

# Alcoholic Drinks: Attitudes towards Drinks Gifting - UK - September 2016

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

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“Alcoholic drinks are bought by six in 10 people as gifts, but packaging products to appeal to more people and occasions, such as for female recipients or as a thank you can unlock new occasions. Encouraging trading up through better promoting the premium credentials of products will also help to increase value sales.”

– Richard Caines,  
Senior Food and Drink Analyst

## This report looks at the following areas:

- Scope to target alcoholic drinks gifting more at female recipients and a wider range of seasonal gifting occasions
- Premium brands and standout packaging remain key ways for encouraging trading up to grow drinks gifting sales
- Suggestions from retailers and greater attention to pre-packaging and in-store displays needed to promote alcoholic drinks as gifts

Six in ten people buy alcoholic drinks as gifts, showing their strong appeal in this context. For most drinks though, more people are interested in giving them as a gift than have done so, suggesting scope to drive sales by making gifting more prominent in-store and online.

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## Table of Contents

### Overview

What you need to know

Covered in this Report

### Executive Summary

The market

Recent dip in price of alcoholic drinks

Increase in real disposable incomes

Gender divide for drinking of some alcoholic drinks

UK's population ageing bodes well for vintage wines

The consumer

Alcoholic drinks bought as gifts by six in ten people

Figure 1: Types of alcoholic drinks bought as a gift in the last 12 months, July 2016

Male relatives more likely to be given alcoholic drinks

Figure 2: Who people would give alcoholic drink to as a gift, July 2016

Large supermarkets dominate alcoholic drink gift sales

Figure 3: Outlets where alcoholic drinks bought to give as a gift in the last 12 months, July 2016

Importance of matching drinks to recipient's likes

Figure 4: Most important factors influencing choice when buying alcoholic drinks as a gift, July 2016

Being seen as a premium brand justifies a higher price

Figure 5: Factors most likely to encourage people to pay more for alcoholic drinks as gifts, July 2016

Alcoholic drinks deemed a good last minute gift option

Figure 6: Attitudes towards giving alcoholic drinks as gifts, July 2016

What we think

### Issues and Insights

Scope to target alcoholic drinks gifting more at female recipients and a wider range of seasonal gifting occasions

The facts

The implications

Premium brands and standout packaging remain key ways for encouraging trading up to grow drinks gifting sales

The facts

The implications

Suggestions from retailers and greater attention to pre-packaging and in-store displays needed to promote alcoholic drinks as gifts

The facts

The implications

### The Market – What You Need to Know

Recent dip in price of alcoholic drinks

Increasingly competitive retail landscape

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- Increase in real disposable incomes
- Gender divide for drinking of some alcoholic drinks
- Growing population of over-55s who know what they want

## Market Drivers

- Dip in price of alcoholic drinks in competitive retail landscape  
Figure 7: Consumer price indices for beer, wine and spirits and all items (2006=100), 2006-16
- Big potential market for gift sales as three in four adults drink alcohol
- Gender divide in in-home drinking of some alcoholic drinks  
Figure 8: In-home drinking of different types of alcoholic drinks in the last 3 months, by gender, July 2016
- Growing number of over-55s who are less likely to buy alcohol as a gift

## The Consumer – What You Need to Know

- Alcoholic drinks bought as gifts by six in 10 people
- Strong interest in buying drinks not already bought as gifts
- Male relatives more likely to be given alcoholic drinks
- Large supermarkets the leading channel for buying drinks as gifts
- Matching alcoholic drinks gifts to recipient likes
- Appeal of packaging important to product choice
- Being seen as a premium brand helps justify higher price
- Unique flavours or being aged for longer can encourage trading up
- Drinks seen as good last minute gift solution
- Strong interest in multipacks of smaller bottles for gifting

## Types of Alcoholic Drinks Bought as Gifts

- Alcoholic drinks bought by six in ten people as gifts  
Figure 9: Buying of major types of alcoholic drinks as gifts in the last 12 months, July 2016
- Strong interest in buying drinks not already bought as gifts  
Figure 10: Types of alcoholic drinks bought as a gift in the last 12 months, July 2016
- Room to encourage buying of more types of drink as gifts  
Figure 11: Number of different types of alcoholic drinks bought as gifts, July 2016
- Figure 12: Number of different types of alcoholic drinks that people have not given but would be interested in giving as a gift in the future, July 2016

## Who People Would Give Alcoholic Drinks to as a Gift

- Male relatives more likely to be given alcoholic drinks
- Friends are top recipient of alcohol gifts  
Figure 13: Who people would give alcoholic drink to as a gift, July 2016
- Important for drinks brands to appeal to female gift buyers
- Seasonal occasions are widely leveraged to drive alcohol gifting sales

## Where People Buy Alcoholic Drinks as a Gift

- Large supermarkets are leading channel
- Discounters are growing

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## A focus on proving drink quality

Figure 14: Outlets where alcoholic drinks bought to give as a gift in the last 12 months, July 2016

Convenience stores can target last minute gift purchases

Specialists need to offer something different to appeal

Online-only retailers well-placed to excel on range

## Factors Influencing Choice of Alcoholic Drinks as Gifts

### Matching alcoholic drinks gifts to recipients' likes

Figure 15: Most important factors influencing choice when buying alcoholic drinks as a gift, July 2016

Promotions/special offers have big influence on gift buying

Packaging that stands out can make a difference

Gift packs appeal to a fifth of buyers

## Factors Encouraging People to Pay More for Alcoholic Drinks as Gifts

Being seen as a premium brand is important to justify price

Premium packaging sways one in five to pay more

Figure 16: Factors most likely to encourage people to pay more for alcoholic drinks as gifts, July 2016

Limited editions and customised bottles can add value

Unique taste can help justify higher price points

Products aged for longer have premium credentials

Being an award-winning product not a big reason to trade up

## Attitudes towards Giving Alcoholic Drinks as Gifts

Drinks are deemed a good option for a last minute present

Figure 17: Attitudes towards giving alcoholic drinks as gifts, July 2016

Highlighting gift ideas in alcoholic drinks sections and online

Willingness to pay more for drinks if giving to someone else

Alcoholic drinks gifts that go beyond individual bottles

## Appendix – Data Sources, Abbreviations and Supporting Information

Abbreviations

Consumer research methodology

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