

Understanding Drinking Occasions and Unlocking Potential Customers - UK - August 2009

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What is this report about?

The first part of this report focuses on how drinking behaviour differs considerably depending on the occasion. For example, lager, bitter, stout and cider are seen as drinks for a 'standard night' in or out, while spirits and cocktails are seen as almost exclusively for the 'big' occasion. Meanwhile, men tend to drink lager when out but switch to wine when they drink at home. Sharing a bottle of wine with a partner, family or friends is an ideal compromise, something that is collective as well as pragmatic, unlike lager, which is not only drunk individually but also is not so appealing to women.

Key issues covered in the analysis

- Try-before-buy is a greater motivator than discounted prices when encouraging people to buy a new drink: 13m people would be tempted by try-before-buy, 11m by discounted prices.
- Untapped sales potential is greatest for cocktails, champagne and cider. More than 11m drinkers don't drink cocktails but would consider doing so. Ten million people would consider trying Champagne and almost 8m would try consider cider.
- Cider, lager, bitter, stout and wine are seen as drinks for a 'standard' night out, whereas spirits, cocktails and Champagne/sparkling wine are more popular for a 'big night out' spent with family or friends.
- A typical 'big night out' costs almost £25 compared to just under £15 for a 'night in'. But the cost of a "night in" can range from over £20 for a 'big night in' to just over £6 for a 'standard night in'. The £10 difference between "in" and "out" highlights the opportunity for those targeting special in-home drinking occasions.
- Men are more than three times more likely to drink wine on a 'standard night in' than on a 'standard night out'. In contrast, women are only 33% more likely to do the same. Wine has become a compromise for couples drinking in-home, which gives it a strong competitive advantage over lager, which remains unappealing to the majority of women.
- Men's cider consumption does not change between drinking on a 'big night out' or a 'standard night out' (around 6.5m drinkers). However, women are more than twice as likely to drink cider on a 'standard night out' (5.3m) as a 'big night out' (2.2m).



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Scope of the report

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