

October 2020

Coffee: Inc Impact of COVID-19 - UK

“COVID-19 has provided the coffee market with a temporary boost, as the nationwide lockdown brought out-of-home coffee to the home overnight. As the lockdown continues to be eased, however, more coffee occasions are expected to shift back out of home, albeit to a lesser extent than previously. Whilst coffee in ...

Dark Spirits and Liqueurs: Inc Impact of COVID-19 - UK

“Despite being a major threat to the market, the re-energised focus of health since COVID-19 also presents opportunities. Being almost non-existent in this category, the rapidly growing low-/no-alcohol space is ripe for development in dark spirits, as is NPD in lower sugar/calorie liqueur drinks. The rise in at-home ...

September 2020

Attitudes towards Sports Nutrition: Inc Impact of COVID-19 - UK

“While the COVID-19 lockdown has severely curbed exercise opportunities, the outbreak has sparked a keener interest in health and exercise that could open up opportunities for sports nutrition ahead. The economic downturn however poses a stark challenge in the short term, as the market faces intense competition from more affordable ...

Attitudes towards Premium Alcoholic Drinks: Inc Impact of COVID-19 - UK

“Sales of alcoholic drinks have been hit hard by the COVID-19 pandemic, and encouraging consumers to pay more for drinks will be challenging during a recession. It will be ever more important for brands to give drinkers reasons to pay higher prices, including through communicating superior taste, featuring ‘craft’ cues ...

Consumers and the Economic Outlook: Inc Impact of COVID-19 - UK

“The UK is in the midst of its deepest recession on record. However, the recovery has already started, with monthly GDP growth in May and June. However, the winding down of state support for businesses presents renewed threats that could derail the recovery and is expected to lead to significant ...

August 2020

Tea and Other Hot Drinks: Inc Impact of COVID-19 - UK

“While proving troublesome for many markets, the COVID-19 crisis has provided the necessary ingredients needed to reverse the fortunes of the ailing tea and other hot drinks categories. Some of the long-term legacies of the pandemic will also support sales, such as greater remote working and an emphasis on physical ...

Yogurt and Yogurt Drinks: Inc Impact of COVID-19 - UK

“The changes to consumers’ habits and priorities brought about by the COVID-19 lockdown hit spoonable yogurt in spring 2020. The income squeeze triggered by the outbreak means challenging times ahead for brands, dialling up the need to prove their added value in the already highly price-led category. The heightened focus ...

What Children Drink: Inc Impact of COVID-19 - UK

“Health is set to become an even higher priority for parents in the wake of the COVID-19 pandemic, providing a golden opportunity for children’s drinks with functional benefits. Drinks supporting eye health, gut health and ‘tooth friendly’ drinks warrant exploration, attracting significant consumer interest with little availability in the market ...

July 2020

Brand Overview: Drink: Inc Impact of COVID-19 - UK

“Since the COVID-19 outbreak, the drinks industry has faced unprecedented challenges while also glimpsing unexpected opportunities as consumers embrace new drinking habits and as associations between health and diet strengthen. However, economic uncertainty will drive consumers to price-oriented purchasing behaviours, meaning that it will be vital for brands to emphasise ...