

## December 2010

### Cider - UK

The cider market has been one of the real success stories of the alcohol market over the past five years, helped by clever innovation which has constantly updated its appeal to its core 18-34-year-old consumer base. However, looking forward, 2011 and beyond threatens to be even tougher for the industry ...

## November 2010

### Fruit Juice and Juice Drinks - UK

The fruit juice and juice drinks market is valued at £3.1 billion in 2009 and, while both volumes and values have grown in recent years, the category has been hit by consumers trading down and a reduction in investment in both advertising and innovation. The juice drinks sub-sector has ...

### Christmas Drinking - UK

- Christmas is the perfect time for brands to attract 18-34 year-old drinkers. For example, over half (53%) of this age group who are Christmas drink buyers try something outside of their usual repertoire of drinks during the festive period.
- Alcohol manufacturers have an opportunity to help make people good hosts ...

## October 2010

### Rosé Wine - UK

This is a one-off Mintel report focusing specifically on the rosé market rather than analysing the entire wine market, which segments into red, white and rosé wine.

### Alcohol Purchasing in Supermarkets - UK

This is the first time that Mintel has produced a separate report looking at consumer behaviour surrounding and attitudes towards purchasing alcohol at supermarkets.