

## 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.

## September 2010

### Pub Visiting - UK

The consumer leisure market has changed beyond recognition, largely due to technology and how it has made the home environment more of a focus. This greater emphasis on spending time and entertaining at home has led to greater competition in the eating out market, particularly for the spending of the ...

### Smoothies - UK

The smoothies category has seen its exponential growth – driven by the success of Innocent – checked in the past three years, with the economic downturn seeing many consumers switching to cheaper alternatives such as pure fruit juices.

## August 2010

### Whiskies - UK

### Consumer Attitudes to Drinking - UK

At £3.6 billion whisky is worth more than any other spirits market in the UK. However, the continued decline of blended whisky, which accounts for 72% of the category's volume sales, means that in the next five years it will see an 11% decline in real value sales.

- Despite alcohol consumption being in decline since 2004, almost half of consumers are drinking alcohol 'once a week' or 'at least twice per week or more', demonstrating how ingrained drinking alcohol is as part of British culture.
- As consumers are going out less often but spending more when they do ...

## July 2010

### Cordials and Squashes - UK

The squash/cordials market was in slow but steady decline until the economic downturn radically changed consumer purchasing habits, with value overriding the desire for premium and healthy soft drink products.

### Wine, Cocktail and Champagne Bars - UK

- British out-of-home drinkers are habitual with seven out of ten stating that they usually drink the same thing.
- The theatre of cocktail making is the main draw for two thirds of the 6.5 million consumers that have drunk cocktail in the last year.
- Just under 4 million cocktail drinkers ...

### Drinking Habits Among 18-24-year-olds - UK

- Binge drinking (defined by the government/ NHS as 6 units in one session for women and 8 for men) is rife among 18-24-year-olds, with four in five of this age group exceeding the recommended limit on a regular basis.
- Although the drivers of binge drinking among the young is multi-faceted ...

## June 2010

### Liqueurs - UK

This report covers the UK market for liqueurs in the on- and off-trade on which excise duty is paid in the UK. Duty-free sales and personal imports of duty-paid product have been excluded from all data unless specified.

## May 2010

### Ales and Stouts - UK

This report covers the UK market for ales and stouts, in both the on- and off-trade.

## April 2010

### Online Drinks Retailing - UK

This is a new UK report looking at the growing market and consumer demand for buying alcoholic drinks online. This has been particularly popular for wine, and has the potential to take off for other drinks.

## March 2010

### Alcoholic Drinks Labelling - UK

The report focuses on the role that labelling plays in enhancing product packaging in terms of on-shelf appeal and providing product information.

### Hot Chocolate and Malted Drinks - UK

- The investment potential of the hot chocolate market is clearly highlighted by growth of 20% between 2007 and 2009. Despite the economic downturn, the market is now worth just under £100m.
- By contrast, once-iconic malted drinks, such as Horlicks and Ovaltine are now seen as old-fashioned and less relevant to ...

## February 2010

### Coffee - UK

With rising prices and economic downturn at play between 2008 and 2009, the coffee market has managed to weather the storm well. Between 2005 and 2009 the UK market for in-home coffee achieved 17% growth in value, and although some of this is attributed to the hike in raw coffee ...

### Champagne and Sparkling Wine - UK

The report assesses the UK market for Champagne and other sparkling wines, including sales through both the off- and on-trade. Coverage in the report is restricted to wine of fresh grape, produced from the naturally fermented juice of the grape, with a minimum strength of 5.5% alcohol by volume ...

## January 2010

### Premium Soft Drinks - UK

- Although small, this market is growing quickly and is now worth £105million. Premium soft drinks are more upmarket, adult soft drinks which usually come in premium packaged glass bottles and generally



## Drink - UK

contain natural, more unusual and better quality ingredients e.g. Shloer's white grape and elderflower juice and Belvoir organic ...