

July 2021

Brand Overview: Drink - UK

“Consumer concerns around COVID-19 are beginning to show signs of decline, but there will be a continued drive towards health and wellbeing from consumers. In the short term this will continue to be related to products that people hope will support their immune system, but over the longer term the ...

Sports and Energy Drinks - UK

“While the greater spotlight on health arising from the COVID-19 pandemic presents big opportunities for the market, the long-term shift towards working at home will curb impulse purchasing. Targeting at-home usage through larger pack sizes, formats that need to be diluted and products that are designed for exercising at home ...

Alcoholic Drinks Review - UK

“Value sales of alcoholic drinks declined by 21% in 2020. The second half of 2021 will see a strong recovery, but the alcohol moderation trend poses a challenge for brands in terms of increasing volume sales in the coming years. Flavour innovation, brand extensions and drinks that are lower in ...

Soft Drinks Review - UK

“The COVID-19/coronavirus hit the UK soft drinks market; the lockdowns and restrictions leading to loss of high-value on-premise and out-of-home retail occasions with the uptick in at-home occasions failing to offset this. The outbreak has put a heightened spotlight on sustainability and the nation’s health, accelerating the need for ...

Dairy and Non-dairy Drinks, Milk and Cream - UK

“The COVID-19 outbreak has reinforced the importance of getting the right nutrition to support overall health, an enduring focus on health expected to be one of the lasting impacts of the pandemic. This points to heightened pertinence for nutrition-centred messages across the food and drink market, including for milk, with ...

June 2021

Consumers and the Economic Outlook - UK

“Despite the continuing upheaval caused by COVID-19, financial wellbeing and financial confidence both hit new index highs in April 2021, while planned financial activity for the next three months approached pre-pandemic levels in May, driven by increased interest in leisure and hospitality.

While there are growing signs of polarisation and ...

Bottled Water - UK

“Concerns around sustainability gave way to the impact of COVID-19 as the biggest driving force for change in

COVID-19 and Food & Drink: A Year On - UK

“Despite the inevitable fall of retail food and drink sales from their 2020 peak, pandemic-related factors, especially the new era of remote working, will keep these elevated above their pre-COVID levels. The ongoing revival of scratch cooking/baking and the shift towards shared household meals, as well as the accelerated ...

the bottled water market in 2020/21. On-premise sales were hit by the closure of hospitality venues, while the loss of impulse out-of-home occasions took its toll on retail. As restrictions ease ...

May 2021

Baby Food and Drink - UK

“The COVID-19 outbreak hit sales of baby food and drink products by boosting scratch cooking. Shortcut cooking products such as parent/child meal kits and cooking sauces specially formulated for babies/toddlers would help companies to capitalise on this trend, which Mintel expects to continue due to permanent shifts in ...

Leisure Outlook - UK

“Due to pent-up consumer demand, restaurants and pubs are the top contenders to thrive in the wake of the pandemic. Consumers who remain in a healthy financial position are most likely to intend to visit these venues over coming months, meaning operators have an opportunity to premiumise food and drink ...