

January 2020

Beer - UK

"The low-/non-alcoholic beer trend has helped to keep beer on the menu for consumers prioritising health. That a quarter of 18-24s are keen to see more of these varieties presents a good opportunity for low- and non-alcoholic beer alternatives when targeting the younger consumer, which bodes well for ongoing ...

December 2019

The Leisure Outlook - UK

"Consumers have begun preparing for Christmas by adding to savings and reducing spend on nights out. While participation in some leisure activities is expected to take a hit, indoor venues look set to at least maintain trading levels as the winter cold settles in. Pubs hope to boost pre-Christmas trade ...

November 2019

Consumers and the Economic Outlook - UK

"Brexit has been delayed again. The public faces a Christmas general election. And the economy narrowly avoided a recession in September. It is no wonder, then, that consumer confidence has taken a hit. However, financial well-being is holding up and the vast majority of people think they'll be OK in ...

Coffee - UK

"Britain today is a nation of coffee drinkers as much as tea lovers, usage of each standing at four out of five adults. The industry stalwarts, however, face a challenge in that the younger age groups are noticeably less brand-loyal than older coffee lovers. Compelling storytelling can win them over ...

Still, Sparkling and Fortified Wine - UK

"The alcohol moderation trend poses a challenge for wine but lower/non-alcoholic variants are yet to realise their full potential. Developing more L/N/R versions with strong quality/craft emphasis should help to drive sales, particularly if coupled with marketing messages portraying these as a more interesting and sophisticated ...