

White Spirits and RTDs - UK - December 2015

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“Brands innovating with flavour should focus on the premium tier and try to resist gimmicky variants such as those which have harmed the flavoured vodka category in the US.”

– Chris Wisson, Senior Drinks Analyst

This report looks at the following areas:

- How can white rum reverse its fortunes?
- To flavour or not to flavour?
- Bridging the gap between brands and own-labels
- Smaller bottles could have large potential

White spirits and RTDs (Ready-to-Drinks) is a popular category in the UK, drunk by 60% of adults in the six months to September 2015. However, while value sales have continued to rise, volumes have flatlined. The segment's performance is a tale of two halves: while vodka and gin continue to thrive, white rum and RTDs remain embattled as sales slide. Flavoured NPD (New Product Development) remains commonplace and is driving growth for many brands despite the divisive nature of flavoured drinks.

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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

Overview

What you need to know

Covered in this report

Executive Summary

The market

Steady value growth masks stagnating volumes

Figure 1: Forecast of UK value sales of white spirits and RTDs, 2010-20

Figure 2: Forecast of UK volume sales of white spirits and RTDs, 2010-20

Vodka remains vital to the white spirits market

The off-trade outperforms the on-trade

Companies, brands and innovation

Diageo leads the way in both value and volume sales

Smirnoff stretches further clear in the vodka segment

Figure 3: Retail value sales of the leading white spirits and RTD brands in the UK, 2014/15*

Gin continues to thrive

White rum hits stormy waters

Tequila/Mezcal remains small

RTDs' mixed fortunes continue

Total category adspend flatlines in 2014

The consumer

63% of adults drink white spirits/RTDs

Figure 4: Usage of types of white spirits, September 2015

Large supermarkets dominate off-trade sales

Figure 5: Willingness to spend on white spirits, per bottle, September 2015

Vodka enjoys a number of positive associations

Price hinders consumers' willingness to experiment

Figure 6: Attitudes towards white spirits and RTDs, September 2015

Flavoured variants enjoyed across the white spirits categories

What we think

Issues and Insights

How can white rum reverse its fortunes?

The facts

The implications

To flavour or not to flavour?

The facts

The implications

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Bridging the gap between brands and own-labels

The facts

The implications

Smaller bottles could have large potential

The facts

The implications

The Market – What You Need to Know

Steady value growth masks stagnating volumes

Vodka remains vital to the white spirits market

The off-trade outperforms the on-trade

Market Size and Segmentation

Steady value growth masks stagnating volumes

Figure 7: Total value and volume sales of white spirits and RTDs, at current and constant prices, 2010-20

Figure 8: Forecast of UK value sales of white spirits and RTDs, 2010-20

Figure 9: Forecast of UK volume sales of white spirits and RTDs, 2010-20

Figure 10: Ratio of value and volume sales in the white spirits and RTDs market, by segment, 2015 (est)

Vodka remains vital to the white spirits market

Figure 11: Total value and volume sales of vodka, at current and constant prices, 2010-20

Figure 12: Forecast of UK value sales of vodka, 2010-20

The gin-naissance continues

Figure 13: Total value and volume sales of gin, at current and constant prices, 2010-20

Figure 14: Forecast of UK value sales of gin, 2010-20

White rums continue to struggle

Figure 15: Total value and volume sales of white rum, at current and constant prices, 2010-20

Figure 16: Forecast of UK value sales of white rum, 2010-20

Tequila/Mezcal in growth from a smaller base

Figure 17: Total value and volume sales of tequila/Mezcal, at current and constant prices, 2010-20

Figure 18: Forecast of UK value sales of tequila/Mezcal, 2010-20

RTDs' woes expected to continue

Figure 19: Total value and volume sales of RTDs, at current and constant prices, 2010-20

Figure 20: Forecast of UK value sales of RTDs, 2010-20

Channels to Market

The off-trade outperforms the on-trade

Figure 21: Value and volume sales of white spirits and RTDs, by channel, 2013-15

Market Drivers

Alcoholic drink prices continue to rise

Figure 22: UK excise duty rates for selected alcoholic drinks, 2003-15

Figure 23: RPI indexed annual change for alcoholic drink prices versus all items except housing, 2000-14

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An embattled on-trade industry

UK consumers continue to cut back on alcohol

Bridging the gender divide

Figure 24: Usage of types of dark spirits and liqueurs, by gender, July 2015

Population changes could also impact the market

Key Players – What You Need to Know

Diageo leads the way in both value and volume sales

Smirnoff stretches further clear in the vodka segment

Gin continues to thrive

White rum hits stormy waters

Tequila/Mezcal remains small

RTDs' mixed fortunes continue

Total category adspend flatlines in 2014

Market Share

Diageo leads the way in both value and volume sales

Figure 25: Leading manufacturers' shares of white spirit and RTD sales in the UK off-trade, 2014/15*

Figure 26: Retail prices of selected white spirit brands (70cl bottles), October 2015

Smirnoff stretches further clear in the vodka segment

Many other vodka brands are thriving, while own-label takes a hit

Figure 27: Retail value sales of the leading vodka brands in the UK, 2012/13-2014/15

Gin continues to thrive

Strong performers elsewhere in the gin segment

Figure 28: Retail value sales of the leading gin brands in the UK, 2012/13-2014/15

White rum hits stormy waters

Figure 29: Retail value sales of the leading white rum brands in the UK, 2012/13-2014/15

Tequila/Mezcal remains small

Figure 30: Retail value sales of the leading tequila/Mezcal brands in the UK, 2012/13-2014/15

RTDs' mixed fortunes continue

Figure 31: Retail value sales of the leading RTD brands in the UK, 2012/13-2014/15

Brand Communication and Promotion

Total category adspend flatlines in 2014

Figure 32: Recorded above-the-line, online display and direct mail total advertising expenditure on white spirits and RTDs, by category, 2012-15

BBFB and Diageo dominate leading brands' adspend

Figure 33: Top 10 highest-spending brands in the white spirits and RTDs category, 2012-15

Other selected campaigns

TV remains the most popular channel for advertisers

Figure 34: Channels for advertising in the white spirits and RTDs category, 2012-15

Launch Activity and Innovation

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NPD in vodka

Absolut continues to lead the way in NPD activity

Other selected vodka launches

NPD in white rum

NPD in gin

NPD in RTDs

Brand Research

What you need to know

Brand map

Figure 35: Attitudes towards and usage of selected white spirits brands, August 2015

Key brand metrics

Figure 36: Key metrics for selected white spirits brands, August 2015

Glen's Vodka thrives in value associations

Figure 37: Attitudes, by white spirits brand, August 2015

Tanqueray and Grey Goose seen as exclusive

Figure 38: Brand personality – macro image, August 2015

Gordon's enjoys traditional associations

Figure 39: Brand personality – micro image, August 2015

Brand analysis

Absolut promotes style and cool, but offers more accessibility than Grey Goose

Figure 40: User profile of Absolut, August 2015

Smirnoff's all-round image ensures that it continues to perform strongly

Figure 41: User profile of Smirnoff, August 2015

Grey Goose has a particularly premium brand image

Figure 42: User profile of Grey Goose, August 2015

Tanqueray is seen as a sophisticated brand but lacks the tradition of Gordon's

Figure 43: User profile of Tanqueray, August 2015

Gordon's traditional perception drives strong usage among older groups

Figure 44: User profile of Gordon's, August 2015

Bacardi has an all-round image, but may be losing ground on Gordon's

Figure 45: User profile of Bacardi, August 2015

Glen's is noted for value but lacks same strength of personality as others

Figure 46: User profile of Glen's, August 2015

The Consumer – What You Need to Know

63% of adults drink white spirits/RTDs

Large supermarkets dominate off-trade sales

White spirits could do more to leverage gifting opportunities

Vodka enjoys a number of positive associations

Price hinders consumers' willingness to experiment

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Flavoured variants enjoyed across the white spirits categories

Usage of White Spirits and RTDs

63% of adults drink white spirits and/or RTDs

Figure 47: Usage of types of white spirits, September 2015

White rum and gin follow similar usage trends

Tequila needs to move beyond its shot associations

Pre-mixed drinks used by a quarter

Figure 48: Usage of types of RTDs, September 2015

17% of adults drink four or five types of white spirits

Figure 49: Repertoire of usage of white spirits, September 2015

Vodka also garners the highest degree of favouritism

Figure 50: Favourite types of white spirits/RTDs, September 2015

Purchasing Locations and Spending on White Spirits and RTDs

Large supermarkets dominate off-trade sales

Figure 51: Off-trade locations for buying white spirits and RTDs, September 2015

Specialists and online channel remain niche

Gifting can be an effective means of encouraging trading up

White spirits could do more to leverage gifting opportunities

Figure 52: Willingness to spend on white spirits, per bottle, September 2015

Figure 53: Buying white spirits as a gift, September 2015

Perceptions of White Spirits

Vodka enjoys a number of positive associations

Figure 54: Perceptions of white spirits, September 2015

Gin is thriving but modernising could spark further growth

Tequila's image appears to revolve around shots

White rum fails to stand out

White spirits and premiumisation

Attitudes towards White Spirits and RTDs

Price hinders consumers' willingness to experiment

Figure 55: Attitudes towards white spirits and RTDs, September 2015

Figure 56: Comparison of attitudinal responses of any agree for white spirits and RTDs vs the same statements asked for dark spirits and liqueurs, September 2015 and July 2015

White spirits with mixers provide opportunities

Price is more important than brand for many drinkers

Interest in NPD and alcohol units driven by younger drinkers

Interest in Flavoured White Spirits

Flavoured variants enjoyed across the white spirits categories

Figure 57: Usage of flavoured types of white spirits, September 2015

Fruit flavours lead the way in terms of flavours of interest

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

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Figure 58: Interest in flavours of white spirits, July 2015

Appendix – Data Sources and Abbreviations

Data sources

Fan chart forecast

Abbreviations

Appendix – Market Size and Segmentation

Figure 59: Best- and worst-case forecasts for the total white spirits and RTDs market, by value, 2015-20

Figure 60: Best- and worst-case forecasts for the total white spirits and RTDs market, by volume, 2015-20

Figure 61: Best- and worst-case forecasts for the vodka market, by value, 2015-20

Figure 62: Best- and worst-case forecasts for the vodka market, by volume, 2015-20

Figure 63: Forecast of UK volume sales of vodka, 2010-20

Figure 64: Best- and worst-case forecasts for the gin market, by value, 2015-20

Figure 65: Best- and worst-case forecasts for the gin market, by volume, 2015-20

Figure 66: Forecast of UK volume sales of gin, 2010-20

Figure 67: Best- and worst-case forecasts for the white rum market, by value, 2015-20

Figure 68: Best- and worst-case forecasts for the white rum market, by volume, 2015-20

Figure 69: Forecast of UK volume sales of white rum, 2010-20

Figure 70: Best- and worst-case forecasts for the tequila/Mezcal market, by value, 2015-20

Figure 71: Best- and worst-case forecasts for the tequila/Mezcal market, by volume, 2015-20

Figure 72: Forecast of UK volume sales of tequila/Mezcal, 2010-20

Figure 73: Best- and worst-case forecasts for the RTDs market, by value, 2015-20

Figure 74: Best- and worst-case forecasts for the RTDs market, by volume, 2015-20

Figure 75: Forecast of UK volume sales of RTDs, 2010-20

Appendix – Market Share

Figure 76: Leading manufacturers' shares of white spirits and RTDs in the UK off-trade, 2014/15*

Figure 77: Retail volume sales of the leading vodka brands in the UK, 2012/13-2014/15

Figure 78: Retail volume sales of the leading gin brands in the UK, 2012/13-2014/15

Figure 79: Retail volume sales of the leading white rum brands in the UK, 2012/13-2014/15

Figure 80: Retail volume sales of the leading tequila/Mezcal brands in the UK, 2012/13-2014/15

Figure 81: Retail volume sales of the leading RTD brands in the UK, 2012/13-2014/15

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