

Dark Spirits and Liqueurs - UK - September 2015

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

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“The commoditisation of flavoured vodka provides a cautionary tale for dark spirit brands to take heed of to try to retain the inherent premium image of the market. The Famous Grouse provides a good example of a brand that has innovated with different expressions while simultaneously promoting itself as a premium brand.”
– Chris Wisson, Senior Drinks Analyst

This report looks at the following areas:

- Smaller bottles can provide big opportunities
- Brandy could step out from whisky's shadow
- Tapping into the growth of spirit beers/ciders and beer cocktails
- Scope to boost online purchases of dark spirits and liqueurs

Dark spirits and liqueurs remains a popular category in the UK. Value sales have continued to rise, while volume sales have seen modest growth. There are pockets of strong growth such as American whiskeys, with malt whisky outperforming its blended cousin; however, these are offset by the struggles of other segments. Flavoured variants, with Jack Daniel's leading the way with its honey-flavoured whiskey, are fuelling the growth of liqueurs.

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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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