

# Drinking Out of the Home - UK - July 2014

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

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“Some 44% of out-of-home drinkers state that they prefer to drink in venues which offer locally produced drinks.

Pubs can use local products to entice visitors but communicating the availability of these, such as via external signage, is central to reaping the benefits.”

– Chris Wisson, Senior Drinks Analyst

## This report looks at the following areas:

- Regaining consumers' share of spend on alcoholic drinks
- High potential for lower/non-alcoholic drinks
- The lure of local drinks
- Leveraging special offers in the on-trade

Drinking out of home remains a popular pastime among Brits. While a third of adults drink in venues such as pubs, bars and restaurants at least once a week, the market remains one with serious issues. Another year of marginal value growth masks some deep-rooted issues as volumes continue to fall. Most of this volume decline is due to the underperformance of on-trade's largest segment, beer. While off-trade beer volumes have now turned the corner, further years of decline are expected for the on-trade.

Despite consumer confidence having bounced back and the economic recovery gathering pace, a cautious attitude towards spending has become deep-rooted for many drinkers. Drinking out of home remains a significantly more expensive prospect than doing so at home, with the price discrepancy widening. This is leading to less being drunk when people do go out, contributing to the aforementioned volume decline and exerting pressures on landlords.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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## Table of Contents

### Introduction

Definition

Abbreviations

### Executive Summary

The market

Figure 1: Forecast for value sales of out-of-home alcoholic drinks, 2009-19

Market factors

Alcohol consumption is in decline as prices rise...

...but consumer confidence bounces back

2014 provides some good news for landlords

Population changes set to have an influence

The consumer

A third of adults drink out of home at least once a week

Figure 2: Frequency of drinking alcoholic drinks out of home, May 2014

Lager is the most popular drink in the on-trade

Figure 3: Types of alcoholic drinks drunk out of home, May 2014

Some 61% of out-of-home drinkers spend less than £20 on a standard night out

Pubs/bars dominate the on-trade landscape for beer and cider

Discounts/special offers the best route to encouraging trying new drinks

Glassware can enhance the out-of-home drinking experience

Figure 4: Attitudes towards drinking out of home, May 2014

What we think

### Issues and Insights

Regaining consumers' share of spend on alcoholic drinks

The facts

The implications

High potential for lower/non-alcoholic drinks

The facts

The implications

The lure of local drinks

The facts

The implications

Leveraging special offers in the on-trade

The facts

The implications

### Trend Application

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Slow It All Down  
Guiding Choice  
Nouveau Poor

## Market Drivers

Key points

Coverage

Consumer confidence bounces back

Figure 5: UK GDP, by quarter, 2008-14

Figure 6: Consumer Confidence Index, monthly, January 2007-May 2014

On-trade prices continue to outstrip those in the off-trade

Figure 7: Index of price of beer and wine in the on- and off-trade, 2007-13

Alcohol consumption is in decline...

...but the issues of binge drinking and drink-driving remain

Good news from the government

Figure 8: UK excise duty rates for selected alcoholic drinks, 2003-14

The weather and World Cup could prove a boon for the industry

Figure 9: Hours of sunshine in the UK, by month, 2008-14

An ageing population is less problematic for the off-trade than the on-trade

Figure 10: Projected trends in the age structure of the UK population, 2014-19

C2s could hold the key to growth

## Strengths and Weaknesses

Strengths

Weaknesses

## Market Size and Forecast

Key points

Value sales expected to continue to rise marginally

Figure 11: Value and volume sales of on-trade alcoholic drinks, 2009-19

Tight budgets and cautious attitudes put pressure on the on-trade

Figure 12: Value sales of alcoholic drinks in the on- and off-trade, 2009-19

Figure 13: Volume sales of alcoholic drinks in the on- and off-trade, 2009-19

On-trade value sales expected to maintain growth, volumes to fall

Forecasts

Figure 14: Forecast for value sales of out-of-home alcoholic drinks, 2009-19

Figure 15: Forecast for volume sales of out-of-home alcoholic drinks, 2009-19

Forecast methodology

## Segment Performance

Key points

Beer accounts for half of on-trade value sales

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Figure 16: Share of value sales of different alcoholic drinks in the on-trade, 2013/14

Figure 17: Share of value and volume sales of alcoholic drinks in selected alcoholic drinks markets: on-trade vs off-trade, 2013

Wines and spirits also play an important role in the on-trade

## The Consumer – Frequency of Drinking Out of Home

### Key points

34% of adults drink out of home at least once a week

Figure 18: Frequency of drinking alcoholic drinks out of home, May 2014

Regular in-home drinking outstrips out-of-home drinking

Figure 19: Frequency of consumption of alcoholic drinks, in home vs out of home, May 2014

Figure 20: Frequency of drinking alcoholic drinks out of home, May 2014 and April 2013

Figure 21: Out-of-home consumption of alcoholic drinks, by gender, May 2014

Three quarters of out-of-home drinkers drink with friends

Figure 22: Out-of-home drinking companions, May 2014

## The Consumer – Types of Alcoholic Drinks Drunk Out of Home

### Key points

Still wine and lager lead in the on-trade

Figure 23: Types of alcoholic drinks drunk out of home, May 2014

Figure 24: Types of alcoholic drinks drunk out of home, May 2014 and April 2013

Lager holds shared top spot in the on-trade

Figure 25: Types of alcoholic drinks drunk out of home by 18-24s, May 2014

Ale/Stout usage is also heavily male-oriented

Cider's off-trade success is mirrored in the on-trade

Little overall change in spirits usage

Cocktails doing well as evenings out become more of a special occasion

A third of out-of-home drinkers stick to one drink type

## The Consumer – Spend on Alcoholic Drinks

### Key points

Three in five out-of-home drinkers spend less than £20 on a standard night out

Figure 26: Typical spend on drinks on a standard night out, May 2014

Two in five out-of-home drinkers spend under £20 on drinks on big nights out

Figure 27: Typical spend on drinks on a big night out, May 2014

Figure 28: Typical spend on drinks on a big night out, by socio-economic group, May 2014

## The Consumer – Navigation of Bars

### Key points

Under-35s and over-35s navigate the bar in slightly different ways

Figure 29: Navigation of bars among 18-34-year-olds and over-35s, May 2014

## The Consumer – Locations for Drinking Out of Home

### Key points

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Pubs/bars dominate the on-trade landscape for beer, cider and ale/stout

Figure 30: Locations for drinking beer, cider and ale/stout out of home, May 2014

Cider usage is more equal by gender

Spirits and Liqueurs also depend upon the pub/bar trade

Figure 31: Locations for drinking spirits, liqueurs, ready-mixed spirits and cocktails out of home, May 2014

Wines are reliant on restaurants

Figure 32: Locations for drinking wines out of home, May 2014

Men shun wine in pubs

## The Consumer – Enticements for Trying New Drinks

Key points

Discounts/special offers the best route to encouraging trying new drinks

Figure 33: Enticements to trying new drinks out of home, May 2014

Figure 34: Enticements to trying new drinks in and out of home, May 2014

Try before you buy, recommendations and new variants are also strong enticements

Women look to recommendations and favourite brands

Other factors only carry limited influence

18-24s are drawn to drinks they spot others enjoying

## The Consumer – Attitudes Towards Drinking Out of Home

Key points

Summary of attitudes towards drinking out of home

Figure 35: Attitudes towards drinking out of home, May 2014

The importance of glassware in the on-trade

Glassware is widely seen to make a drink feel special

Safety concerns are a consideration

Size of serve and lower-alcohol drinks can also play a part

Half of drinkers only make their choice on reaching the bar

## Appendix – Market Size and Segmentation

Figure 36: Best- and worst-case forecasts for the out-of-home alcoholic drinks market, by value, 2014-19

Figure 37: Best- and worst-case forecasts for the out-of-home alcoholic drinks market, by volume, 2014-19

## Appendix – The Consumer – Frequency of Drinking Out of Home

Figure 38: Frequency of drinking alcoholic drinks out of home, May 2014

Figure 39: Most frequent occasions for drinking alcoholic drinks out of home, by demographics, May 2014

Figure 40: Other frequencies for drinking alcoholic drinks out of home, by demographics, May 2014

Figure 41: Frequency of drinking alcoholic drinks out of home, by most popular types of alcoholic drinks drunk out of home, May 2014

Figure 42: Frequency of drinking alcoholic drinks out of home, by next most popular types of alcoholic drinks drunk out of home, May 2014

Figure 43: Frequency of drinking alcoholic drinks out of home, by other types of alcoholic drinks drunk out of home, May 2014

Figure 44: Out-of-home drinking companions, May 2014

Figure 45: Out-of-home drinking companions, by demographics, May 2014

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Figure 46: Out-of-home drinking companions, by frequency of drinking alcoholic drinks out of home, May 2014

## Appendix – The Consumer – Types of Alcoholic Drinks Drunk Out of Home

Figure 47: Types of alcoholic drinks drunk out of home, May 2014

Figure 48: Most popular types of alcoholic drinks drunk out of home, by demographics, May 2014

Figure 49: Next most popular types of alcoholic drinks drunk out of home, by demographics, May 2014

Figure 50: Other types of alcoholic drinks drunk out of home, by demographics, May 2014

Figure 51: Types of alcoholic drinks drunk out of home, by frequency of drinking alcoholic drinks out of home, May 2014

Figure 52: Types of alcoholic drinks drunk out of home, by out-of-home drinking companions, May 2014

### Repertoire analysis

Figure 53: Repertoire of types of alcoholic drinks drunk out of home, May 2014

Figure 54: Repertoire of types of alcoholic drinks drunk out of home, by demographics, May 2014

Figure 55: Types of alcoholic drinks drunk out of home, by repertoire of types of alcoholic drinks drunk out of home, May 2014

## Appendix – The Consumer – Spend on Alcoholic Drinks

Figure 56: Typical weekly spend on alcoholic drinks out of home, May 2014

Figure 57: Typical weekly spend on alcoholic drinks out of home for a big night out/special occasion, by demographics, May 2014

Figure 58: Typical weekly spend on alcoholic drinks out of home for a big night out/special occasion, by demographics, May 2014 (continued)

Figure 59: Typical weekly spend on alcoholic drinks out of home for a standard night out, by demographics, May 2014

Figure 60: Typical weekly spend on alcoholic drinks out of home for a standard night out, by demographics, May 2014 (continued)

## Appendix – The Consumer – Locations for Drinking Out of Home

Figure 61: Locations for drinking alcoholic drinks out of home, May 2014

Figure 62: Most popular drinks drunk in pubs/bars, by demographics, May 2014

Figure 63: Next most popular drinks drunk in pubs/bars, by demographics, May 2014

Figure 64: Other drinks drunk in pubs/bars, by demographics, May 2014

Figure 65: Most popular drinks drunk in clubs, by demographics, May 2014

Figure 66: Next most popular drinks drunk in clubs, by demographics, May 2014

Figure 67: Most popular drinks drunk in restaurants, by demographics, May 2014

Figure 68: Next most popular drinks drunk in restaurants, by demographics, May 2014

Figure 69: Other drinks drunk in restaurants, by demographics, May 2014

Figure 70: Drinks drunk in any other location, by demographics, May 2014

### Locations for drinking beer, cider and ale/stout among category users

Figure 71: Locations for drinking beer, cider and ale/stout out of home, May 2014

### Locations for drinking spirits and liqueurs among category users

Figure 72: Locations for drinking spirits, liqueurs, ready mixed spirits and cocktails out of home, May 2014

### Locations for drinking wines among category users

Figure 73: Locations for drinking wines out of home, May 2014

## Appendix – The Consumer – Enticements for Trying New Drinks

Figure 74: Reasons for trying new drinks, May 2014

Figure 75: Most popular reasons for trying new drinks, by demographics, May 2014

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Figure 76: Next most popular reasons for trying new drinks, by demographics, May 2014

Figure 77: Other reasons for trying new drinks, by demographics, May 2014

### Appendix – The Consumer – Attitudes Towards Drinking Out of Home

Figure 78: Attitudes towards drinking out of home, May 2014

Figure 79: Agreement with the statements 'I don't enjoy drinking alcohol from plastic glasses' and 'Pubs/bars/clubs/restaurants should offer a wider range of lower-alcohol drinks', by demographics, May 2014

Figure 80: Agreement with the statements 'I only decide what I want to drink when I reach the bar' and 'Branded glasses make the drinking experience feel more special', by demographics, May 2014

Figure 81: Agreement with the statements 'I prefer to drink in pubs which offer a selection of locally produced drinks' and 'I am interested in servings of beer/cider which are between pints and half pints in size (eq 350-400ml) when drinking in pubs/bars', by

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