

January 2017

Beer - UK

“With the concept of pairing beer with food having gained traction among UK consumers, “dine in” meal deals look to be a huge missed opportunity for beer. These would provide an ideal platform to give world beers – which are already growing in popularity – even more visibility through partnering ...

White Spirits and RTDs - UK

“That an interesting flavour profile stands out as the top way to add value stands in contrast to white spirits’ traditional proposition of providing a subtle flavour, with vodka in a more challenging position in this respect. Gin has an edge in this context, being by its nature a flavoured ...

December 2016

Fruit Juice, Juice Drinks and Smoothies - UK

“Concerns around sugar continue to plague the category. While fruit juice is struggling under this pressure, the launch of no added or low sugar products and varieties claiming functional benefits appear to be helping fruit juice and smoothies. Unease around artificial sweeteners however, remains a concern.”

Supermarkets - UK

“Supermarkets remain the dominant sector within the wider grocery market but continue to lose market share. This is as much to do with increased choice in the market and demographic shifts as it is the fault of supermarket operators. However, there is a need to redefine what a supermarket can ...

October 2016

Still, Sparkling and Fortified Wine - UK

“Seen to offer value for money by just one in four UK adults, still wine could come under fire if household incomes are squeezed following the UK’s vote to exit the EU. Indeed, the drop in the strength of the Pound and the UK’s reliance on imported wine are set ...