

August 2023

Leisure Outlook - UK

“The summer season offers exciting opportunities for leisure operators. The school holidays, coupled with the popularity of weather dependent activities during this period, leads to increased participation levels across a range of outdoor activities. Theme parks, visitor attractions and music festivals remain popular leisure activities amongst all age groups during ...

Attitudes towards Low- and No-Alcohol Drinks - UK

“The recent hike in alcohol duties is likely add to the alcohol moderation trend already strengthened by the cost-of-living crisis. This offers opportunities for low-/no-alcohol variants, but these are hindered by an image as over-priced. Smaller formats, including RTD versions, should help to bolster low/no-alcohol drinks’ affordability. As ...

July 2023

Dairy and Dairy Alternative Drinks, Milk and Cream - UK

“The income squeeze and eye-watering price rises have prompted consumers to scrutinise even their use of the household staple that is milk, volumes falling sharply. Once household incomes regain momentum, the market faces rising competition from out-of-home occasions. However, this will also facilitate trading up in the market and allow ...

Bottled Water - UK

“Competition from tap water continues to pose a key challenge for the market. The convenience and safety of bottled water remain key usage drivers for the category, and aspects for individual brands to lean into, together with the perceived importance of hydration. Sustainability has become a lesser priority amid the ...

Alcoholic Drinks Review - UK

"Marketing themed around at-home occasions, further NPD in smaller formats, plus highlighting the number of servings in larger formats, should help brands to support category sales during the current cost of living crisis. Emotion-led marketing mining alcoholic drinks’ strong relaxing, mood boosting and treat associations should also help to drive ...

Upcoming Reports

Dark Spirits and Liqueurs - UK - 2023

Yogurt and Yogurt Drinks - UK - 2023