

Beer - UK - December 2016

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“With the concept of pairing beer with food having gained traction among UK consumers, “dine in” meal deals look to be a huge missed opportunity for beer. These would provide an ideal platform to give world beers – which are already growing in popularity – even more visibility through partnering them with the cuisine from their respective countries of origin.”

– **Emma Clifford, Senior Food and Drink Analyst**

This report looks at the following areas:

- Despite efforts, food pairing remains a missed opportunity for beer
- Nutritional labelling presents a chance to stand out among young beer drinkers
- It's time to shine for the smaller volume beer formats

Very tentatively, the beer market is in growth in 2016. This stability masks very different performances between the channels, with the growth in the off-trade buoying the losses in the on-trade. Indeed, the unrelenting shift to in-home drinking has seen off-trade volume sales overtake those in the on-trade for the first time.

The ale/bitter category continues to steal share from lager, and is the only segment to grow its sales in the on-trade, the high levels of craft activity providing a strong enticement for today's young beer connoisseurs.

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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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Locally-brewed beer attracts most interest

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More evening meal deals should include beers

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Pros and cons to smaller formats

Providing details on hops can boost quality perceptions

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...with unique yeasts also offering opportunities

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