

September 2014

Cordials and Squashes - UK

“There is potential for energy drinks brands such as Red Bull or Monster to enter the super-concentrate market. These brands are likely to hold more resonance among young consumers than more family-oriented brands such as Robinsons.”

August 2014

Coffee - UK

“While tea has long been regarded as the nation’s favourite hot drink, the UK is equally a nation of coffee drinkers. While usage remains biased towards standard instant, a greater focus on the convenience and quality of micro-ground can support trading up.”

July 2014

Sports and Energy Drinks - UK

“Brands in this market need to find new ways of convincing users of the safety and efficacy of their drinks. At the same time, it is necessary for them to identify new angles to engage prospective consumers. Drinks made from natural ingredients show strong potential with more than seven in ...

Tea and Other Hot Drinks - UK

“Higher-caffeine teas could help brands increase usage by positioning the drink as an energy-boosting alternative to coffee while in hot chocolate, new formats would provide a platform for trading drinkers up.”

Drinking Out of the Home - UK

“Some 44% of out-of-home drinkers state that they prefer to drink in venues which offer locally produced drinks. Pubs can use local products to entice visitors but communicating the availability of these, such as via external signage, is central to reaping the benefits.”

Yogurt and Yogurt Drinks - UK

“That half of users of yogurt/yogurt drinks express concern about the sugar content in these highlights the need for the industry to tackle this issue. Trends towards clearer on-pack labelling in the UK will shine more light on the sugar content of yogurts.”

Consumers and The Economic Outlook - Quarterly Update - UK

“Although people are still more confident than they were in 2013, Mintel’s data suggests that they’re not entirely convinced by the economic revival. Across all three key measures (current situation, impact of the slowdown and how they expect their finances to fare over the next year), sentiment was slightly more ...