

## December 2012

### Beer - UK

“Drinkers are increasingly looking for pubs to make imaginative choices with their range of drinks and those which stick to safe options of just mainstream brands are likely to struggle to win over beer enthusiasts.”

## November 2012

### Supermarkets: More Than Just Food Retailing - UK

“The dominance of the major food retailers is still developing. Their offer is being refined – both in store size and product offer. There is still scope for growth in non-foods and services and the next decade will see all the majors seek to enhance their store portfolios and the ...

### Fruit Juice, Juice Drinks and Smoothies - UK

“Health remains an issue within the soft drink category, with potential to drive value sales in the market. For example, almost three in five smoothie drinkers agree that they are willing to pay more for a drink with higher fruit content, while a third agree that it’s worth paying more ...

### Premium Alcoholic Drinks - UK

“Premium brands would be ill-advised to follow a strongly promotional driven strategy as a means of appealing to more drinkers. However, this is not to say that they should not promote at all in order to preserve their exclusive status, as infrequent price cuts are undoubtedly an effective way of ...

## October 2012

### Soft and Low-alcohol Drinks in the On-trade - UK

“Much of the responsibility for boosting food and drink matching sits with the pubs themselves: clearer menu information on soft drinks, better positioning on bar displays to boost visibility and awareness and recommendations from bar staff are all potential means for on-trade establishments to tap into this lucrative market.”

### Cordials and Squashes - UK

“40% of over-65 squash/cordial buyers agree that fruit squash tends to taste too sweet compared with a 26% average. Therefore, reducing the sweet flavour of squash by lowering sugar or sweetener content, or even upping the level of tarter flavours, could better suit the palates of this lucrative group ...

## September 2012

### Online Grocery Retailing - UK

“If our recommendations for the rollout of in-store and drive-through collection are implemented by major grocery chains, then their store estates – including c-stores and hypermarkets respectively – become indispensable for fulfilling online orders.

## August 2012

### Wine - UK

“There is marked potential for lower-alcohol wines to grow provided they are able to offer a product which compares favourably with standard-ABV wines while undercutting them notably on price and calorie content.”

### Dark Spirits - UK

“Many women (and men) are currently being asked to make the large jump from non-users into a market with a demanding image and taste profile. Providing these potential users with a path of progression into more sophisticated whiskies, an approach used effectively by Johnnie Walker in the US, should help ...

## July 2012

### Champagne and Sparkling Wine - UK

“Champagne now faces the very real risk of losing its strongest USP and association, with improvements in quality and the favourable price comparison of sparkling wine posing additional problems for Champagne brands.”

## June 2012

### Carbonated Soft Drinks - UK

“The market must continue to advertise to keep the category front of mind with the consumer and step up innovation of healthier variants including the use of new sweeteners, to keep pace with that in competing categories such as juice drinks, which has increased NPD at a faster rate than ...

### Sports and Energy Drinks - UK

“With around three in ten consumers sceptical that sports and energy drinks ‘do what they claim’ the market should take inspiration from the cosmetics industry in terms of proving the science behind the functional claims, helping to justify the category’s position as a more expensive product and alleviate any concerns ...

### Drinking Out of the Home - UK

“The hassle involved with queuing is a key disincentive to drinking out of home, as 68% of adults who drink out of home agree that queuing is the most frustrating thing about drinking in pubs and bars. This could be remedied by introducing more table-service zones and faster payment methods ...

### Drinking in the Home - UK

“Exploring NPD positioning cider as a more sophisticated drink, such as vintage ciders and premium products like Aspell’s could also help the segment to boost its appeal among older age groups, together with a greater emphasis on food matching.”

### May 2012

#### Bottled Water - UK

“Awareness of the importance of staying hydrated has grown, with more than half of consumers saying that this is an influencing factor when drinking bottled water, either in or out of the home, but there remains a need to remind consumers to increase their consumption.”

#### Pricing and Promotions in Food and Drink - UK

“Consumers are becoming increasingly savvy about promotions and are aware of what represents value and what does not, something which means that retailers may have to give greater consideration to the specific mechanics and objectives of their promotional strategies.”

### April 2012

#### Convenience Stores - UK

“The convenience operations from the major grocery multiples are not traditional c-stores: instead, they are pared-down versions of their superstore offers. For independents, this means there are pressures to compete but there are also gaps in the offer to exploit. The independents must restate the convenience in c-store shopping, providing ...

#### Pub Visiting - UK

“Minimum pricing will only really work as a way of controlling the sale of alcohol in the off-trade if the minimum price per unit is adjusted on a regular basis to try and keep the differential between the two channels the same – or even narrow it to try and ...

#### Provenance in Food and Drink - UK

“The strong interest in provenance among the higher-earning households signals the ongoing potential to leverage origin information to justify added value. Emphasising provenance on-pack has potential to appeal to those consumers who are willing to pay more for a British product.”

#### Coffee - UK

“Newer types of premium instant innovation are important in replacing the jar, which consumers are used to associating with lower prices and brands should look to expand and segment their ranges by introducing sachets, cubes and refill pouches.”

#### The Retailing of Food and Drink - UK

“The market for food is changing. We are seeing the beginnings of a shift away from the superstores and towards online retailing and convenience stores. That is not to say that the superstores are in trouble, but the days when they swept all before them are now over.”

### March 2012

#### Private Label Food and Drink - UK

“Brands remain the most widely used type of product (89%) and outperformed the own-labels in terms of

#### White Spirits and RTDs - UK

“The new types of RTD have revived a flagging market and could potentially lead the overall RTD market back

sales in 2011. However, consumer sentiment indicates that brands may in fact be most at risk in 2012 with own-labels well placed to benefit from a growing pool of users.”

### Consumers and The Economic Outlook - Quarterly Update - UK

The report includes an overview of the changes in household well-being over the last three years, a breakdown of planned and recent spending, and consumers' assessment of how well they manage their money. Free to Mintel Oxygen subscribers, the report is the third in an ongoing series of quarterly updates ...

## February 2012

### Cider - UK

“Consumer research shows that drinkers like one or two ciders but view it as too sweet to drink all night. However, there are a number of ways around this: promoting dry ciders alongside sweeter variants and smaller, more concentrated serves.”

## January 2012

### Liqueurs - UK

“Managing a shift in consumer perceptions can also help to change liqueurs from being viewed as old-fashioned by too many younger people. This is partly due to a failure to update the image of the category and capitalise on the category’s rich provenance as something alluring rather than anachronistic.”

to the £1 billion mark. Its main obstacles at the moment are that people are put off by the lack of freshness inherent in this product and that – for older ...

### Tea and Other Hot Drinks - UK

“The current crop of loose leaf teas, including Twinings and Yorkshire Tea, are far from youth-oriented. Therefore, running youthful, contemporary-styled ad campaigns of loose tea products provides an opportunity for manufacturers to encourage demand among this group.”

### Food and Drink Packaging Trends - UK

“Three in four consumers state that it is important for brands/companies to invest in sustainable packaging, highlighting how this interest is translating into higher expectations on companies, suggesting opportunities for brands to stand out based on their credentials in this area. This reflects a broader trend identified by Mintel’s ...