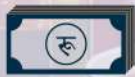


ASSESSMENT OF ALCOHOL CONSUMPTION IN VARIOUS SEASONS

Preference, Frequency & Spending Behavior

- Rum is the most consumed alcohol beverage this winter (65%).
- Preferences for Rum remain high in both this winter and last winter.
- Majority of respondents (40%) reported a decrease in alcohol consumption compared to last winter.
- Health related reasons are the main drivers for reduced consumption (33%).



Seasonal Consumption Pattern & Brand Switching Within Category

- 88% of respondents consumed Beer last summer.
- Majority of respondents (89%) intend to consume Beer next summer.
- 90% of respondents reported seasonal change in consumption of alcohol beverage due to weather influence.
- Majority of respondents (89%) reported trying different segment of alcohol beverage due to change in preference.



Brand Name Importance in Selecting Liquor Brands

- Brand name is considered an important factor in selecting liquor brands (88.02%).
- Majority of the respondents (93%) consider brand name important factor in selecting liquor brands, stating that it reflects authenticity.
- 64% of respondents reported that personal satisfaction matters more than the brand name.



Date: 2026-02-15

1. Objective

The study aims to examine seasonal patterns in alcohol consumption by comparing beverage category usage across winter and summer periods. It seeks to identify the most consumed alcoholic beverage category and assess changes in consumption behavior, including drinking frequency, preferred alcohol strength, and average spending during the current winter compared to last winter. It also explores the role of brand name in alcohol selection, the reasons behind switching brands within the same category, and identifies the key factors driving seasonal changes in alcohol beverage preferences.

2. Methodology

- Approach: Quantitative Survey with few open-ended questions
- Survey Mode: Computer Aided Personal Interview (CAPI)
- Tools used: Digital Data Collection Platform

2. Methodology

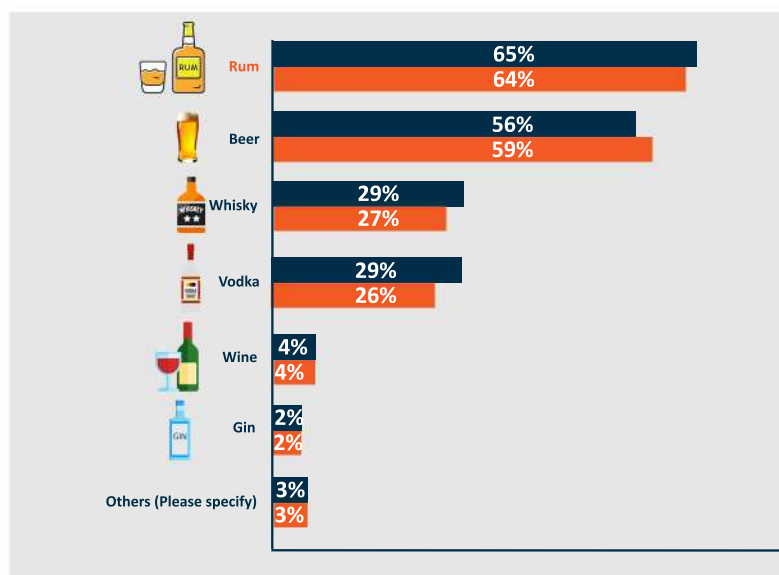
- Sample Size: **384** respondents
- Location covered: **Kathmandu** Valley
- Length of Interview (LOI): 15 mins
- Screening Criteria: Male respondents who have been consuming alcohol for more than 12 months and belong to the age group of **18–45**. Respondents who do not work in, and do not have household members working in, market research, marketing/ advertising/ public relations, mass media, or the alcohol beverage industry.



3. Major Findings and Insights

Alcohol Consumption Pattern (Winter)

- Preferences for Rum remain high in both this winter and last winter.
- Respondents aged 18-30 show higher preference for **Beer** (88%). Whereas, respondents aged 31-45 show higher preference for **Rum** (98%).
- Majority of respondents (73%) from higher/upper class prefer Rum and majority of respondents (71%) from lower class prefer Beer.



98% of respondents aged 31–45 prefer Rum.

Change in Frequency of Alcohol Consumption

- Majority (40%) reported a decrease in frequency of alcohol consumption compared to last winter.
- Both the age groups 18-30 (21%) and 31-45 (42%) reported a decrease in frequency of alcohol consumption due to health-related reasons.
- Majority of respondents (**53%**) from **higher/upper** class reported similar reasons.



53% higher class reduced consumption for health reasons.

Change in Alcohol Content

- Majority of respondents (62%) reported no change in alcohol content in the beverages they consume.
- 53% of respondents reported brand loyalty as the main reason for no change in the alcohol content in the beverages.
- Majority from both the age groups 18-30 (66%) and 31-45 (70%) reported similar reasons.
- Majority of respondents from higher/upper class (89%) reported no change in alcohol content in the beverages due to brand loyalty followed by upper middle, middle, lower middle and lower class.



89% higher class maintain alcohol content loyalty.

Change in Monthly Spending on Alcohol

- 40% of respondents reported an increase in their average monthly spending on alcohol compared to last winter.
- Majority (41%) from both the age groups reported an increase in their average monthly spending on alcohol.
- Majority (53%) from both the age groups reported increase in price as the main reason for increase in average monthly spending on alcohol.
- Majority of respondents from lower middle class (46%) reported an increase in their average monthly spending on alcohol followed by higher/upper, upper middle, middle and lower class.

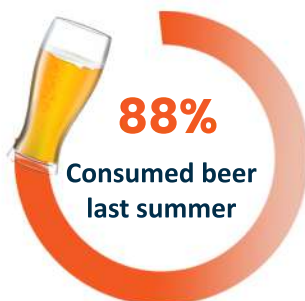


53% cite price increase for higher spending.

Alcohol Consumption Pattern (Summer)

- Majority of respondents (88%) consumed **beer** last summer.
- Preferences for Beer remain high in both last summer and next summer.
- Preference for Beer is high among respondents aged 18-30 (98%) compared to respondents aged 31-45 (79%).
- Respondents across all SEC category prefer Beer compared to other alcohol beverages.

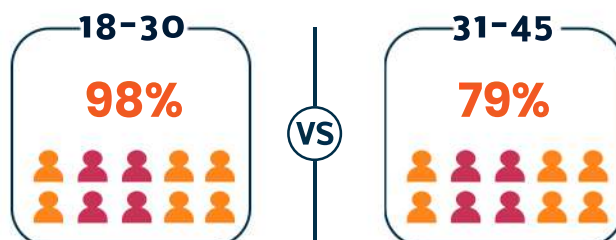
Summer Consumption Pattern



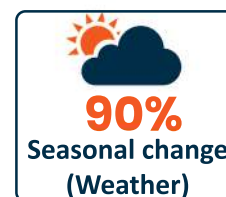
Brand Switching Behavior

- Change in Preference (89%) emerged as the main reason for switching to different brands of alcohol beverages within the same category.
- Majority of respondents (90%) reported seasonal change in consumption of alcohol beverage due to **weather influence**.
- Respondents among the age groups 18-30 and 31-45 and across all SEC category reported similar reasons.

Beer Preference by Age Group

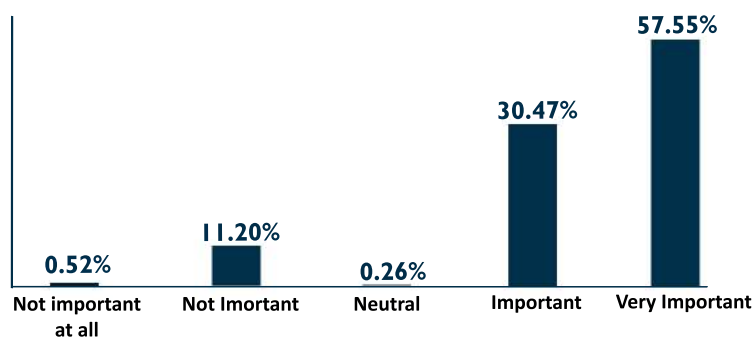


Seasonal Alcohol Patterns



Brand Name Importance in Selecting Liquor Brands

- Majority of respondents (88.02%) consider **brand name** important in selecting liquor brands.
- 93% of respondents consider brand name important in selecting liquor brand stating that it reflects authenticity.
- 64% of respondents don't consider brand name important in selecting liquor brands stating personal satisfaction matters more than the brand.
- Majority of respondents from both the age groups 18-30 & 31-45 (88%) consider brand name important in selecting liquor brands stating similar reasons.
- Respondents across all SEC category also reported similar reasons.



4. Conclusion

The study highlights alcohol consumption pattern in various seasons, with **rum** emerging as the most consumed alcohol beverage during this winter (65%), while beer dominates summer consumption, with 88% consuming beer last summer and 89% intending to consume it next summer. A notable decline in alcohol consumption frequency is observed, as 40% of respondents reported a decrease compared to last winter, primarily driven by health-related reasons. Alcohol content preference remains stable, with 62% reporting no change in alcohol content, mainly due to brand loyalty (53%). Monthly spending on alcohol has increased mainly due to price rises. Brand name plays a crucial role in selecting liquor brands, with 88.02% considering it important due to its association with authenticity, although personal satisfaction continues to influence choices for some consumers.



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