Beer - UK - December 2015

Report Price: £1750.00 | $2834.04 | €2223.04

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

"That only 29% of beer drinkers are prepared to spend more than £4 per pint reflects the enduring price-sensitivity of the out-of-home beer market."
– Chris Wisson, Senior Drinks Analyst

This report looks at the following areas:

- Finding selling space for smaller beer brands
- The importance of 'craft' and contract brewing
- Cross-category promotions can boost beer and cider sales
- How could the AB InBev acquisition of SABMiller alter the UK market?

Beer is the largest drinks category in the UK, worth £16.7 billion in 2015. Penetration remains high at 63% of adults, with usage still heavily skewed towards men. Following a number of challenging years in the immediate aftermath of the recession, the category's volume decline has been largely halted and volumes have remained broadly level in recent years. Value growth has been modest and buoyed largely by inflation and the growth of many premium brands such as craft beers. Craft beers have driven ale sales in particular as many of the UK's new craft brewers prioritise this style of beer.

From £16.7 billion in 2015, Mintel expects the market to continue growing modestly and reach £18.1 billion in 2020. Much of this will be fuelled by rising prices, with volumes only expected to grow by 2% over the five-year period.

DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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