

Pub Visiting - UK - May 2015

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

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“More one-off promotions, for example, linking into seasonal produce, and enabling consumers to redeem the offer on smartphones rather than with paper vouchers could help to boost usage of promotions.”
– Chris Wisson, Senior Drinks Analyst

This report looks at the following areas:

- Utilising entertainment appropriately to appeal to different interests
- Tapping into consumer interest in bargains
- Pubs need to compete more effectively with coffee shops
- The suitability of e-cigarettes in pubs

While there are a number of reasons for optimism, the UK pub market remains one under pressure and is still shrinking in size. Tenanted/leased companies continue to streamline their estates, contributing to a fall in the number of pubs to around 47,000 in 2015. The introduction of a market rent-only option (MRO) for many ‘tied’ tenants by the end of 2016 looks set to lead to significant changes in the industry. Meanwhile, the managed segment of the market continues to perform strongly and is likely to grow from its current representation of 16% of pubs.

On-trade drink prices continue to track at a much higher rate than the off-trade, leading many consumers to drink at home more often. An overall decline in alcohol consumption has also contributed to the woes of pubs. Despite the government’s intervention by cutting alcohol duties in recent years, which is credited with saving many pubs, high drink prices continue to put further pressure on many consumers’ discretionary spending budgets.

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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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