

Attitudes towards Low- and Non-alcoholic Drink - UK - February 2017

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“Consumers have been cutting back on the amount of alcohol they drink for financial and health reasons and this presents a big opportunity for low-alcohol and non-alcoholic/alcohol-free beers, ciders and wines. Negative taste perceptions, low product visibility and limited promotional support are still holding the market back from realising its full potential.”

– **Richard Caines, Senior Food & Drink Analyst**

This report looks at the following areas:

- **Increasing moderation of alcohol consumption presents opportunities for low-alcohol and alcohol-free drinks**
- **Demonstrating improvements to taste and widening availability will help overcome the biggest barriers to consumer take-up**
- **Highlighting low calorie content compared to standard-strength alcoholic drinks offers scope for increasing sales to over-55s**

Steps to moderate alcohol consumption are now widespread, with saving money, weight management and a focus on healthier living the main reasons for people cutting back on alcohol. People reducing or limiting their alcohol intake present an opportunity for low-alcohol and non-alcoholic/alcohol-free beers, ciders and wines to increase sales. However, these drinks are still losing out to soft drinks across a wide range of in-home and out-of-home drinking occasions.

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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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The Market – What You Need to Know

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New low-alcohol variants from wine brands

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Belvoir looking to emulate wine

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Alcohol-free also being seen in craft beers

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Taste is biggest barrier to higher take-up

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