

Cordials and Squashes - UK - May 2017

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“With some consumers showing concerns about both sugar and artificial sweeteners, the category faces a challenge in staying on the menu. Meanwhile, declining alcohol consumption presents an opportunity for cordials and squashes to reach a new audience. However, the category’s current commodity status and strong family appeal may impede this.”

– **Alyson Parkes, Research Analyst**

This report looks at the following areas:

- **Concern over sugar and artificial sweeteners leaves companies in a tricky position**
- **A premium touch may be needed to improve suitability for formal occasions**
- **Pushing hydration could open the market up to a wider audience**

Usage of cordials and squashes remains high. Value sales have fallen over the last few years, affected by supermarket price wars and competition from other drinks.

Value growth is projected to be propped up by price rises as overall inflation picks up and the Soft Drinks Levy comes into force in 2018. Innovation in L/N/R (low/no/reduced) sugar formats should enable many products to escape this, however, concerns over the use of artificial sweeteners remain widespread, potentially limiting the appeal of such variants.

The use of cordials and squashes in the on-premise channel remains niche. Declining alcohol consumption offers an opportunity to reach new audiences, while 53% of users want a wider availability of cordials and squashes in restaurants, pubs and cafés. However, the channel could be hit if fewer people choose to dine out as incomes are squeezed. Meanwhile consumers looking for easy ways to save money could be enticed to the low retail price point of squash.

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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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 No-added-sugar variants most commonly drunk

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...and to make good cocktail ingredients

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