

## Beer - UK - December 2017

Report Price: £1995.00 | \$2648.76 | €2273.70

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“A likely growth segment in the coming years is low- and non-alcoholic beers. While decidedly niche, high profile launches from Heineken and Budweiser over the past year are helping to raise its profile and buoy growth.”

– **Kiti Soininen, Category Director, Food and Drink**

This report looks at the following areas:

- Schooners could boost the appeal of on-trade
- Craft's ongoing growth now calls for greater structure
- Lower-/non-alcoholic beers set to become bigger business
- Online retailing provides an outlet for a competitive market

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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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Craft's ongoing growth now calls for greater structure

The facts

The implications

Lower-/non-alcoholic beers set to become bigger business

The facts

The implications

Online retailing provides an outlet for a competitive market

The facts

The implications

### The Market – What You Need to Know

Growth expected in beer volumes in 2017

Lager sales propped up by the off-trade

Ales, bitters and stouts are on the march

The off-trade passes the on-trade in volume sales of beer

Beer duty continues to rise

Many people are cutting back on alcoholic drinks such as beer

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Mixed fortunes for Heineken, Carlsberg hit by delistings

Ale and stout are key battleground for craft brands

Craft NPD activity is widespread

Low- and non-alcoholic beer launches on the rise

Beer adspend falls away in 2016

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AB InBev consolidating as it looks to further its leading position

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### Launch Activity and Innovation

- Craft NPD activity is widespread
- BrewDog and Fullers look to collaboration
- Innis & Gunn explores new approaches to barrel-ageing
- Traditional operators move with the times
- Large conglomerates look to tap into craft
- Larger brands look to pack redesigns
- Carlsberg updates Export
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- Carling and Heineken look to stronger variants
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- Budweiser launches Prohibition and Light
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- BrewDog and Camden Town
- Selected other campaigns
- There's a Beer for That continues to push food matching
- Carling helps fund community projects
- Calling back to the past
- Linking with entertainment and leisure
- Doom Bar and Stella Artois tie up with sports
- Hobgoblin and Red Stripe link to music

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Estrella Damm continues short films  
Nielsen Ad Intel coverage

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62% of Brits drink beer

Relaxing at home and pub drinks are top beer occasions

Promotions/special offers and recommendations foster trialling

Glass bottles remain the most popular packaging type

Consumers define craft beer in a number of ways

Almost half of beer drinkers want a certification for craft

### Usage of Beer

62% of Brits drink beer

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### Lager remains Brits' beer of choice

Figure 38: Usage of types of beer, September 2017

Ales and stouts are less popular

Few people report drinking craft beer

Stout remains divisive

Other types of beer remain more niche

Almost half of beer drinkers stick to one type

Figure 39: Repertoire of usage of types of beer, September 2017

### Occasions for Drinking Beer

Relaxing at home and pub drinks are top beer occasions

Figure 40: Occasions for drinking beer, September 2017

Rising out-of-home costs have fostered pre-loading

Festival and events usage peaks among young adults

Beer enjoys strong usage on food-led occasions

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Promotions/special offers are the best way to encourage trialling

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...as can advertising via social media and traditional channels

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Glass bottles remain the most popular packaging type

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## Attitudes Towards Beer

Almost half of beer drinkers want more guidance when buying craft

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### Appendix – Market Share

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