

## Dark Spirits and Liqueurs - UK - September 2019

Report Price: £1995.00 | \$2693.85 | €2245.17

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“Drawing on historical recipes has much to offer for dark spirits. Historical recipes for the drinks themselves chime with a quarter of 45-54s, signalling potential to retain users in the category. Meanwhile historical cocktail recipes using dark spirits would help to generate consumer excitement around the category, especially among under-35s.”

– **Alice Baker, Research Analyst**

This report looks at the following areas:

- Historical recipes can help to engage both older and younger consumers
- Need to make dark spirits' quality credentials more tangible

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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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## The Market – What You Need to Know

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Ageing UK population to hinder category sales growth

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 Brands explore lower- and non-alcoholic spirits variants  
 Advertising spend rises in 2018  
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## Brand analysis

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The Kraken is seen as fun and (somewhat) stylish

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## The Consumer – What You Need to Know

Half of adults drink dark spirits, four in ten drink liqueurs

Brand loyalty is strongest when people are buying for themselves

Liqueurs with dessert-inspired and seasonal flavours spark interest

Premium variants from established brands have the advantage over newcomer brands

Trial in the on-trade is a major driver of retail purchase

Onus on spirits brands to prove their quality credentials

## Usage of Dark Spirits and Liqueurs

Half of adults drink dark spirits

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Under-35s are key users of all whisky types

Four in ten adults drink liqueurs

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Under-35s are the most frequent dark spirits drinkers

Men are more frequent drinkers than women

## Dark Spirits Buying Factors by Occasion

Brand loyalty is strongest when people are buying for themselves

Six in ten users like to have a selection of dark spirits at home

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- Promotions are a stronger draw when people are buying for themselves
- Introductory offers and flavour/serving innovation can help to tempt price-conscious shoppers
- Age and flavour note references are more important for frequent drinkers
- Reviews/ratings are more of an influence for gifting occasions
- Encourage users to review products and share these with friends and family

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- Target gifting occasions
- Historical cocktail recipes made with dark spirits appeal to 68% of users
- Need to build quality associations around mixed serves
- Trial in the on-trade is a major driver of retail purchase

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