

January 2017

Beer - UK

“With the concept of pairing beer with food having gained traction among UK consumers, “dine in” meal deals look to be a huge missed opportunity for beer. These would provide an ideal platform to give world beers – which are already growing in popularity – even more visibility through partnering ...

White Spirits and RTDs - UK

“That an interesting flavour profile stands out as the top way to add value stands in contrast to white spirits’ traditional proposition of providing a subtle flavour, with vodka in a more challenging position in this respect. Gin has an edge in this context, being by its nature a flavoured ...

December 2016

Fruit Juice, Juice Drinks and Smoothies - UK

“Concerns around sugar continue to plague the category. While fruit juice is struggling under this pressure, the launch of no added or low sugar products and varieties claiming functional benefits appear to be helping fruit juice and smoothies. Unease around artificial sweeteners however, remains a concern.”

Supermarkets - UK

“Supermarkets remain the dominant sector within the wider grocery market but continue to lose market share. This is as much to do with increased choice in the market and demographic shifts as it is the fault of supermarket operators. However, there is a need to redefine what a supermarket can ...

October 2016

Still, Sparkling and Fortified Wine - UK

“Seen to offer value for money by just one in four UK adults, still wine could come under fire if household incomes are squeezed following the UK’s vote to exit the EU. Indeed, the drop in the strength of the Pound and the UK’s reliance on imported wine are set ...

September 2016

Dark Spirits and Liqueurs - UK

“Despite the inexhaustible supply of recipes for cocktails and other drinks on the internet, the notable interest in on-pack suggestions indicates a need for brands to do more to put these ideas into the path of the shopper.”

– **Emma Clifford, Senior Food and Drink Analyst**

Food and Non-food Discounters - UK

“Aldi and Lidl are continuing to take sales away from the grocery multiples by expanding their store estates and dispelling the perception that low prices means sacrificing on quality. But UK consumers struggle to differentiate between the two and this will need to change as they increasingly find themselves competing ...

Consumers and the Economic Outlook: Quarterly Update - UK

“For the UK, the EU referendum is one of the defining moments of the 21st Century so far, with long-term implications that will rival events as seismic as the financial crisis. The truth is, though, that this early in the process there has been little direct impact on most people’s ...

Alcoholic Drinks: Attitudes towards Drinks Gifting - UK

“Alcoholic drinks are bought by six in 10 people as gifts, but packaging products to appeal to more people and occasions, such as for female recipients or as a thank you can unlock new occasions. Encouraging trading up through better promoting the premium credentials of products will also help to ...

August 2016

Sports and Energy Drinks - UK

“Sugar continues to be an issue in the market and the upcoming sugar tax in 2018 is expected to have an adverse effect on volume sales. 52% of users would cut back or stop drinking sugary sports and energy drinks if the price went up. However, 37% of the users ...

Coffee - UK

“Growth in the coffee market in 2015 was helped by strong sales of coffee pods, which was in contrast to a continuation of the decline seen in recent years in sales of instant coffee. Coffee pods offer further opportunities for growth, while premiumisation is helping to support sales of instant ...

July 2016

Alcoholic Drinks Review - UK

“The online channel is likely to benefit from the craft boom in particular, providing an alternative sales outlet for brands other than venues such as pubs/bars and supermarkets.”

– **Chris Wisson, Senior Drinks Analyst**

Yogurt and Yogurt Drinks - UK

“In a price-driven market, yogurt companies will need to find a compelling alternative reason for shoppers to choose their products, as competitively lowering prices eventually becomes unsustainable. With many people amenable towards paying more for a guarantee on farmers’ pay or animal welfare, making their credentials in these areas tangible ...

Tea and Other Hot Drinks - UK

“UK retail value sales of tea have been in decline, with growth in sales of green, fruit/herbal and speciality teas not enough to make up for a fall in sales of standard black tea that dominates the market. Tea brands need to increase the appeal of their products to ...

June 2016

Carbonated Soft Drinks - UK

“The sugar tax is likely to have a severe impact on CSD sales in 2018, and as such is the single biggest challenge facing the industry. However, drinkers’ inclinations to switch to low-sugar versions and the strength of

Attitudes towards Sports Nutrition - UK

“There is strong interest in collaborations between sports nutrition and mainstream brands. Given that the boundaries between the two are becoming increasingly

consumer demand for action on the sugar issue suggest that companies seen ...

Drink - UK

blurred, a proactive move to be part of this trend, rather than fighting it, could be timely.”

– **Emma Clifford, Senior Food and Drink Analyst**

May 2016

Consumers and the Economic Outlook: Quarterly Update - UK

“Mintel’s consumer confidence data shows that the economy only has, at best, an indirect impact on sentiment. When the UK economy was outperforming most of its peers, many people were still pretty wary. However, in 2016 sentiment has continued to trend upwards, despite disappointing growth in the economy as a ...

April 2016

Convenience Stores - UK

“Consumers are increasingly looking for convenience in all aspects of their grocery buying habits. That is why we have seen a shift to more fluid grocery shopping habits with consumers, particularly younger consumers, shopping on a more when-needed basis. This shift has fuelled the convenience market and the leading players ...

Baby Food and Drink - UK

“Homemade food continues to dominate usage, offering parents a cheaper way to feed their child as well as control over ingredients. This poses a threat to the baby food and drink market. Brands and own-labels can play a role in helping self-sufficiency, through sharing their expertise for example in online ...

Cordials and Squashes - UK

“Health and naturalness will remain important sales drivers in the market in the coming years. Innovating with plant-derived sweeteners and using the ‘no added sugar’ claim should be an effective way for brands to promote their health credentials.”

– **Chris Wisson, Senior Drinks Analyst**

Pub Visiting - UK

“Many publicans have evolved their venues and placed a greater emphasis on food in order to remain profitable. That ‘high-quality food’ is the factor which is most likely to entice people to try a new pub underlines how an appealing menu can help to pubs to broaden their customer base ...

Added Value in Dairy Drinks, Milk and Cream - UK

“Given shoppers’ willingness to boycott a milk where farmers are seen to not have received a fair price together with their uncertainty over which operators pay farmers fairly, there is a need for companies to make their credentials in this area tangible to consumers. ”

The Leisure Outlook - UK

“The ever-growing importance of food to pub revenues means that landlords are competing as much against mid-market restaurant chains as they are against other pubs. There’s a growing case for replicating the kind of child-oriented provisions, such as toys and colouring books, that the likes of Pizza Express and Wagamamas ...

March 2016

Online Grocery Retailing - UK

“The online grocery market continues to grow in double digits but remains a niche market in terms of the wider grocery market. However, the shift away from superstores to more convenient shopping channels is certainly benefiting the market.”

– Nick Carroll, Retail Analyst

Bottled Water - UK

“Bottled water has enjoyed robust growth, benefiting as a low-cost option on the go while incomes were squeezed and boosted by good weather and its sugar-free credentials. The slow growth in real incomes should facilitate growth in spending. However, bottled water risks this prompting trading up to other drinks, highlighting ...

February 2016

Attitudes towards Craft Alcoholic Drinks - UK

“Consumers are likely to become increasingly demanding of brands which claim to be ‘craft’, and the onus is on the brands to ensure that they can provide clear evidence of their craft credentials.”

– Chris Wisson, Senior Drinks Analyst

January 2016

Cider - UK

“Positioning 750ml sharing bottles of ciders alongside wines on restaurant/pub menus should help to boost cider’s perceived sophistication and links to food-led drinking occasions.”