

## Liqueurs - UK - January 2012

Report Price: £1750 / \$2837 / €1995



“Managing a shift in consumer perceptions can also help to change liqueurs from being viewed as old-fashioned by too many younger people. This is partly due to a failure to update the image of the category and capitalise on the category’s rich provenance as something alluring rather than anachronistic.”

– Jonny Forsyth, Senior Drinks Analyst

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

- Are liqueurs missing out on sales by lacking relevance to younger drinkers?
- Can greater investment in branding lead to healthier returns?
- Is a lack of innovation holding the sector back?
- Is the sales decline in 2011 a harbinger of things to come?

#### Definition

Liqueurs are by definition sweet, so must contain at least 2.5% sugar by weight, though in practice most have a considerably higher sugar content and many contain up to 35% of a sweetening agent. Most liqueurs contain 17-30% alcohol by volume and some are as high as 50% ABV. Liqueurs are also by definition an alcoholic beverage which has been flavoured with fruit, herbs, nuts, spices, flowers or cream.

The demise of the shooters market and the fact that the trade more commonly differentiates between cream-based and non-cream-based mean that this will be the segmentation used:

- Cream-based liqueurs, such as the sector-leading Baileys Irish Cream or Kahlua, are a combination of a base spirit with cream and are usually around 15-20% ABV.
- The cream-based liqueurs category also includes fruit brandies, which blend grape brandy or alcohol with a fruit flavouring. Products in this category include ranges by companies such as Bols and De Kuyper.
- Non-cream-based liqueurs include all other types of liqueurs. The majority of types are thick, sweet products with a spirit base combined with an infusion of flavours such as fruit, herbs, nuts or mint eg Tia Maria, Disaronno, Bénédictine or Cointreau.
- However, it also includes the likes of Pimm’s and Southern Comfort. For example, Pimm’s No. 1 Cup is based on gin but tastes subtly of spice and citrus fruit. Southern Comfort meanwhile is a mixture of fruit, spice and whisky.

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