

# Dark Spirits and Liqueurs - UK - October 2014

Report Price: £1750.00 | \$2834.04 | €2223.04

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“While whisky brands seek to make themselves more accessible to a wider pool of users through encouraging mixability and flavoured expressions, operators in the rum category are seeking to carve out a place at the premium and super premium tiers with aged expressions”  
– Douglas Faughnan, Senior Food & Drink Analyst

## This report looks at the following areas:

- Premium sipping rums offer further scope to grow the rum category
- Flavoured dark spirits and liqueurs continue to be a focus of NPD
- While whisky brands opt for no age statements, rum embraces aged expressions

Despite the number of people drinking dark spirits and liqueurs falling by seven percentage points between June 2013 and June 2014, the market is firmly embedded in British drinks culture with 61% of all adults in the UK drinking any dark spirit or liqueur.

The market is dominated by whisky which accounts for over 60% of value sales and while the largest segment, blended whisky is seeing value sales stagnate, both single malt and other whiskies, mainly American and Irish are performing well.

Flavour innovation continues to be a dominant feature across all segments of the market. In whisky, US brands like Jack Daniel's and Jim Beam have pioneered the category with honey and cherry flavoured Bourbons. Jack Daniel's Tennessee Honey became the first flavoured whiskey to sell over one million cases, according to brand owner Brown-Forman. Scotch brands including Ballantine's, J&B and Paddy have started to follow suit via the 'spirit drink' to ensure they are complicit with legislation, while Three Barrels is among the brands in the brandy category launching flavoured variants.

With price playing such an important role for consumers buying dark spirits and liqueurs, the market as a whole is set to benefit from the decision to remove the tax escalator in the 2014 UK Budget, with volumes expected to increase as a result.

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The facts

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