

## Attitudes towards Premium Soft Drinks - UK - February 2015

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

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“Sugar attracted negative media coverage in 2014, also affecting soft drinks. That half of premium soft drinks users are interested in reduced sugar versions of these signals room for growth in this area.”

– Aimee Townshend, Research Analyst

### This report looks at the following areas:

- Reduced sugar drinks appeal to half of premium soft drink users
- Decline in alcohol consumption presents opportunity for soft drinks manufacturers
- Growth opportunity for premium soft drinks in the on-trade

Despite their upmarket positioning, premium soft drinks have forged a mainstream role. Seven in 10 adults drank premium soft drinks at home in the six months up to November 2014, whilst six in 10 adults drank them in the on-trade in the same time period.

All-natural ingredients enjoy strong premium connotations with many soft drinks manufacturers already emphasising the use of natural and high-quality ingredients in their products as part of a premium positioning. A clear difference in taste from cheaper versions is also seen as an important quality in defining a soft drink as premium by four in 10 adults.

With high media attention on sugar and consumers becoming more aware of their intake, there is pressure on the soft drinks industry to reduce the sugar content of products. With natural ingredients widely seen as an important characteristic of premium soft drinks, how best to achieve reduced sugar versions without the use of artificial sweeteners and without compromising the taste is particularly pertinent to the premium market.

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Taking cues from the grocers to prove the difference  
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Communication focused on taste profile should resonate

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