

Cordials and Squashes – UK – March 2021

Report Price: £2195 | \$2995 | €2600

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This report looks at the following areas:

- The impact of COVID-19 on the cordials and squashes market.
- The outlook for the market in the re-emergence from the pandemic and recovery up to 2025.
- The latest new product development (NPD) trends.
- Consumers' habits around drinking cordials and squashes.
- Consumer behaviours and attitudes towards cordials and squashes.

Immunity support has considerable scope to appeal in cordials and squashes. As many as a third of drinkers are interested in variants that support immunity, this proposition largely unexplored currently in the category.

The COVID-19 pandemic has hit total sales of cordials and squashes, which are estimated to have plunged by 13.1% in value in 2020. The record fall in on-trade sales in this market was entirely responsible for this slump and masks a strong retail performance. Although the new wave of lockdowns in early 2021 adds a further challenge for the recovery of the on-trade, sales are expected to rebound sharply in 2021. The strong image of the key players in the market and the role of cordials and squashes as affordable options will support growth during the income squeeze.

2020 provided a boost to the market, benefiting from homebound lifestyles, infrequent grocery shopping and cautious spending mentality, which has somewhat continued into 2021; however, much of this will be lost in 2022. With the children's population declining, it remains imperative for operators to find ways to stay relevant to adults without children in the household. Premium versions and those with adult flavours offer means to encourage usage among this group.

The sustainability trend, which is likely to gain extra momentum in the wake of the pandemic, presents an opportunity for the market; 56% of drinkers/buyers agree cordials/squashes are a more environmentally friendly choice than



"While health was firmly on the government and consumers' agenda before the pandemic, the COVID-19 outbreak has brought it into even sharper focus. This spotlight has upped the potential for enhanced health benefits to appeal. Cordial/squash which supports immune health or with added vitamins/minerals, for example, interests around a third of drinkers/buyers."

– Amy Price, Senior Food and

Drink Analyst
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ready-to-drink soft drinks (eg fizzy drinks, juice drinks) while 38% of buyers are interested in buying a version with sustainable packaging. Cordials and squashes have an advantage over other soft drinks with regards to plastic waste and carbon footprint. Communicating this difference through marketing messages should help the category to further mine this benefit.



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- Moderation trend should benefit cordials/squashes
- Sustainability rises on consumers' radars
- Promotions remain an incentive to switching

IMPACT OF COVID-19 ON CONSUMER BEHAVIOUR

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- Lockdowns/restrictions stop on-premise sales
- Dining out and holidays are leisure activities people look forward to most
- Health becomes more of a priority in the wake of the pandemic
- Sustainability rises on consumers' radars
- One in four say environment is a higher priority
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