

Attitudes towards Private Label Alcoholic Drinks - UK - August 2017

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“Highlighting the heritage of the producers behind private label alcohol and giving more information about how and where the drinks are made will elicit more trust from consumers. Similarly, flagging up the skills and expertise of their in-house experts will help to build confidence in private label ranges.”

- Emma Clifford, Senior Food and Drink Analyst

This report looks at the following areas:

- Being more vocal about the heritage of private label producers is needed to build trust
- Sampling campaign creating in-store theatre can drum up interest
- Supermarkets can leverage consumers’ openness to own-label alcohol for casual drinking occasions

Brands have an unassailable lead in the alcoholic drinks market, capturing 79% and 74% of volume and value sales respectively over May 2016-April 2017. The widely held perceptions that brands are superior in myriad ways – including taste, quality, innovativeness and aesthetic appeal – have made it difficult for private label to get more of a foothold on this category.

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DID YOU KNOW?

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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Private label accounts for 14% of alcoholic drink launches
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 Discounters steadily grow their share of adspend

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 Aldi
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Brands retain a big lead over own-label
 Consumers are more open to own-label for more casual occasions

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- The heritage of brands bolsters trust
- Sampling can help to disrupt taste perceptions
- Consumers want it to be clear when a product is own-label
- Being made locally can boost the appeal of own-label
- Supermarkets should be vocal about their in-house expertise

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Sampling can help to disrupt taste perceptions

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