

Beer - UK - December 2018

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“Consumers’ desires to lead healthier lifestyles is evident, this feeding through to the trend towards people reducing/limiting alcohol intake. Given the strong consumer perception that low-/no-alcohol beers allow you to drink more beer, there is scope for such variants to forge a role as the permissible face of beer and to maintain usage.”
– **Amy Price, Senior Food and Drink Analyst**

This report looks at the following areas:

- **Environmental action chimes with beer drinkers**
- **Beer enjoys a strong image as facilitating social connections**
- **Sampling encourages purchasing**
- **Low/no-alcohol beer helps the market to retain those cutting back on alcohol**

The FIFA World Cup and UK heatwave has provided some light relief to the UK beer market, boosting value and volume sales to £18.5 billion and 4.4 billion litres respectively in 2018. Lager in particular has benefitted, being the most associated with refreshment, and has continued to dominate the beer market.

The popularity of craft beer is still apparent, with leading brand, BrewDog, experiencing phenomenal growth while the major supermarkets and M&S have continued to expand their range to cater to consumers wishing to explore craft varieties.

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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 facts

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Sampling encourages purchasing

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Lager is the most popular type

Price is the top factor influencing purchase, but only half prioritise it

Sampling would encourage purchasing among 75%

Exploration is important, with 73% enjoying try new beers

Environmental action chimes with 71% of beer drinkers

Refreshment is a selling point for lager, authenticity for stout/porter and ale/bitter, while craft enjoys quality credentials and trendiness

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