

Week starting Monday 15 June, 2026

# WORLD CUP POLL



# World Cup Poll

Drinks category

## 27% vs 26%

beer vs alcohol-free — one point apart

Beer holds the top spot as the go-to World Cup drink, but only just. Alcohol-free drinks are within a single percentage point. The no/low category has moved from a niche health choice to a mainstream matchday option – and the World Cup is the moment to capitalise upon it.

**For drinks brands of every kind: the audience is there and the intent is high.**





# World Cup Poll

Shopping category

## 51%

shop in the final 24 hours before kick-off

Nearly three in ten do a dedicated match-day shop the evening or morning before the game. Add in the morning-of crowd and over half are shopping inside the final 24 hours. Four in ten cook at home on match day — when you add delivery, the majority of World Cup viewers eat at home.

**The pre-match evening-to-morning moment is a high-intent, high-basket opportunity for food & drink brands.**

# World Cup Poll

Cooking/Hospitality categories

## 63%

of World Cup fans eat at home on match day

Almost two thirds of fans plan to either cook at home or order delivery on match days. But – more than a quarter plan to eat at the pub – a socially influential group worth reaching. For food delivery, grocery and QSR brands the World Cup creates opportunities to tap into social moments with food offers and football-themed menus.

**Football and food go hand-in-hand – at home or in hospitality settings.**



**39%**

Cooking at home

**26%**

grab at pubs/bars

**15%**

Order before KO

**9%**

Order at half time

# World Cup Poll

Consumer electronics category

## 23%

want a bigger, better TV – the #1 upgrade

TV takes the top spot with a clear gap over the rest. But the smart speaker result is the real story: at 15% it beats both surround sound and broadband, pointing to voice-first, second-screen match-day habits becoming mainstream. Our OAM data confirms it – 9 in 10 Football Faithful engage via phone or tablet.

**For consumer electronics brands: TV is the headline ask, but the smart speaker audience is engaged and growing.**

**23%**

A bigger,  
better TV

**15%**

A smart  
speaker

**13%**

A projector  
and screen

**12%**

Surround  
sound system