

Wine, Cocktail and Champagne Bars - UK - July 2010

Report Price: £1500 / \$2310 / €1793



What is this report about?

In recent years out-of-home drinking has been in decline for a number of reasons: whilst short-term factors such as the recession have compounded problems in recent years, the predominant reason for this trend is long-term societal changes.

The wine/Champagne/cocktail bar market has also changed over the years, for instance, many venues have moved away from a primary focus on being a wine bar, to a more generalist positioning instead eg Yates's. This has enabled them to create a stronger all-day offering, although in some cases it has also meant that the brands have lost their USP. Trends in Champagne bars have also altered in recent years, with new outlet openings focused in high-footfall areas such as department stores/shopping centres and travel hubs to encourage more frequent usage, but less money and time spent per occasion, in order to better reflect consumers' increasing hectic schedules.

What have we found out?

- British out-of-home drinkers are habitual with seven out of ten stating that they usually drink the same thing.
- The theatre of cocktail making is the main draw for two thirds of the 6.5 million consumers that have drunk cocktail in the last year.
- Just under 4 million cocktail drinkers are put off ordering them more often due to the cost, proving that cocktails have a problem with price perception.
- Happy hour promotions proved popular with just over a third of cocktail drinkers, while four in ten were in favour of reducing the price of their favourite cocktails by using cheaper spirits.
- The current trend in the market is for cocktails with a twist, which should appeal to the 50% of drinkers who are unadventurous and say that they just stick to the cocktails they know and like.
- Only 3% of British wine drinkers would consider themselves to be connoisseurs, suggesting the wine bars should look to incorporate an element of education into their offer to attract more of the less confident majority.

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