

# Alcoholic Drinks Labelling - UK - March 2010

Report Price: £1500 / \$3000 / €2250



## What is this report about?

The report focuses on the role that labelling plays in enhancing product packaging in terms of on-shelf appeal and providing product information.

Labelling has a more vital role than ever to play in communicating alcoholic drinks' USPs in an increasingly sophisticated marketplace amid challenging trading conditions.

The drinks industry is teetering on the brink of losing its powers of self-regulation, as pressure mounts on the government to introduce mandatory health labelling.

## What have we found out?

- Only a third of drinkers find labelling easy to understand, suggesting that current health labelling requires refinement or else needs to take a new direction in order to have any real impact on drinking habits.
- The greatest interest in alcohol content is coming from 35-44-year-old professionals and affluent third agers. By contrast, less educated or affluent and older C2 drinkers are most likely to be confused or ignore advice altogether.
- The potential impact of changes to alcoholic drinks labelling legislation should not be underestimated: research from the UK government has forecast a 40% drop in on-trade sales should consumers begin drinking responsibly.
- Bolstered by celebrity chef campaigns backing local sourcing and animal welfare, consumers are showing greater interest in the provenance of food and drink. Manufacturers have responded with increasing emphasis on the national or regional character of products – including alcoholic drinks – often as a means of tapping into demand for greater 'authenticity'.
- Recession and an on-trade downturn have failed to quell innovation in alcoholic drinks labelling, with a continued trend towards premium launches notable over the last few years.
- Overall, while around a third of drinkers would be likely to ignore calorie content labelling completely, the majority of drinkers appear to be receptive to the idea.

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