

## Drinking in the Home - UK - July 2011

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“While price remains the overriding reason for consumers to drink at home, other factors are emerging as reasons for consumers to look at drinking in the home less as a financial necessity and more as a positive choice, such as intimacy of the surroundings and relaxation. The off-trade can leverage these strengths and positive connotations for when/if consumer confidence and spending regain momentum and price becomes less relevant.”

– Amy Lloyd, Food and Drink Analyst

### In this report we answer the key questions:

- What factors can brands and retailers leverage to engage consumers in the off-trade?
- How are alcohol price increases affecting the in-home market?
- What drinks are benefiting most from consumers drinking in the home?
- How can drinks manufacturers, retailers and advertisers target the older drinker?
- How can younger consumers be encouraged to expand their drinks repertoire at home?

### Definition

This report will assess consumer habits of drinking alcohol within the home. It will therefore look at the market for alcohol purchasing for the purpose of drinking in home; it does not cover consumption of soft drinks or hot beverages. National Statistics data on household spend on alcohol drinks purchased in the off-trade cover all outlet types including retail, online, duty-free and purchases in supermarkets/hypermarkets in continental Europe.

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