

## Cordials and Squashes - UK - October 2013

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*"Stronger cordials/squashes are often equated with even better value than single concentrates and provide particularly lucrative avenues for operators."*

– Chris Wisson, Senior Drinks Analyst

### This report looks at the following areas:

- How can cordials/squashes tap into the lucrative on-the-go occasion?
- Which factors can producers use to offer added value?
- How can cordials/squashes grow in the on-trade?
- Can cordials/squashes leverage the functional message?

The cordial and squash market's associations with refreshment and reliance upon the weather became evident in 2012 as the market saw sales decline, particularly in the on-trade. The warm summer of 2013 has rejuvenated the market's fortunes, with sales returning to growth as hydration became the watchword for consumers. Meanwhile, volumes continue to decline largely due to the growing popularity of double concentrates.

The category's strong associations with family use, healthiness and value for money have helped cordials/squashes to remain a regular feature in shopping baskets. Double-concentrate variants have emerged as a lucrative extension for brands in recent years, being seen widely as better value for money than single concentrates by users. Flavour innovation has scope to keep engagement high in the coming years and help to boost value sales.

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