

December 2009

Restaurant Beverage Trends - UK

This report assesses consumers' attitudes towards drinks in restaurants and looks at the underlying motivations and influential factors behind consumers' purchasing habits in this area.

On-trade Soft Drinks - UK

The report focuses on soft drinks bought for consumption in the on-trade, outside of the home.

November 2009

Lager - UK

- Since 2004, lager value sales fell by 11% to reach £11.4bn in 2009. Nevertheless, it remains the largest selling alcohol drink.
- While the trade defines premium lager as having an ABV (alcohol content) of around 5% and above, only one in ten regular lager drinkers think that stronger lager ...

Pub Visiting - UK

After necessities and bills, going out, such as the pub & cinema, and dining out still remain consumers' top spending priorities.

October 2009

Bottled Water - UK

- There is a close relationship between consumer confidence and bottled water penetration and sales. Both fell dramatically in 2007 but have shown signs of recovery in 2009. It is likely that economic caution led consumers to switch to tap water.
- Volume sales of bottled water declined by 11% between 2006 ...