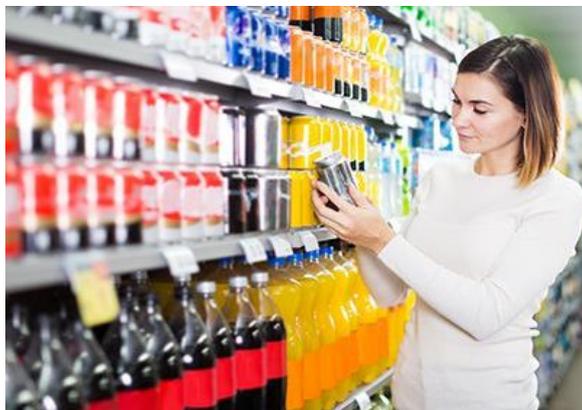


Drinks Packaging Trends - UK - April 2018

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“The spotlight on plastic packaging and the environment is already driving change in the drinks market, while health concerns present a challenge and an opportunity.”
- Alyson Parkes, Research Analyst

This report looks at the following areas:

- Plastic concerns bode well for DRS and bottle refill schemes
- Opportunity for portion control packaging in drinks

Consumer openness to using a deposit return scheme bodes well for its implementation, meanwhile, portion control packaging and nutrition labelling can appeal, helping consumers to feel they are making informed decisions.

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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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Table of Contents

Overview

What you need to know
Products covered in this Report

Executive Summary

The market

Household recycling rates fall, uncertainty over long-term targets

Deposit Return Schemes on the cards for single-use drinks packaging

Plans for rollout of free water refill stations

Health debate touches on packaging

Companies and brands

Bottles continue to dominate NPD in alcoholic drinks, but are losing share

Atypical packaging formats explored in various alcohol categories

Bottles retain majority share of NPD in soft drinks packaging

Innovative coffee formats enter the market

Various tea brands go plastic-free

WRAP launches new Recycle Now, MSC calls to 'stop the plastic tide'

Drinks brands commit to recycle and use recyclables

The consumer

Cans are a popular format in both markets
Figure 1: Drinks packaging formats purchased, by drink type (ordered by soft drinks), February 2018

Being easy to open is the most important feature for soft drinks packaging
Figure 2: Important features for soft drinks packaging, February 2018

Attractive design is more important to under-25s for alcoholic drinks packaging
Figure 3: Important features for alcoholic drinks packaging, February 2018

Need to boost recycling rates among younger consumers
Figure 4: Behaviours relating to drinks packaging, February 2018

DRS and soft drinks refill points resonate widely

Opportunity for drinks packaging to aid health intentions

ABV and alcohol unit information sparks the most interest
Figure 5: Interest in labelling on alcoholic drinks packaging, February 2018

An ingredients list for alcoholic drinks interests a third

Labels that change colour with temperature appeal to one in five
Figure 6: Interest in alcoholic drinks packaging features, February 2018

Sizeable interest in giving drinks packaging a new lease of life
Figure 7: Attitudes towards drinks packaging, February 2018

Pouches can tap into on-the-go drinking occasions

What we think

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Issues and Insights

Plastic concerns bode well for DRS and bottle refill schemes

The facts

The implications

Opportunity for portion control packaging in drinks

The facts

The implications

The Market – What You Need to Know

Household recycling rates fall, uncertainty over long-term targets

Deposit Return Schemes on the cards for single-use drinks packaging

Plans for rollout of free water refill stations

Health debate touches on packaging

Market Drivers

'Sugar Levy' could buoy smaller formats

Plain packaging for unhealthy drinks called for

Refill stations for water bottles set to become more widespread

Disposal of drinks packaging a major challenge for the UK

Household recycling rates fall

China restricts imports of plastics from the UK

Uncertain future for recycling following Brexit

Scotland to introduce Deposit Return Scheme to tackle plastic waste

Plans for a Deposit Return Scheme for England, subject to consultation

MPs call for a the 'Polluter Pays Principle' to be applied to companies

Companies and Brands – What You Need to Know

Bottles continue to dominate NPD in alcoholic drinks, but losing share

Atypical packaging formats explored in various alcohol categories

Bottles retain majority share of NPD in soft drinks packaging

Innovative coffee formats enter the market

Various tea brands go plastic-free

WRAP launches new Recycle Now, MSC calls to 'stop the plastic tide'

Drinks brands commit to recycle and use recyclables

Launch Activity and Innovation – Alcoholic Drinks

Bottles continue to dominate NPD but losing share

Figure 8: Share of new product launches in the UK alcoholic drinks market, by package type, 2014-17

Cans gain share of alcoholic drink launches

Craft beers use bold designs to drive standout

Most Wanted wine brand branches out into cans

Most Wanted also adds Oneglass wine pouch

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Environmentally friendly packaging claims fall

Figure 9: New product launches in the UK alcoholic drinks market, by top packaging-related claims, 2014-17

- Waitrose launches a six-strong range of premium bag-in-box wines
- Pinkster Gin makes sustainable move into bag-in-box format
- A flood of alcohol advent calendars hit the market
- Calendars with wines
- Calendars with spirits
- Spirit brands target Christmas gifting occasions with gin baubles
- Vodka brands celebrates 40th anniversary of the Pride flag with limited edition bottles

Launch Activity and Innovation – Soft Drinks

Bottles retain majority share of NPD in soft drinks packaging

Figure 10: Share of new product launches in the UK soft drinks market, by package type, 2014-17

- Smaller formats emerge in the fruit juice market
- Water in a resealable can is launched in the UK
- Slimline can formats aim for a premium positioning
- Schweppes' new bottle responds to demand for premium mixers

Figure 11: New product launches in the UK soft drinks market, by launch type, 2014-17

- Tetra Pak announces sustainability milestone
- Ooho! product marks step towards plastic-free drinks packaging
- Water brands partner with film releases

Launch Activity and Innovation – Hot Beverages

- Dualit expands range of compostable coffee pod capsules
- Mars launches hot chocolate in pod formats
- Innovative coffee formats enter the market
- Percol launches coffee bag format and sustainable coffee shop pop-up
- Press'd introduces squeezable bottles for coffee concentrates
- Nescafé continues with 'Azera by Design' campaign
- Co-op launches fully biodegradable teabags made without plastic

Figure 12: New product launches in the UK hot beverages market carrying an environmentally friendly package claim, 2014-17

Campaigns and Advertising Activity

- WRAP launches new Recycle Now campaign
- 'Stop the plastic tide' campaign from the Marine Conservation Society
- Coca-Cola encourages recycling with a Love Story
- Koppaberg launches 'The Recycling Rig' to address littering in parks
- Harrogate Spring Water and Keep Britain Tidy encourage greater recycling of plastic water bottles
- Stella Artois promotes its brand ethics through limited edition packaging

Company Initiatives to Tackle Plastic Waste

- Coca-Cola pledges to recycle all drinks packaging worldwide by 2030 ...

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... and to double the amount of recycled plastic in bottles by 2020 in the UK

Unilever promises 100% recyclable plastic packaging by 2025

Evian commits to use 100% recycled plastic by 2025

Wenlock Springs switches to 50% recycled plastic bottles

Harrogate Spring Water bottles to be made with 50% recycled material

Co-op to use bottles made from 50% recycled material in 2018

Innocent commits to using 30% recycled plastic for all packaging

Kenco's partnership with TerraCycle enables plastic pouch downcycling

Carlsberg aims to bring green fibre bottles to market in 2018

AB InBev commits to a 2025 target of 100% recyclable packaging

The Consumer – What You Need to Know

Cans are a popular format in both markets

Being easy to open is the most important feature for soft drinks packaging

Attractive design is more important to under-25s for alcoholic drinks packaging

Need to boost recycling rates among younger consumers

DRS and soft drinks refill points resonate widely

Opportunity for drinks packaging to aid health intentions

ABV and alcohol unit information sparks the most interest

An ingredients list for alcoholic drinks interests a third

Labels that change colour with temperature appeal to one in five

Sizeable interest in giving drinks packaging a new lease of life

Pouches can tap into on-the-go drinking occasions

Purchasing of Drinks Packaging Formats

Glass bottles are most popular for alcoholic drinks

Figure 13: Drinks packaging formats purchased, by drink type (ordered by soft drinks), February 2018

Plastic bottles are a notable format in the soft drinks market

Cans are a popular format in both markets

Important Features for Soft Drinks Packaging

Being easy to open is the most important feature for soft drinks packaging

Figure 14: Important features for soft drinks packaging, January 2018

Over-55s most likely to look for environmentally friendly packaging

A third deem being able to drink soft drinks on-the-go important

Important Features for Alcoholic Drinks Packaging

Low reported interest in packaging materials

Cans forge ahead in beer

Bag-in-box is a case in point in quality perceptions

Figure 15: Important features for alcoholic drinks packaging, February 2018

Attractive design is more important to under-25s

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Behaviours Related to Drinks Packaging

Need to boost recycling rates among younger consumers

Figure 16: Agreement with the statement "I always recycle drinks packaging.", by age group, February 2018

Strong interest bodes well for planned deposit return scheme

Soft drinks refill points resonate widely

Figure 17: Behaviours related to drinks packaging, February 2018

Big opportunity for drinks packaging to aid health intentions

Figure 18: Drinks packaging trends – CHAID – Tree output, February 2018

Methodology

Portion control packaging can help monitor alcohol consumption

Interest in Labelling on Alcoholic Drinks Packaging

ABV and alcohol unit information sparks the most interest

Few people correctly identify weekly unit recommendation

Figure 19: Interest in labelling on alcoholic drinks packaging, February 2018

Calorie information interests half of women who buy drinks

An ingredients list interests a third

Ethical claims offer a point of difference among a minority

Offering serving suggestions on-pack can build shoppers' confidence when choosing alcoholic drinks

Interest in Alcoholic Drinks Packaging Features

Labels that change colour with temperature interest one in five

Figure 20: Interest in alcoholic drinks packaging features, February 2018

Customisation allows for a personal touch

Figure 21: Heat map of areas of importance when buying an alcoholic drinks product as a gift, February 2018

Light-up bottles can add standout

Figure 22: Heat map of areas of importance when buying an alcoholic drinks product as a gift, February 2018

Digital labelling needs to target the right audience

Figure 23: Heat map of areas of importance when buying an alcoholic drinks product as a gift, February 2018

Attitudes towards Drinks Packaging

Sizeable interest in giving drinks packaging a new lease of life

From pencil pots to fruit bowls

Tapping the interest in VR

Pouches can tap into on-the-go drinking occasions

Figure 24: Attitudes towards drinks packaging, February 2018

Two fifths find it difficult to tell if drinks packaging is recyclable

Soft drinks in alcohol imitation packaging have limited appeal

Alcohol-free drinks often choose alcohol-style packaging

Alcohol-style packaging only appeals to 15%

Appendix – Data Sources, Abbreviations and Supporting Information

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Abbreviations

Consumer research methodology

Appendix – Launch Activity

Figure 25: New product launches in the UK drinks market, by packaging material, 2014-17

Figure 26: Share of new product launches in the UK alcoholic drinks market, by package material type, 2014-17

Figure 27: New product launches in the UK soft drinks market, by package material type, 2014-17

Figure 28: New product launches in the UK beer market, by packaging type, 2014-17

Figure 29: New product launches in the UK hot beverages market, by package material type, 2014-17

Figure 30: New launches in the UK drinks market, carrying a recyclable claim, 2014-17

Figure 31: New product launches in the UK alcoholic drinks market carrying specific ethical claims, 2014-17

Appendix – The Consumer

Methodology

Figure 32: Areas of importance when buying an alcoholic drinks product as a gift, February 2018

Figure 33: Areas of importance when buying an alcoholic drinks product as a gift, February 2018

Figure 34: Areas of importance when buying an alcoholic drinks product as a gift, February 2018

Figure 35: Drinks packaging trends – CHAID – Table output, February 2018

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