

December 2014

White Spirits and RTDs - UK

“The continued decline in volume sales of bottled RTDs makes a complete overhaul of the segment a necessity. A shift to premium bottle designs coupled with a focus on more adult orientated flavours would be a good starting point.”

Beer - UK

“Immigration into the UK from countries such as Romania and Bulgaria looks set to continue in the coming years. The time may therefore now be right for retailers and brands alike to roll out beers from these countries more widely in the UK, particularly as the major beer companies such ...

November 2014

Fruit Juice, Juice Drinks and Smoothies - UK

“Consumer concerns about the high sugar content of fruit juices and smoothies are reflected in the continuing decline in volume sales. However, the openness among consumers to steps that would reduce the sugar content of such drinks suggests scope for the market to engage with health-conscious consumers.”

October 2014

Still, Sparkling and Fortified Wine - UK

“The scope to increase value sales is limited by the heavy promotional activity that is both accepted and expected by shoppers. Therefore, other avenues such as clearer information about the differences between more and less expensive wines and the opportunity to sample wines before buying may be better placed to ...

Dark Spirits and Liqueurs - UK

“While whisky brands seek to make themselves more accessible to a wider pool of users through encouraging mixability and flavoured expressions, operators in the rum category are seeking to carve out a place at the premium and super premium tiers with aged expressions”

– Douglas Faughnan, Senior Food & Drink ...

Consumers and the Economic Outlook: Quarterly Update - UK

“The revival in confidence has stalled. Although the economy is picking up speed, the population as a whole isn't feeling the benefit of the recovery. People are as likely to say that they feel worse off than they did a year ago as they are to say that their finances ...