

September 2017

Dark Spirits and Liqueurs - UK

“Drinking with mixers and gifting are key entry points for dark spirits. Mixed drink recipe suggestions are therefore a crucial means to draw in new users, while promotions around young adults’ rites of passage would better enable companies to harness the power of gifting as an introduction to dark spirits ...

The Leisure Outlook - UK

“Leisure activities are driven by younger Millennials and parents of under-16s. Eating at pubs is a popular leisure activity, yet so is staying-in and ordering a takeaway. As the pay squeeze intensifies, more people are turning to free activities such as museums and galleries. Meanwhile, people are continuing to focus ...

Food and Non-food Discounters - UK

“Over the past 10 years the discount sector, both food and non-food, has shown that it is highly adaptable, succeeding to thrive in both market conditions which favoured a low-cost alternative and in conditions where traditionally there would have been less demand. With an uncertain economic outlook in the short ...

Attitudes towards Private Label Alcoholic Drinks - UK

“Highlighting the heritage of the producers behind private label alcohol and giving more information about how and where the drinks are made will elicit more trust from consumers. Similarly, flagging up the skills and expertise of their in-house experts will help to build confidence in private label ranges.”

August 2017

Sports and Energy Drinks - UK

“Consumers show real interest in fortified water products that offer sports and energy benefits, and in health drinks from brands already active in these markets. This interest suggests areas for operators to explore in order to build relevance among a wider audience, and as well as offering opportunities in the ...

Coffee - UK

“While the market continues to enjoy value growth, recent stagnation in household penetration of coffee pod machines is curbing the volume performance. Exploring subscription models could tackle the barrier that the upfront cost of the machines poses. Meanwhile, variety packs featuring coffee with different roast styles and origins could help ...

Consumers and the Economic Outlook: Quarterly Update - UK

“The snap election clearly unsettled consumers. All three of our measures of sentiment fell between April and May. And the inconclusive result means that there was no immediate bounce in confidence post-election. Instead, our data shows that people were even more concerned after the results were announced than they were ...

July 2017

Tea and Other Hot Drinks - UK

Yogurt and Yogurt Drinks - UK



Drink - UK

“Although black tea is still drunk by the vast majority of people, competition from other tea types, as well as coffee and soft drinks, has chipped away at its role as Britons’ go-to day-to-day drink. Indulgent flavours could help to sidestep younger consumers’ dislike of the bitterness of black tea ...

“Consumer suspicions around artificial sweeteners present a significant barrier to companies looking to reformulation to meet the sugar reduction targets. However, the appeal of less sweet-tasting yogurts offers opportunities to cut sugar without replacing it.”

– **Alice Baker, Research Analyst**