

September 2016

Dark Spirits and Liqueurs - UK

“Despite the inexhaustible supply of recipes for cocktails and other drinks on the internet, the notable interest in on-pack suggestions indicates a need for brands to do more to put these ideas into the path of the shopper.”

– **Emma Clifford, Senior Food and Drink Analyst**

Consumers and the Economic Outlook: Quarterly Update - UK

“For the UK, the EU referendum is one of the defining moments of the 21st Century so far, with long-term implications that will rival events as seismic as the financial crisis. The truth is, though, that this early in the process there has been little direct impact on most people’s ...

Food and Non-food Discounters - UK

“Aldi and Lidl are continuing to take sales away from the grocery multiples by expanding their store estates and dispelling the perception that low prices means sacrificing on quality. But UK consumers struggle to differentiate between the two and this will need to change as they increasingly find themselves competing ...

Alcoholic Drinks: Attitudes towards Drinks Gifting - UK

“Alcoholic drinks are bought by six in 10 people as gifts, but packaging products to appeal to more people and occasions, such as for female recipients or as a thank you can unlock new occasions. Encouraging trading up through better promoting the premium credentials of products will also help to ...

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Sports and Energy Drinks - UK

“Sugar continues to be an issue in the market and the upcoming sugar tax in 2018 is expected to have an adverse effect on volume sales. 52% of users would cut back or stop drinking sugary sports and energy drinks if the price went up. However, 37% of the users ...

Coffee - UK

“Growth in the coffee market in 2015 was helped by strong sales of coffee pods, which was in contrast to a continuation of the decline seen in recent years in sales of instant coffee. Coffee pods offer further opportunities for growth, while premiumisation is helping to support sales of instant ...

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Alcoholic Drinks Review - UK

“The online channel is likely to benefit from the craft boom in particular, providing an alternative sales outlet for brands other than venues such as pubs/bars and supermarkets.”

– **Chris Wisson, Senior Drinks Analyst**

Yogurt and Yogurt Drinks - UK

“In a price-driven market, yogurt companies will need to find a compelling alternative reason for shoppers to choose their products, as competitively lowering prices eventually becomes unsustainable. With many people amenable towards paying more for a guarantee on farmers’ pay or animal welfare, making their credentials in these areas tangible ...

Tea and Other Hot Drinks - UK



Drink - UK

“UK retail value sales of tea have been in decline, with growth in sales of green, fruit/herbal and speciality teas not enough to make up for a fall in sales of standard black tea that dominates the market. Tea brands need to increase the appeal of their products to ...