

## December 2011

### Beer - UK

“Lager can undoubtedly innovate its way out of its current slump. If ever there was doubt about the importance of innovation in driving sales this can be dispelled by the value which flavoured vodkas plus pear and other fruit-flavoured ciders have added to their respective youth-orientated categories.”

## November 2011

### 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 when the feelgood factor will return to the economy.

### Food Retailing - UK

“These are tough times for the food retailers. For the first time trading down is becoming a big issue, thanks to their own success in building premium ranges in the good times.

### Fruit Juice and Juice Drinks - UK

“The ‘convenient health’ positioning is currently a strong place to be strategically and the pure juice market should take greater advantage of it. This means widening its usage beyond being drunk at home or over breakfast to for example: the workplace; on-the-go occasions (ie the morning commute); adult lunchboxes; healthy ...

## October 2011

### Cordials and Squashes - UK

“In order not to be left behind again if and when the economy recovers and starts to grow, the squash/cordials market needs to be more proactive in anticipating and modifying its product to synthesise with consumer trends.”

### Smoothies - UK

“More should be done to market the portability of smoothies, being more easily transported than fresh fruit and veg and easier to consume while on the go. This would help to increase out-of-home consumption from the relatively low 41% of consumers who drink smoothies on the go.”