

Dark Spirits and Liqueurs - UK - September 2019

Report Price: £1995.00 | \$2693.85 | €2245.17

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“Drawing on historical recipes has much to offer for dark spirits. Historical recipes for the drinks themselves chime with a quarter of 45-54s, signalling potential to retain users in the category. Meanwhile historical cocktail recipes using dark spirits would help to generate consumer excitement around the category, especially among under-35s.”

– **Alice Baker, Research Analyst**

This report looks at the following areas:

- Historical recipes can help to engage both older and younger consumers
- Need to make dark spirits' quality credentials more tangible

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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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Brand loyalty is strongest when people are buying for themselves

Liqueurs with dessert-inspired and seasonal flavours spark interest

Premium variants from established brands have the advantage over newcomer brands

Trial in the on-trade is a major driver of retail purchase

Onus on spirits brands to prove their quality credentials

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Brand loyalty is strongest when people are buying for themselves

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- Promotions are a stronger draw when people are buying for themselves
- Introductory offers and flavour/serving innovation can help to tempt price-conscious shoppers
- Age and flavour note references are more important for frequent drinkers
- Reviews/ratings are more of an influence for gifting occasions
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