

Seasonal Drinking - UK - August 2009

Report Price: £1500 / \$3000 / €2250

What is this report about?

The report finds that beyond temperature, seasonal factors play little role in consumer alcohol purchase decisions. Understandably, wanting a chilled drink (ie rosé instead of red wine) is more pronounced in the summer. However, interestingly this is also the largest motivating factor in winter.



Key issues covered in the analysis

- While seasonality does have some influence in consumer alcohol purchase decisions, its role is more limited than might be expected given that seasonality is a recurring theme of drinks advertising.
- Choosing a chilled drink (i.e. rosé instead of red wine) is understandably more pronounced in the summer (favoured by 27m). Interestingly this is also the largest motivating factor in winter (favoured by 13m), more so than a drink at room temperature (11m).
- Men aged 18-44 are most likely to want cold served drinks regardless of the season (4m). This suggests that cider, which is favoured by men, has enormous potential to transcend its summer popularity and be drunk all-year round.
- Household spend on alcohol increases throughout the year; in winter (Jan-Mar) it is 3b, in spring and summer (Apr-Sep) it stays stable at around 3.5b and then it increases by 24% to reach 4.3b in autumn (Oct-Dec), to coincide with the festive season.
- While most alcohol categories spend a greater proportion of their above-the-line advertising in the autumn/winter period, cider is the opposite, spending almost three times more in spring/summer.
- Consumers perceive white/red wine and lager as having year-round drinking status; rosé, cider, bitter/stout and white spirits have more potential to reduce seasonality and drinks like liqueurs, Champagne, dark spirits and fortified wine are firmly relegated to seasonal occasion drinking. For example 30m adults drink red or white wine all-year round, but only 7m drink rose and almost 4.5 drink Champagne or sparkling wine as a year-round option.

Scope of the report

This report covers all sectors of the alcoholic drinks market, whether supplied through the on- or off-trade.

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