

### June 2023

#### Sports and Energy Drinks - UK

“Despite the challenges presented by the cost of living crisis, the sports and energy drinks market is set for further volume growth in 2023. This highlights the category’s resilience to pressures on household finances, which reflects their affordability and many users’ reported reliance on them to get through the day ...

#### Brand Overview: Drink - UK

“Purchases are being scrutinised more as consumers confront the cost-of-living crisis. Brands that reduce pack size or raise prices without communication risk the perception of being seen as opportunistic, which will undermine consumer trust as it does not offer a longer-term solution to cost-of-living pressures. Driving value perceptions – not ...

### May 2023

#### Cider - UK

“The cider category faces the challenge in the immediate term from the income squeeze, and in the longer term from the ageing population. Meal pairing suggestions and raising awareness of cider’s suitability for cocktails should help brands to capitalise on people spending more time at home for financial reasons. Meanwhile ...

#### Leisure Outlook - UK

“Over a quarter of consumers say good quality food and drink is an important factor when choosing a leisure activity. As a result, this has prompted venues primarily focusing on leisure activities - such as cinemas and social entertainment venues - to focus on improving the quality of their food and drink ...

### April 2023

#### Baby Food and Drink - UK

"Ongoing pressure on household incomes over 2023-24 will continue to erode volume sales of manufactured baby food by favouring scratch cooking. Promoting their products as components in home-cooked meals, offering recipes and further NPD in short-cut cooking products should allow brands to tap into the home-cooking trend and to drive ...