

Alcoholic Drink Packaging Trends - UK - February 2014

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

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"While information on the label can be influential, the actual feel of the product can also sway shoppers' purchasing decision."

– Chris Wisson, Senior Drinks Analyst

This report looks at the following areas:

- Can cans become even bigger players in the beer market?
- What role can packaging play in curbing discounting?
- How can drinks brands use packaging to resonate with older drinkers?
- Can the 'feel' of alcoholic drinks packaging help to build standout?

While many consumers claim to be uninfluenced by the packaging of products, its importance cannot be underestimated in contributing to brand equity and encouraging people to choose one product over another.

Glass bottles remain the most popular choice for consumers when it comes to alcoholic drinks, a likely result of the premium and quality cues which this format confers. However, the reputation of cans appears to be on the rise and is boosting their appeal in markets such as beer. While there are signs of waning overall interest in green issues, the fact that two thirds of drinkers try to recycle their drinks packaging, underlines how recyclability has become the expected norm in this market.

With the UK's population ageing, alcohol brands will have to respond to and prioritise convenience and easy-to-open packaging. De-cluttering packaging is also important, particularly as a high proportion of drinkers want even clearer information on alcohol and calorie content. With the Government likely to keep a close eye on drinks manufacturers, as it aims to promote responsible drinking, operators would be well served to continue to develop their packaging with CSR in mind, whether in terms of responsible drinking or via their green credentials.

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