

Avant Garde Solutions Newsletter

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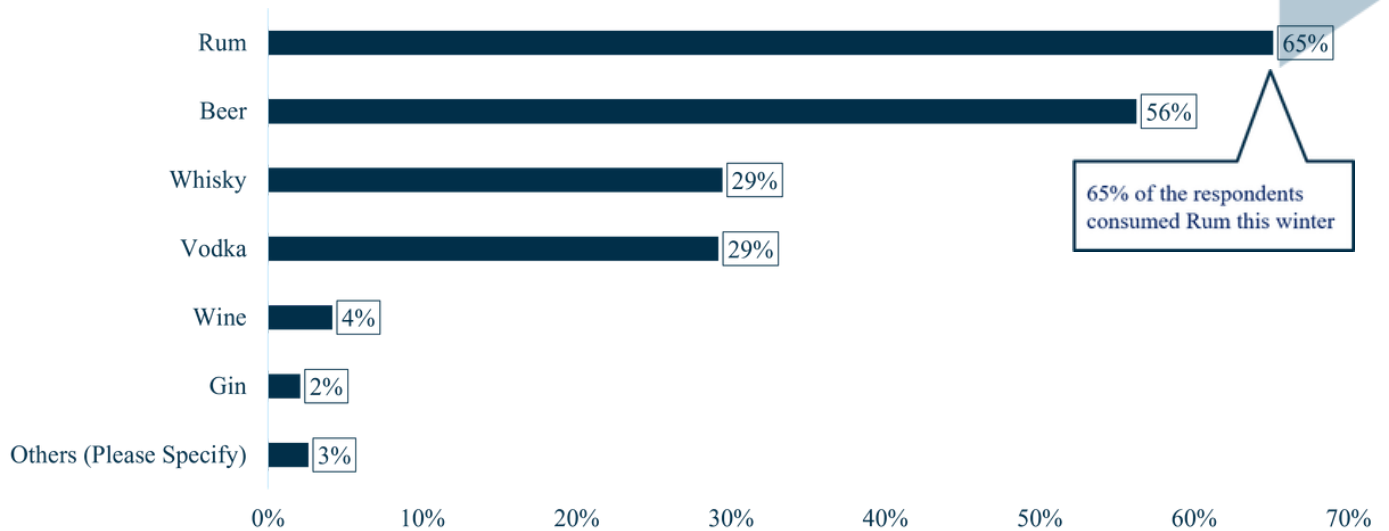
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Assessment of Alcohol Consumption in Various Seasons

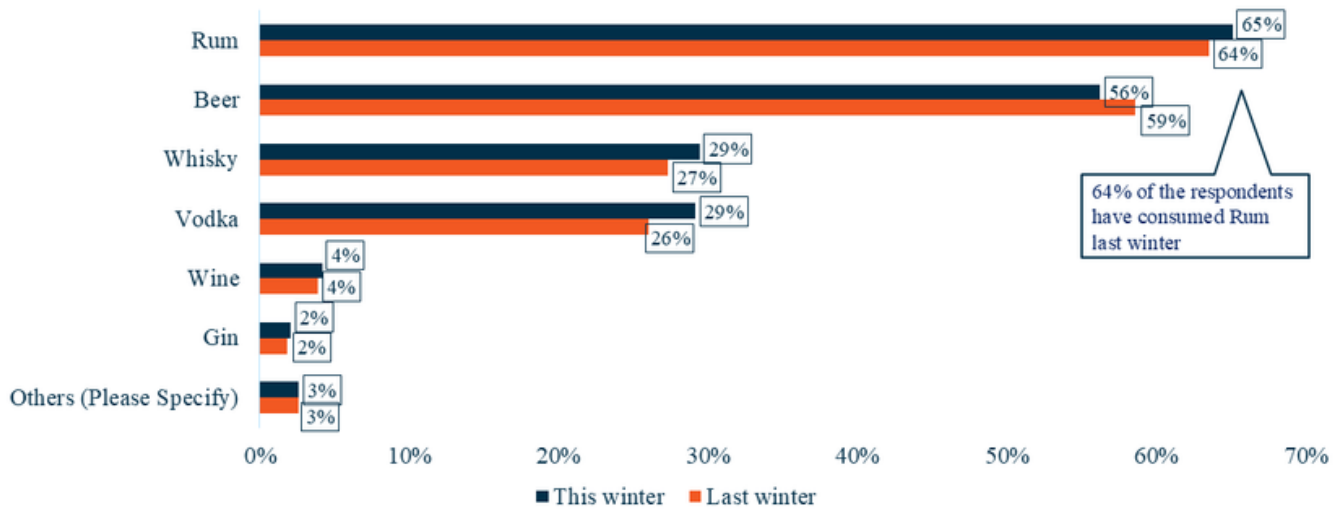
The study examines seasonal patterns in alcohol consumption among male consumers aged 18-45 in the Kathmandu Valley, focusing on beverage preferences, drinking frequency, alcohol strength, and spending habits. Conducted through a quantitative survey using Computer Aided Personal Interviews (CAPI) with 384 respondents, the research also explores the role of brand name in alcohol selection, reasons for switching brands within the same category, and the factors driving seasonal changes in alcohol consumption.

The analysis shows that rum remains the most preferred beverage during winter, particularly among respondents aged 31-45 (98%) and higher/upper-class consumers (73%), while beer dominates summer consumption, especially among younger respondents aged 18-30 (98%) and across all socio-economic categories. 40% of respondents report a decrease in drinking frequency compared to last winter, largely due to health-related reasons. Alcohol content preferences remain stable, with 62% reporting no change, mainly driven by brand loyalty (53%). Monthly spending on alcohol increases for 40% of respondents, primarily due to rising prices. Brand name plays a significant role in selection, with 88.02% considering it important for its perceived authenticity, although some consumers (64%) prioritize personal satisfaction over brand. Seasonal factors, particularly weather, also influence brand switching and beverage preferences.

Consumption of Alcohol Beverages This Winter

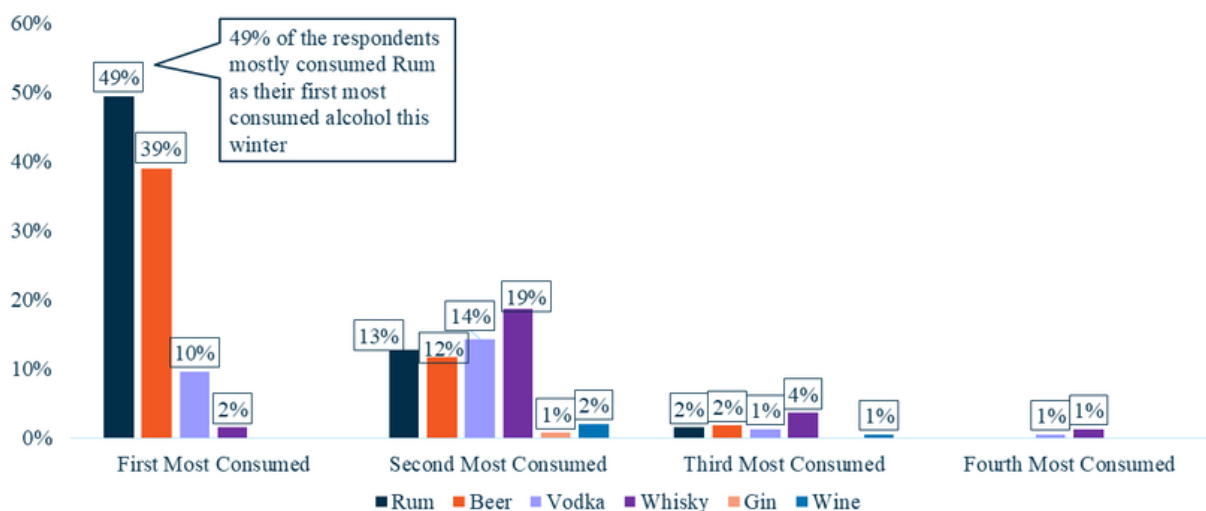


Consumption of Alcohol Beverages this Winter vs Last Winter

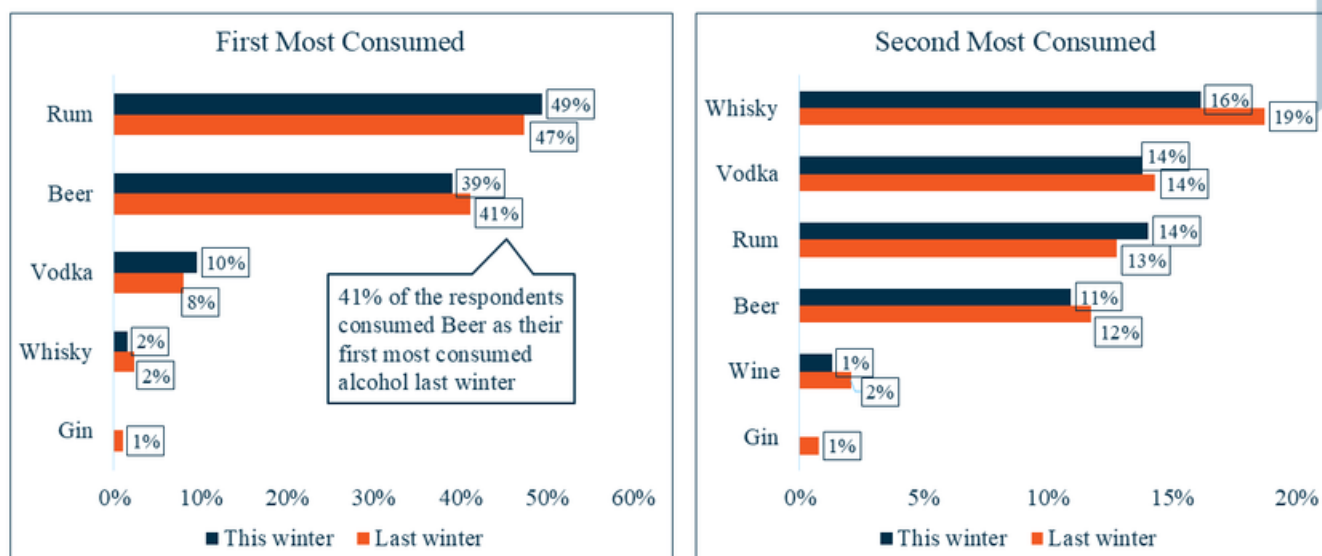


Note: This winter refers to Nov, Dec, Jan 2025/26 and Last winter refers to Nov, Dec, Jan 2024/25

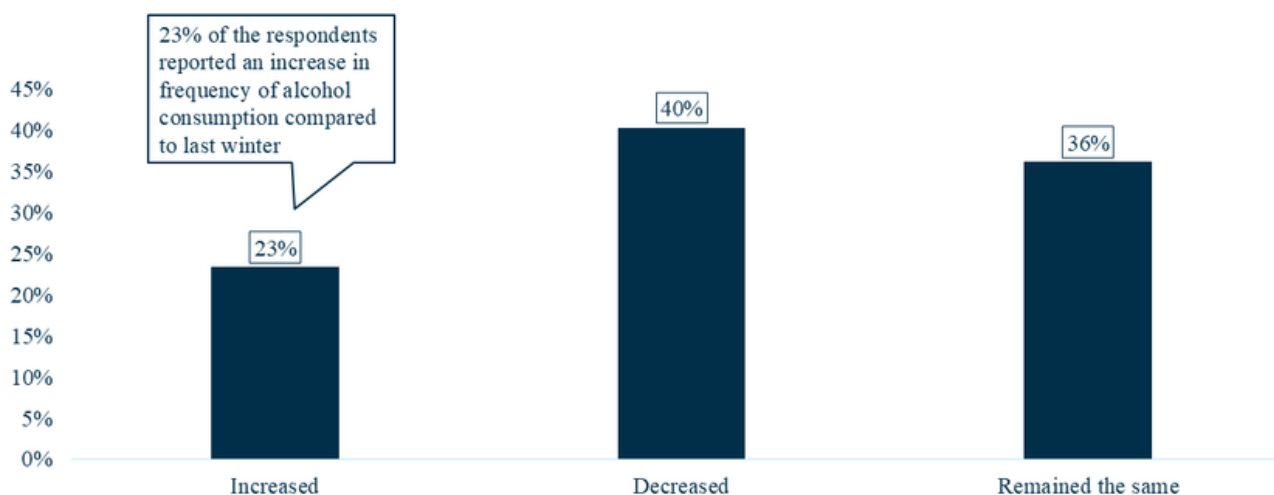
Most Consumed Alcohol Beverage Category This Winter



Most Consumed Alcohol Beverage Category This Winter vs Last Winter



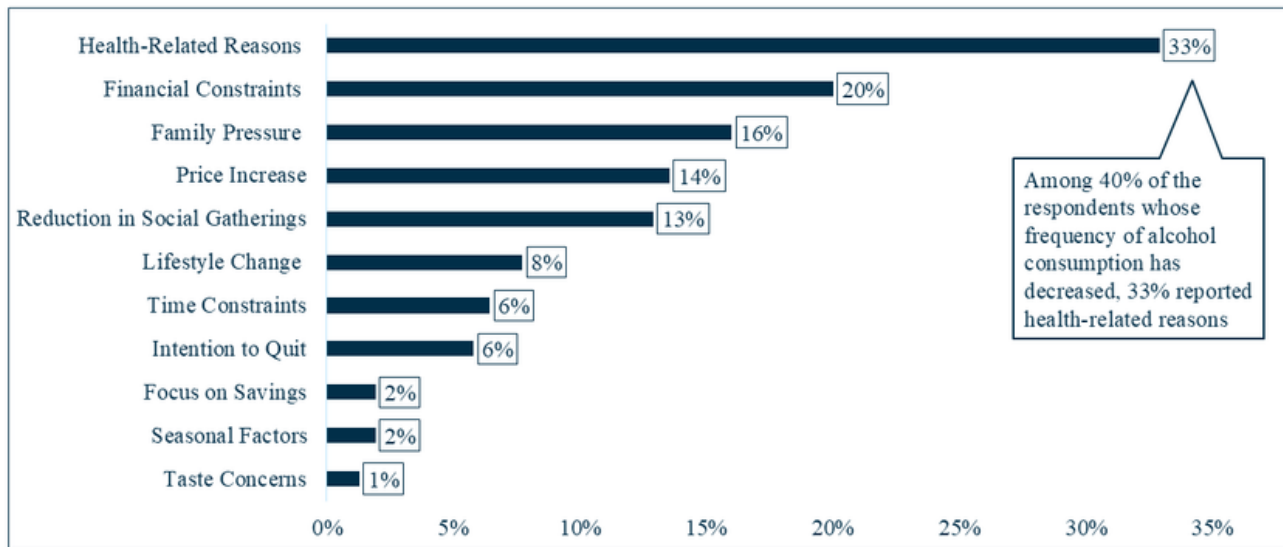
Change in Frequency of Alcohol Consumption Compared to Last Winter



Reasons for Increase in Frequency of Alcohol Consumption



Reasons for Decrease in Alcohol Consumption Frequency

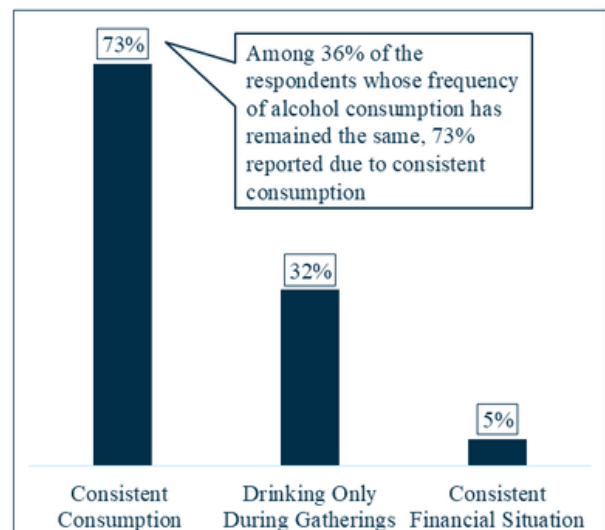


Reasons for Decrease in Alcohol Consumption Frequency

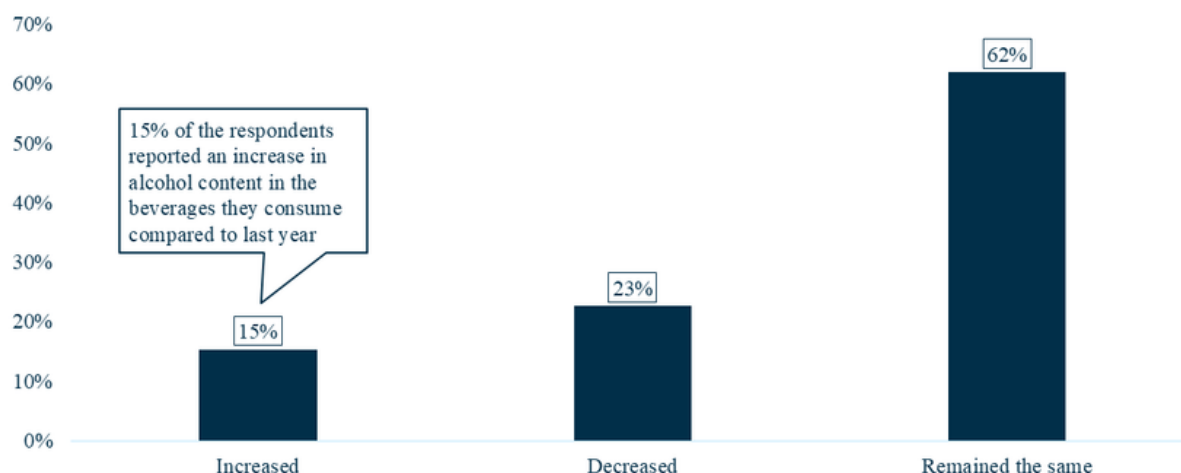
Health-Related Reasons (51)	Illness, medication, health concerns, or preference for a healthier lifestyle.
Financial Constraints (31)	Reduced income, higher expenses, or financial difficulties limiting consumption.
Family Pressure (15)	Influence or pressure from family to reduce drinking.
Price Increase (21)	Higher alcohol prices leading to reduced affordability and consumption.
Reduction in Social Gatherings (20)	Fewer social or family gatherings, reduced friend circles, or less socializing.
Lifestyle Change (12)	Changes in habits, age, responsibilities, health-focused routines, or personal development.
Time Constraints (10)	Less consumption due to busy schedules, work pressure, studies, or lack of free time.
Intention to Quit (9)	Deliberate efforts to gradually reduce or stop alcohol consumption.
Focus on Savings (3)	Consumption reduced to save money and manage household or personal expenses.
Seasonal Factors (3)	Reduced consumption due to weather changes, seasonal decline in cold, or fewer seasonal events and outings.
Taste Concerns (2)	Reduced consumption due to dissatisfaction with taste or perceived decline in quality.

Reason for No Change in Frequency of Alcohol Consumption

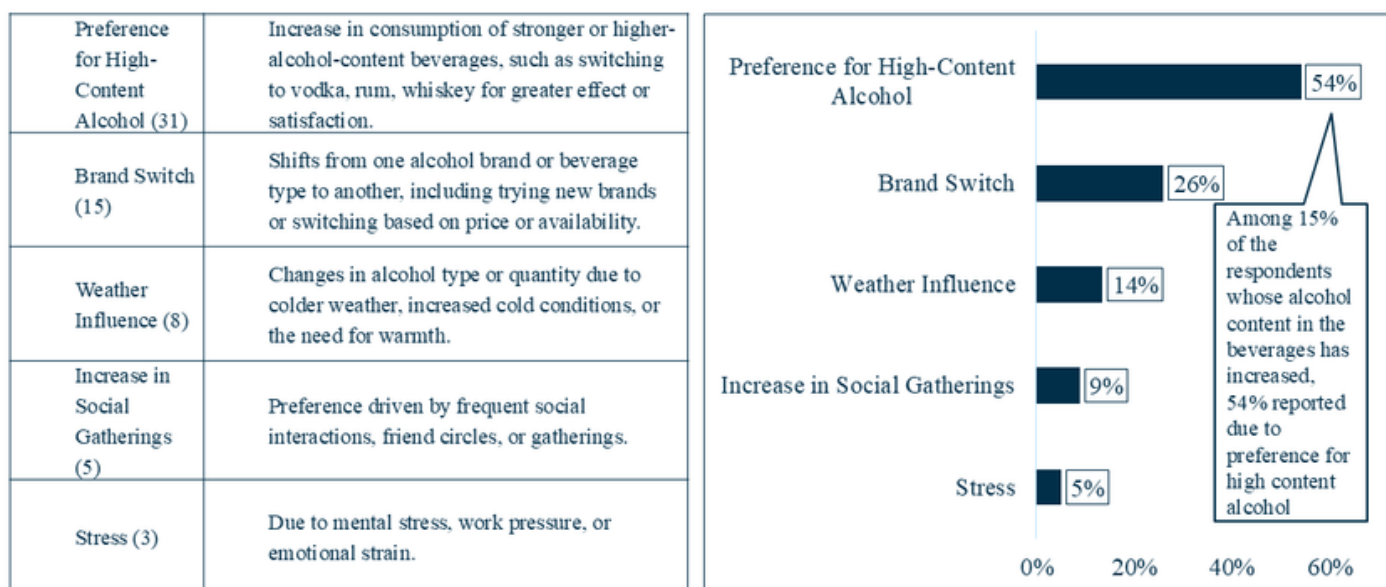
Consistent Consumption (98)	Respondents maintain the same drinking pattern as before, drinking in moderation or within set limits, with no increase or decrease in consumption.
Drinking Only During Gatherings (43)	Respondents consume alcohol mainly during social occasions such as family functions, parties, festivals, weekends, or when meeting friends, rather than drinking regularly or daily.
Consistent Financial Situation (7)	Respondents indicate that their income, expenses, or overall financial condition has remained unchanged, which has led to maintaining the same level of alcohol consumption.



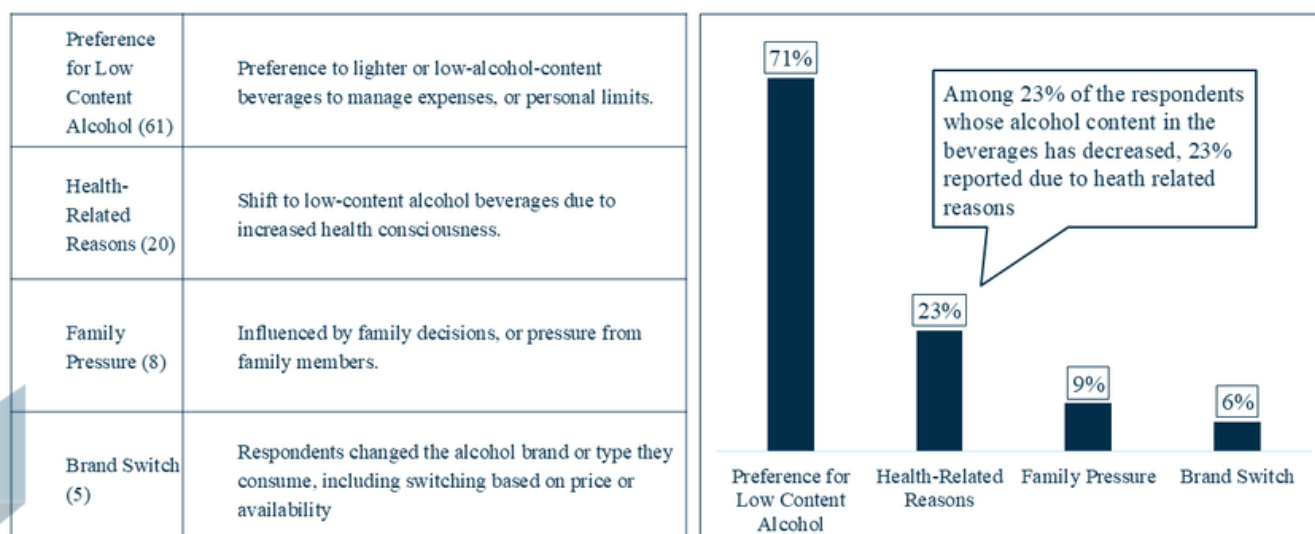
Change in Alcohol Content in the Beverages Compared to Last Year



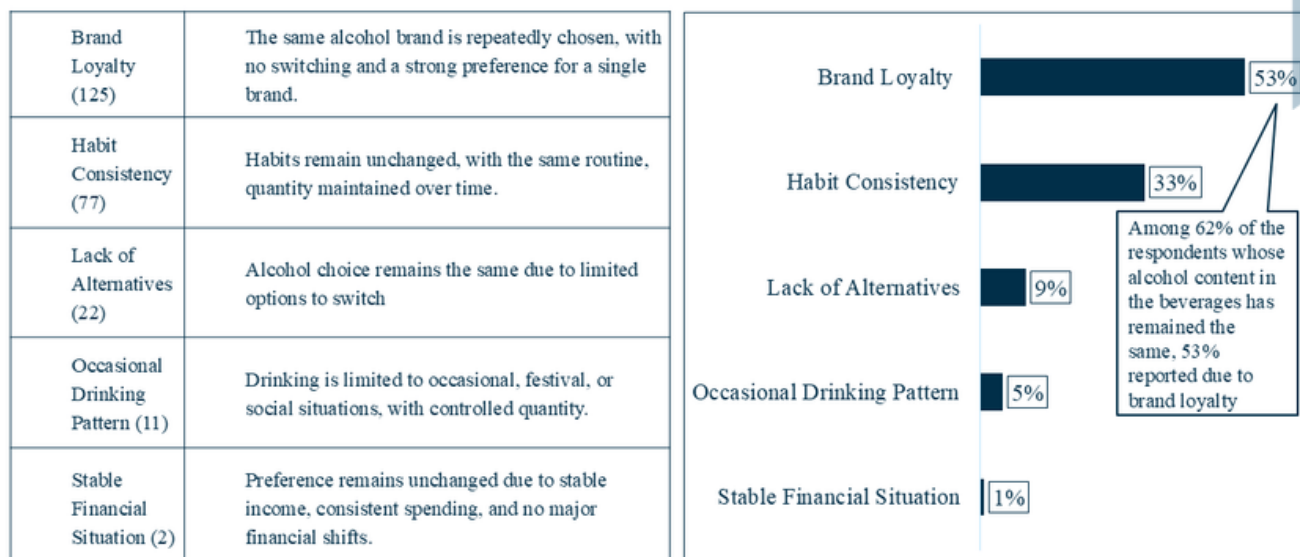
Reasons for Increase in Alcohol Content in the Beverages



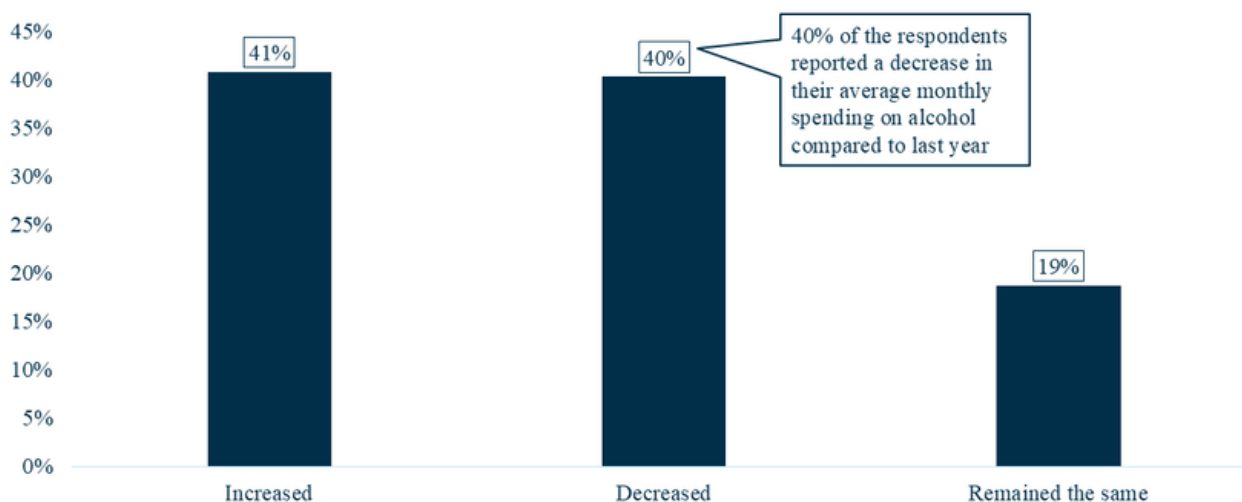
Reasons for Decrease in Alcohol Content in the Beverages



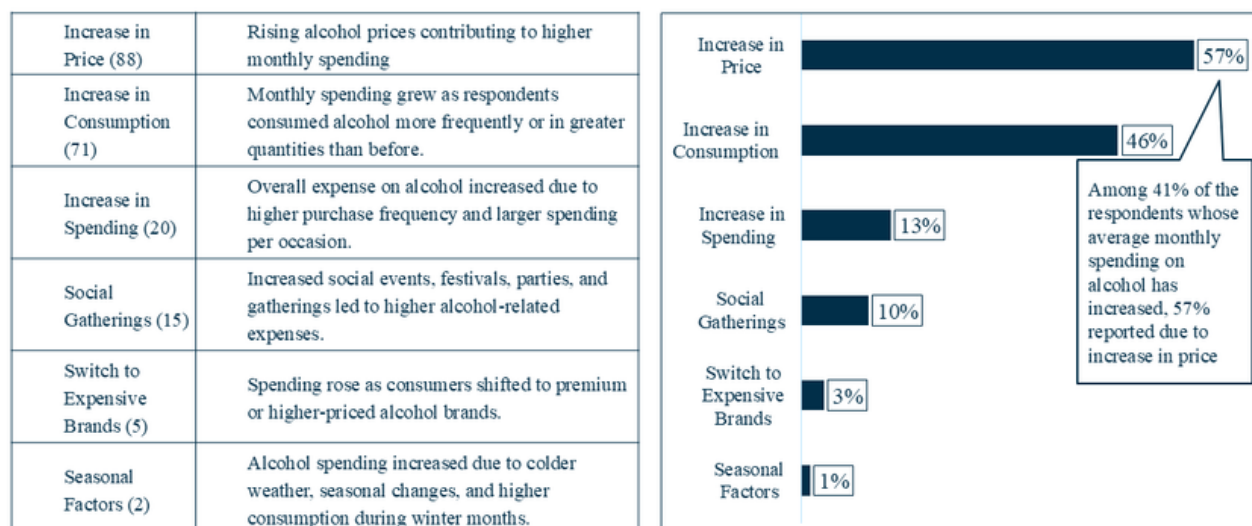
Reasons for No Change in Alcohol Content in the Beverages



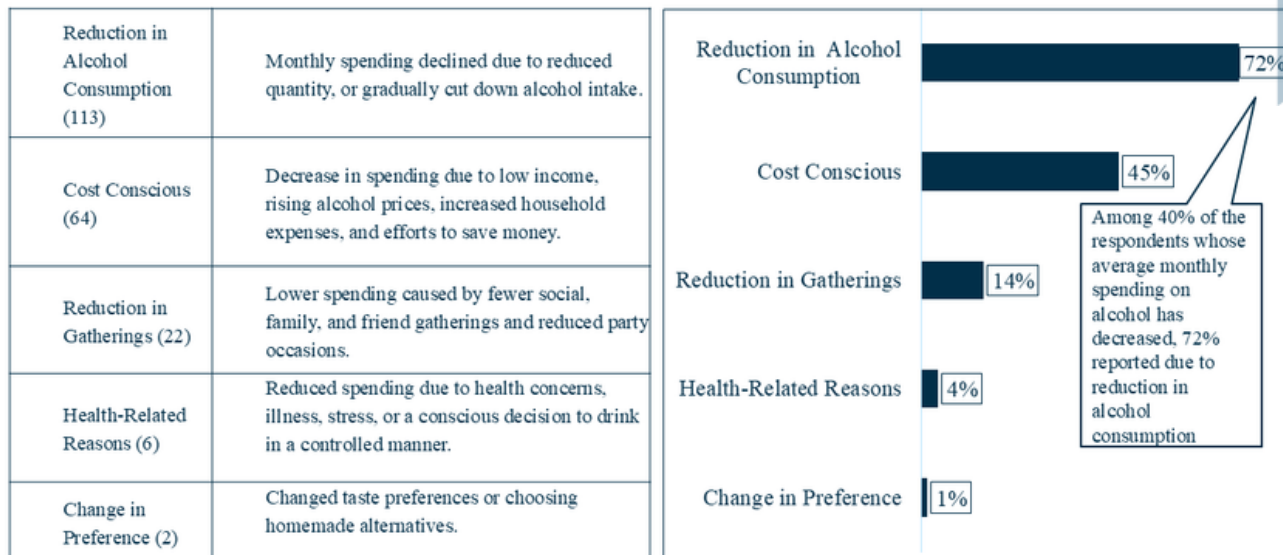
Change in Average Monthly Alcohol Spending Compared to Last Winter



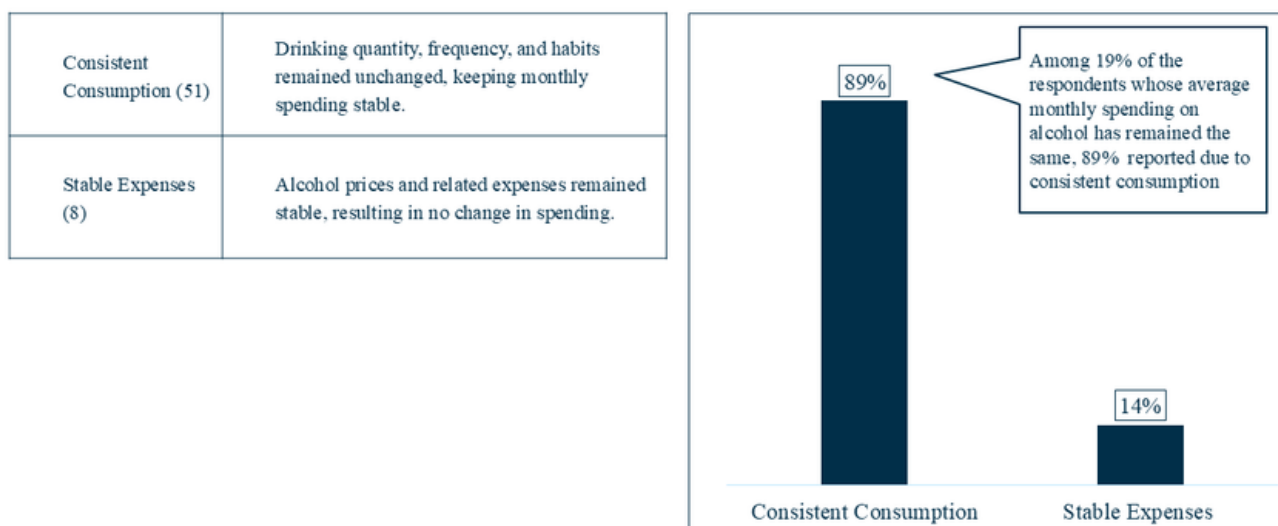
Reasons for Increase in Average Monthly Alcohol Spending



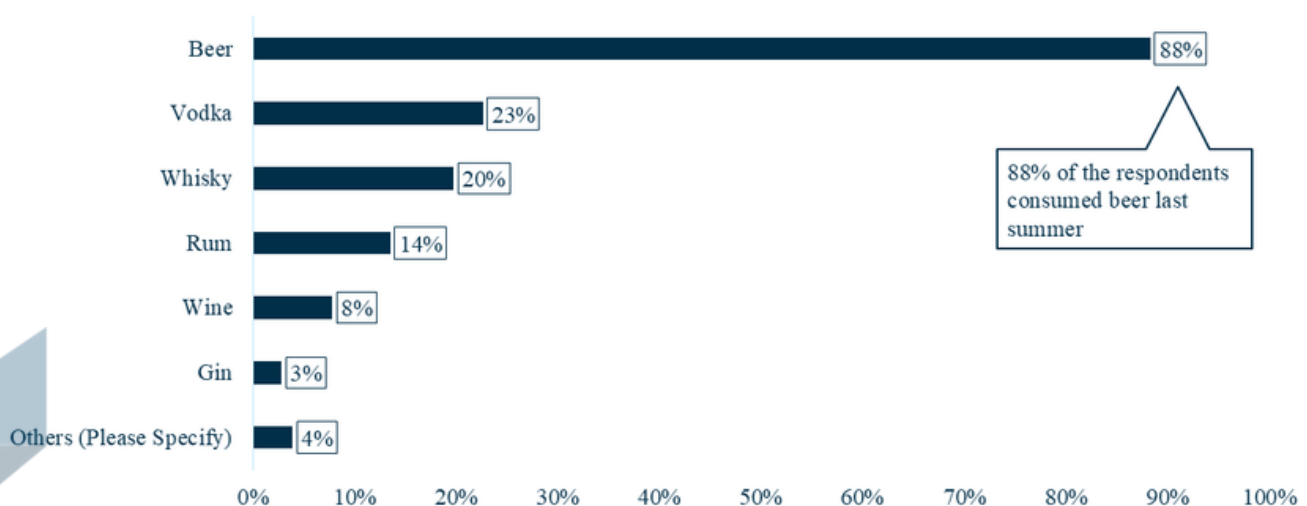
Reasons for Decrease in Average Monthly Alcohol Spending



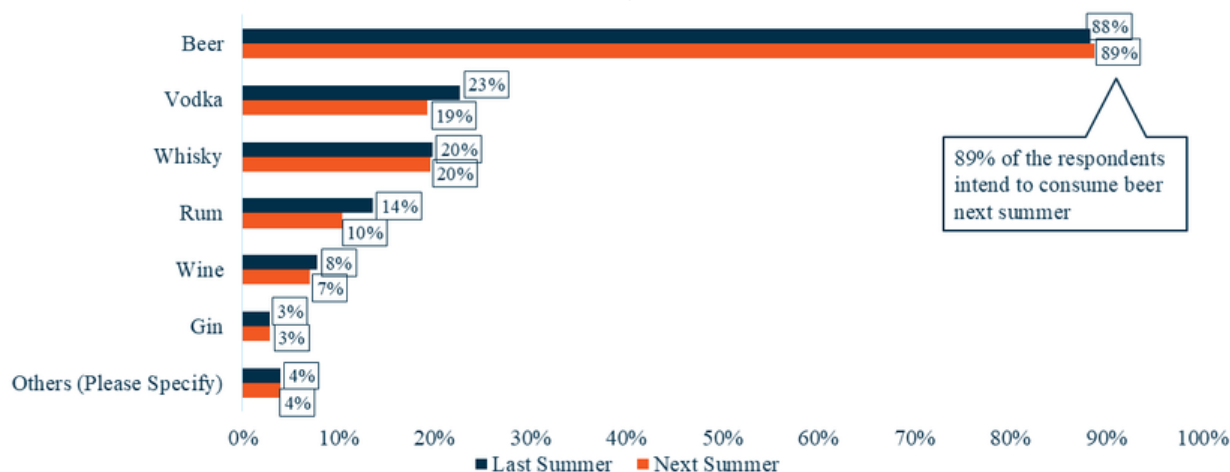
Reasons for No Change in Average Monthly Alcohol Spending



Consumption of Alcohol beverages Last Summer

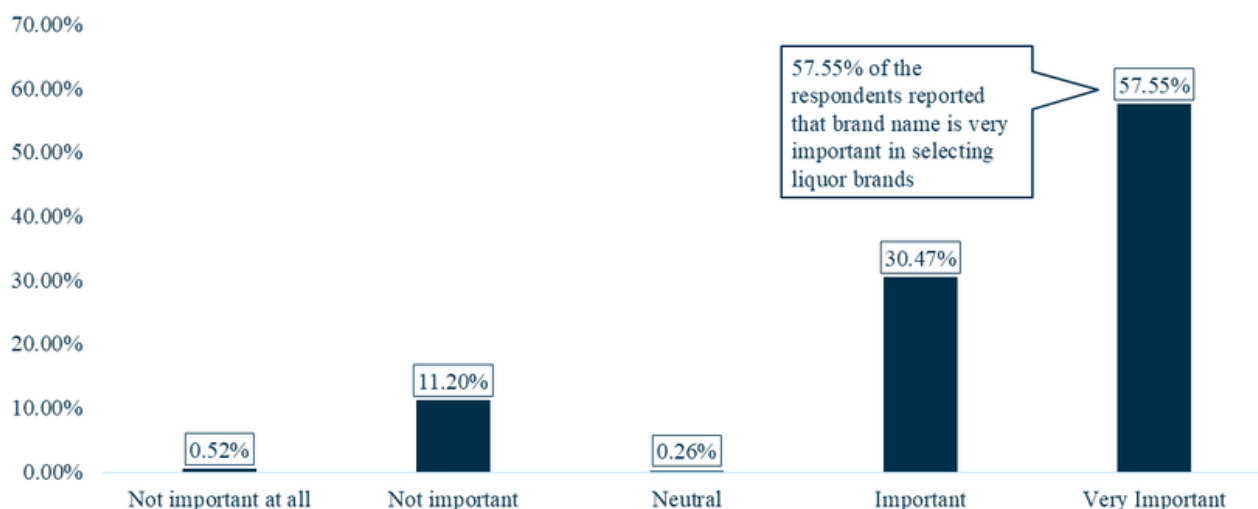


Consumption of Alcohol Beverages Last Summer VS Next Summer



Note: Last summer refers to April, May, June 2025 and next summer refers to April, May, June 2026

Importance of Brand Name in Selecting Liquor Brands



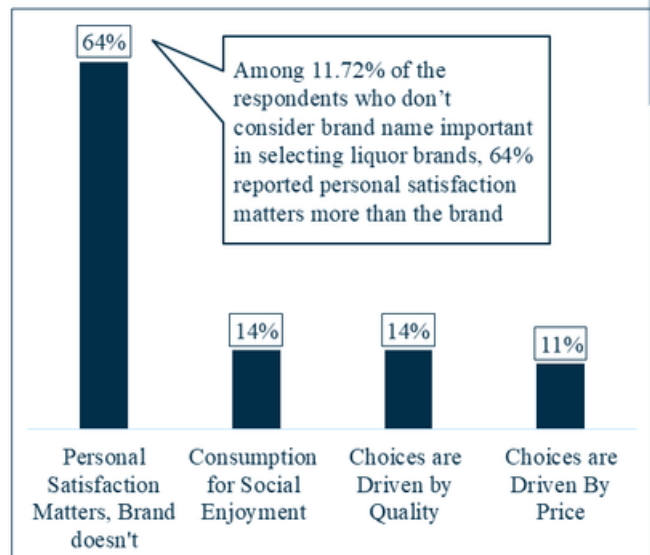
Importance of Brand Name in Selecting Liquor Brands

Brand Name Reflects Its Authenticity (152)	Communicates trust, genuineness, purity, safety assurance, reputation, and confidence in the product.	Brand Name Reflects its Authenticity	93%
Brand Name Reflects Social Status (63)	Represents status, identity, personality, prestige, and social image associated with the brand.	Brand Name Reflects Social Status	39%
Brand Name Reflects Value (16)	Signals quality, taste, reliability, and consistency of the alcohol.	Brand Name Reflects Value	10%
Brand Name Creates Brand Recall (12)	Makes selection easier through recognition, marketing visibility, easy recall, and habitual purchasing.	Brand Name Creates Brand Recall	7%
Brand Name Creates Emotional Connection (9)	Builds emotional attachment, loyalty, pride, and a sense of belonging through familiarity, long-term use, and brand image.	Brand Name Creates Emotional Connection	6%

Among 88.02% of the respondents who consider brand name important in selecting liquor brands, 93% stated that it reflects authenticity

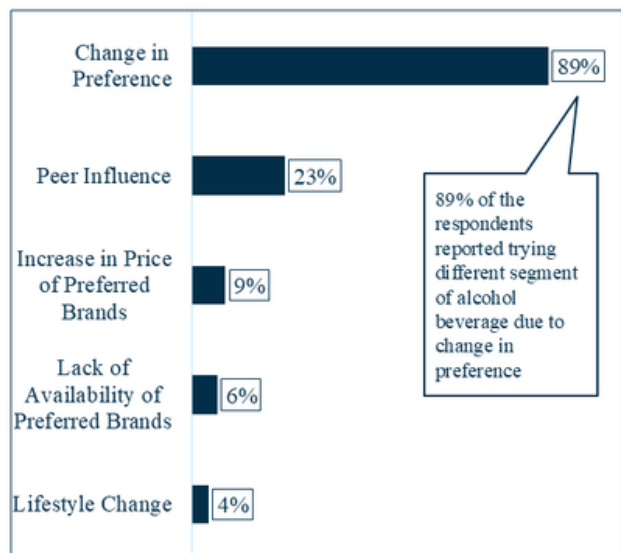
Non-Importance of Brand Name in Selecting Liquor Brands

Personal Satisfaction Matters, Brand Doesn't (28)	Focus on effect or personal satisfaction rather than the brand name.
Consumption for Social Enjoyment (6)	Drinking is driven by fun, socializing, or occasional use, making brand name less important.
Choices Are Driven by Quality (6)	Selection is based on perceived quality, taste, smoothness, not brand name.
Choices Are Driven by Price (5)	Cost and affordability influence choice more than brand name.



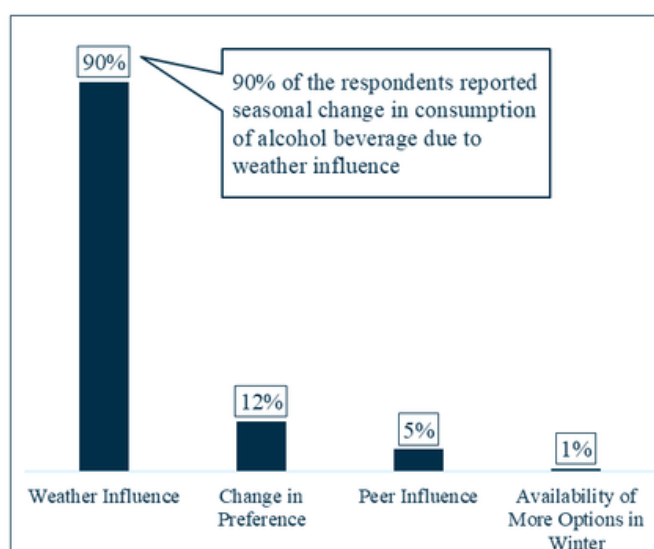
Reasons for Switching Different Brands of Alcohol Beverage within the same category

Change in Preference (42)	Desire to try new tastes, brands, or perceived quality differences led to switching alcohol segments.
Peer Influence (11)	Friends' suggestions, social gatherings, and group drinking habits influencing changes in brand or alcohol segment.
Increase in Price of Preferred Brands (4)	Price increases or affordability concerns led to switching to cheaper brands or different alcohol segments.
Lack of Availability of Preferred Brands (3)	Unavailability of preferred brands in certain areas or periods, leading to a switch to alternative brands or segments.
Lifestyle Change (2)	Changes in habits, stress levels, workload influenced the choice of a different alcohol segment.

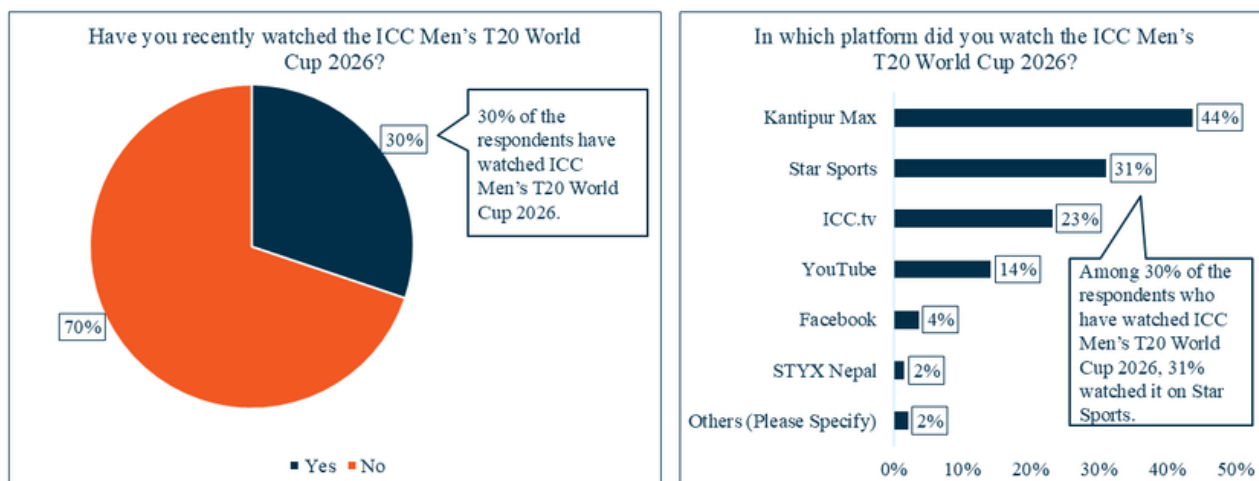


Reasons of Seasonal Changes in Alcohol Beverage Category

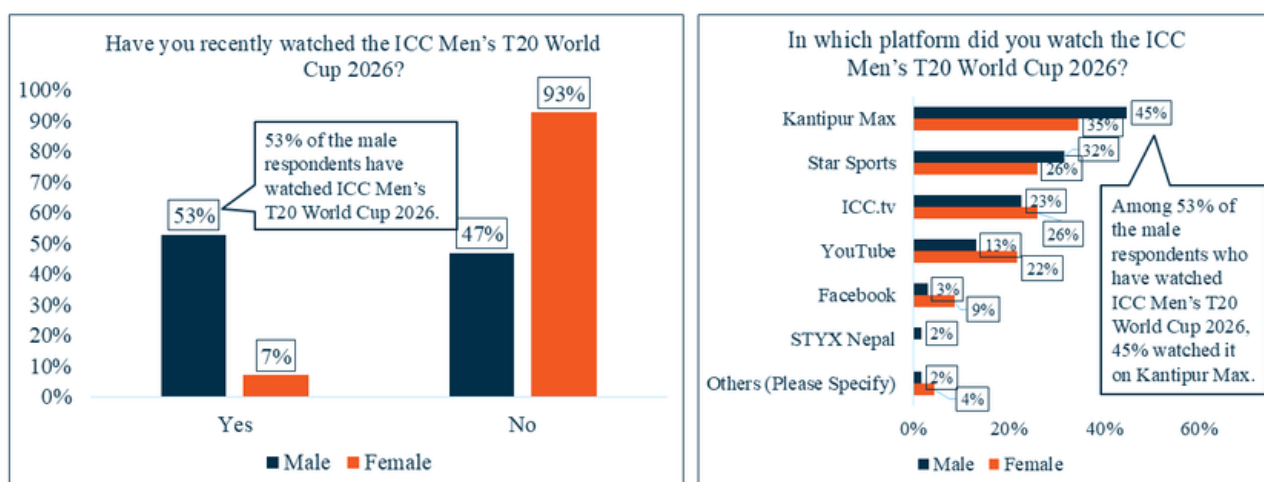
Weather Influence (139)	Choices changes based on weather change, with warmer or stronger drinks preferred in winter and lighter or chilled drinks in summer.
Change in Preference (18)	Consumption shifted due to evolving taste, comfort, satisfaction levels, or personal liking across seasons.
Peer Influence (8)	Drinking choices varied due to friends' influence, social gatherings, and group drinking habits.
Availability of More Options in Winter (1)	Greater availability of alcohol options in winter led to changes in the type of alcohol consumed.



ICC Men's T20 World Cup 2026 Viewership and Viewing Platforms



ICC Men's T20 World Cup 2026 Viewership and Viewing Platforms (Male VS Female)



The study analyzes the viewership of the ICC Men's T20 World Cup 2026 among Gen Z respondents (18–28 years) in Kathmandu Valley. A quantitative survey was carried out with 630 respondents using the Computer Aided Personal Interview (CAPI) method. The findings provide insights into tournament viewership & preferred viewing platforms.

The study shows that 30% of Gen Z respondents have watched the ICC Men's T20 World Cup 2026. Among those who watched the tournament, Kantipur Max emerged as the most preferred viewing platform, used by 44% of viewers. This was followed by Star Sports (31%), ICC.tv (23%), and YouTube (14%).

Gender-wise analysis shows a significant difference in viewership. Male respondents demonstrated considerably higher engagement, with 53% reporting that they watched the tournament, compared to only 7% of female respondents. This suggests that the ICC Men's T20 World Cup 2026 had a much stronger appeal among male Gen Z respondents.

Sharing Moments, Creating Memories: A Refreshing Break with Momo

At Avant Garde, we believe that taking time to refresh is just as important as working together. As part of our refreshment program, we organized a fun and enjoyable Momo-Making Session, giving everyone an opportunity to step away from their daily tasks, relax, and spend quality time together.

The session was filled with excitement as team members came together to prepare delicious momo. Everyone took part in different stages of the process from preparing the filling and folding the momo to steaming and serving them. It was a hands-on activity that encouraged creativity, teamwork, and plenty of laughter.



More than just making food, the session created a warm and friendly atmosphere where we connected beyond work. Conversations, smiles, and shared experiences made the event even more memorable. Once the momos were ready, everyone gathered to enjoy the meal together, making the experience even more special.



We believe that a positive workplace is built through experiences that bring people together. Activities like these create opportunities to celebrate collaboration, strengthen relationships, and foster an environment where everyone feels connected and valued.

We value creating opportunities that encourage connection, well-being, and a positive workplace culture. The Momo-Making Session was a wonderful reminder that stepping away from our desks for a while can strengthen relationships, refresh our minds, and bring renewed energy to the work we do every day.

Beyond the Desk, Onto the Court: Building Team Spirit Through Futsal

With jerseys on, shoes laced up, and team spirit in full swing, the Avant Garde team gathered for an exciting evening of futsal. It was a chance to unwind, enjoy some healthy competition, and spend time together beyond the office. Stepping away from our daily routines, the futsal session offered a refreshing way to recharge after a busy day. It created an opportunity for us to connect in a relaxed setting while encouraging teamwork, communication, and a shared sense of enthusiasm.



The session began with teams warming up and getting ready for the match, setting the tone for an evening filled with energy and excitement. As the game got underway, everyone embraced the friendly competitive spirit, giving their best on the court while cheering and encouraging one another.



Beyond the match, the session created space for conversations, laughter, and memorable moments. The match was filled with energy from start to finish. Quick passes, determined defending, well-earned goals kept the excitement alive throughout the evening. While each team was eager to give their best on the court, the true highlight was the sportsmanship, encouragement, and positive spirit that everyone brought to the game.



The friendly competition also gave us the opportunity to appreciate one another in a different setting. Working together on the court required coordination, trust, and quick decision-making, qualities that are just as valuable in the workplace. It was rewarding to see everyone encouraging one another, celebrating successes, and enjoying every moment of the game together.

What made the session especially memorable was the way it brought everyone together in a relaxed environment. The shared laughter, teamwork, and lighthearted moments added to the overall experience and made the evening feel both refreshing and rewarding.



As the event came to an end, it was clear that the futsal session was more than just the final score. It offered a meaningful break from the usual pace of work, and reminded everyone of the value of spending time together outside the office. We returned with renewed energy, positive memories, and a stronger sense of team spirit.

Sometimes, the strongest teams are built not only through the work we do every day, but also through the moments we share beyond the office. The futsal session was one of those moments, an enjoyable and memorable experience that reflected the team spirit at Avant Garde.