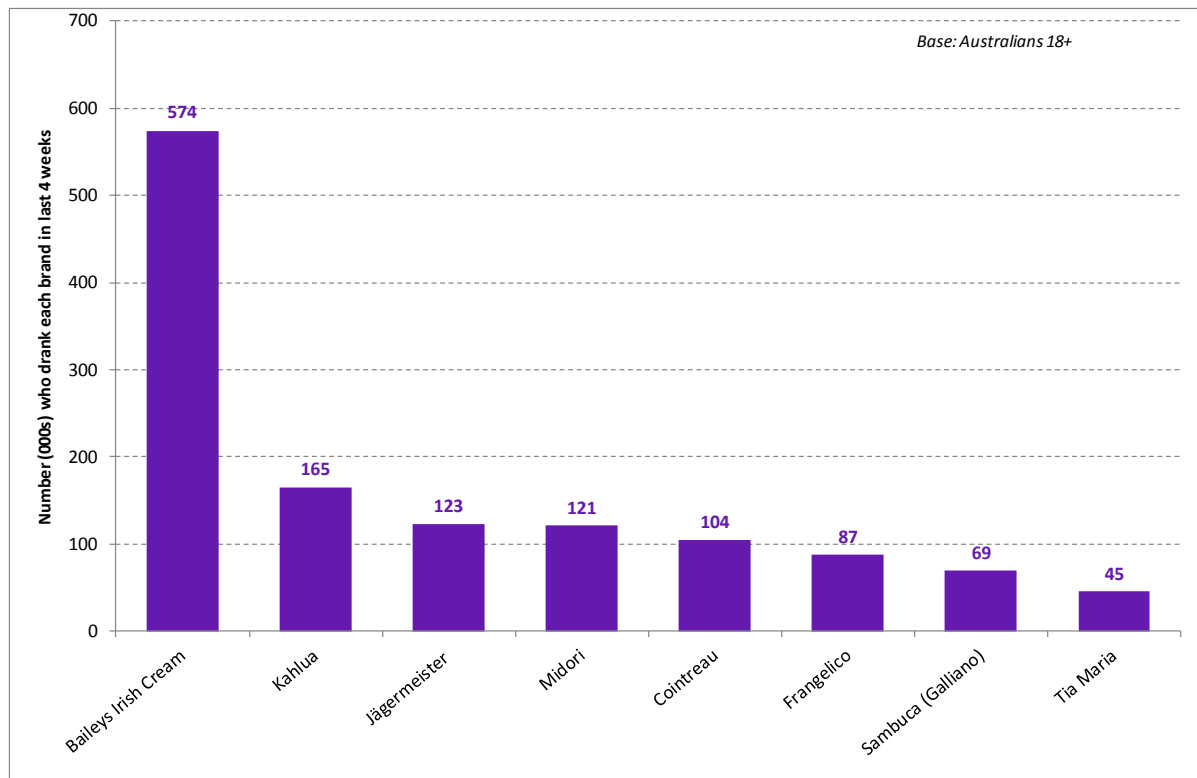
## Baileys and beyond: Australia's liqueur drinkers

Liqueurs may not be as widely consumed as beer, wine or spirits, but they are an important category within the alcoholic beverages market. According to the latest findings from Roy Morgan Research, 8.0% of Australian adults (or 1.5 million people) drink at least one liqueur in any given four weeks, with different consumer groups being more likely than others to consume particular brands.

But when it comes to the country's overall liqueur consumption, one brand towers above all others: Baileys Irish Cream. In the 12 months to March 2016, 574,000 Australians 18+ enjoyed at least one Baileys – more than three times the number that drank the second-most popular liqueur, Kahlúa (165,000).

Jägermeister (123,000) and Midori (121,000) are neck and neck in third and fourth places respectively, with Cointreau (104,000) the nation's fifth-most popular liqueur.

### Most popular liqueur brands in Australia

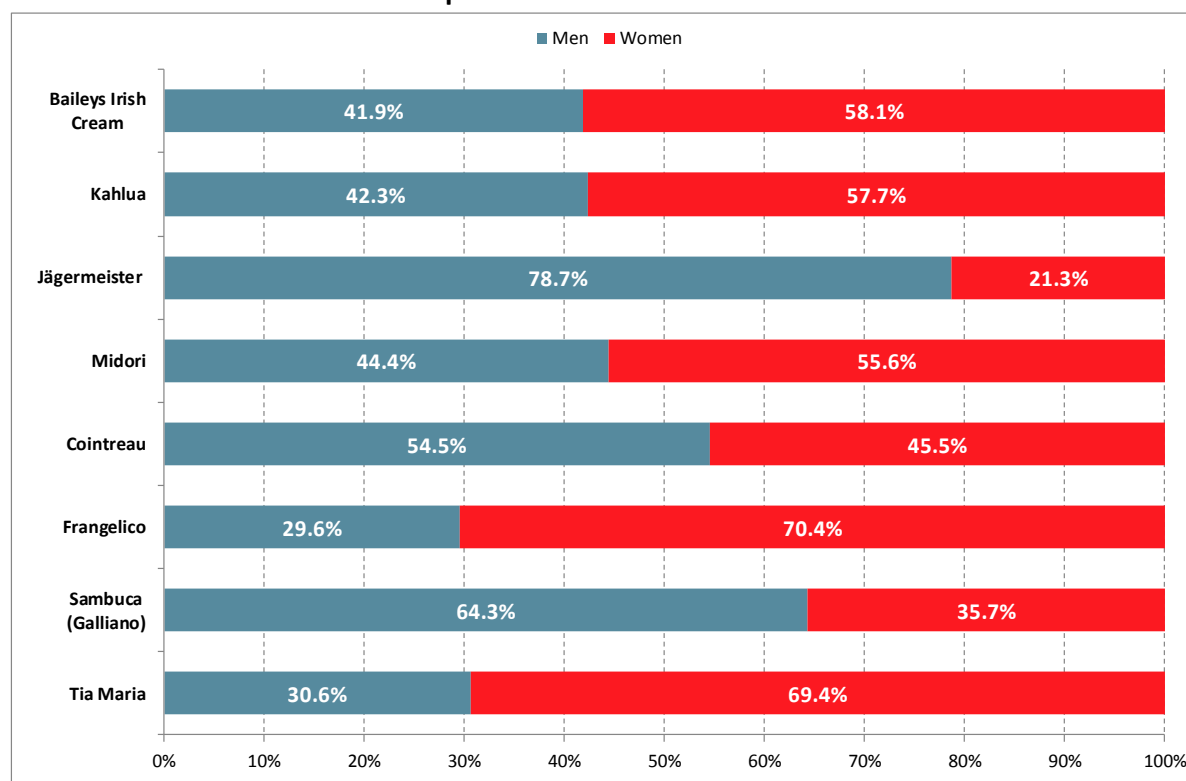


Source: Roy Morgan Single Source (Australia), April 2015-March 2016, n=15,135

While there isn't a massive difference between the number of Australian men (716,000) and women (767,000) who drink liqueurs in any given four weeks, some brands are markedly more popular with one gender than the other.

Brands with a much higher proportion of female drinkers than male include Bailey's Irish Cream, Kahlúa, Frangelico and Tia Maria, while liqueurs more popular with men than women include Jägermeister and Sambuca (Galliano).

#### Male:female ratio of Australia's liqueur-drinkers



**Source:** Roy Morgan Single Source (Australia), April 2015-March 2016, n-1,488, **Base:** Australians 18+ who drank liqueur in last 4 weeks

Women who drink liqueur consume an average of five glasses of liqueur per four weeks, just ahead of male liqueur drinkers, who drink four glasses on average in the same period.

Perhaps more importantly for liqueur brands, just over three-quarters (76.1%) of Australia's liqueur-drinkers consume only one brand in an average four-week period, suggesting that they are generally loyal to their favourite tippie...with one key exception: the 18-24 year-old age bracket. Nearly 35% these young liqueur-drinkers consume two or more brands in an average four weeks.

**Norman Morris, Industry Communications Director, Roy Morgan Research, says:**

*"Liqueurs do not account for a huge slice of the overall alcohol market: in fact, as we revealed recently, for every 100 glasses of liquor consumed by Aussie adults in an average four weeks, only two are liqueur. But they are still an important category, with the potential for growth if brands are strategic about how they market themselves.*

*"Currently, Baileys is consumed by nearly the same number of drinkers as the seven other most popular liqueurs combined. But it doesn't have to be this way: by targeting the right consumers, these brands can gain a larger slice of the pie. As mentioned, 18-24 year-olds are less likely than older drinkers to stick with one brand, possibly because they have not yet been drinking long enough to have settled on their preferred liqueur:*

*but with some strategic messaging, savvy brands could well persuade this group to stick with them.*

*“Also noteworthy is the fact that both the 18-24 and 25-34 year-old age groups are much likelier than the average Australian adult to drink cocktails in any given four weeks – a niche area within the liqueur category that could represent a golden opportunity for many brands, assuming they can anticipate the trends driving this ever-changing market.*

*“With the help of Roy Morgan’s in-depth alcohol data, liqueur brands can gain a detailed understanding of who is most likely to drink what and why, and devise a more effective marketing strategy accordingly.”*

**For comments or more information about Roy Morgan Research’s alcohol data, please contact:**

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#### **Related research findings**

Explore our [range of Alcohol Profiles and Reports](#), including [Baileys Irish Cream drinkers](#) and [Kahlúa drinkers](#).

Compiled with data from Roy Morgan’s Single Source survey (the largest of its kind in the world, with 50,000 respondents p.a), these ready-made profiles provide a broad understanding of the target audience, in terms of demographics, attitudes, activities and media usage in Australia.

#### **About Roy Morgan Research**

Roy Morgan Research is the largest independent Australian research company, with offices in each state of Australia, as well as in Indonesia, the United States and the United Kingdom. A full service research organisation specialising in omnibus and syndicated data, Roy Morgan Research has over 70 years’ experience in collecting objective, independent information on consumers.

#### **Margin of Error**

The margin of error to be allowed for in any estimate depends mainly on the number of interviews on which it is based. Margin of error gives indications of the likely range within which estimates would be 95% likely to fall, expressed as the number of percentage points above or below the actual estimate. Allowance for design effects (such as stratification and weighting) should be made as appropriate.

Sample Size	Percentage Estimate			
	40%-60%	25% or 75%	10% or 90%	5% or 95%
5,000	±1.4	±1.2	±0.8	±0.6
7,500	±1.1	±1.0	±0.7	±0.5
10,000	±1.0	±0.9	±0.6	±0.4
20,000	±0.7	±0.6	±0.4	±0.3
50,000	±0.4	±0.4	±0.3	±0.2