

September 2012

Online Grocery Retailing - UK

“If our recommendations for the rollout of in-store and drive-through collection are implemented by major grocery chains, then their store estates – including c-stores and hypermarkets respectively – become indispensable for fulfilling online orders.

August 2012

Wine - UK

“There is marked potential for lower-alcohol wines to grow provided they are able to offer a product which compares favourably with standard-ABV wines while undercutting them notably on price and calorie content.”

Sports and Energy Drinks - UK

“With around three in ten consumers sceptical that sports and energy drinks ‘do what they claim’ the market should take inspiration from the cosmetics industry in terms of proving the science behind the functional claims, helping to justify the category’s position as a more expensive product and alleviate any concerns ...

Dark Spirits - UK

“Many women (and men) are currently being asked to make the large jump from non-users into a market with a demanding image and taste profile. Providing these potential users with a path of progression into more sophisticated whiskies, an approach used effectively by Johnnie Walker in the US, should help ...

July 2012

Champagne and Sparkling Wine - UK

“Champagne now faces the very real risk of losing its strongest USP and association, with improvements in quality and the favourable price comparison of sparkling wine posing additional problems for Champagne brands.”

Drinking Out of the Home - UK

“The hassle involved with queuing is a key disincentive to drinking out of home, as 68% of adults who drink out of home agree that queuing is the most frustrating thing about drinking in pubs and bars. This could be remedied by introducing more table-service zones and faster payment methods ...