

Brand Overview: Drink - UK - 2021

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This report looks at the following areas:

- The impact of COVID-19 on consumer behaviour and how it will influence what consumers are looking for from brands.
- How leading drinks brands score on metrics like usage, trust, satisfaction, likely recommendation and perceived differentiation.
- The top-scoring brands for particular personality traits, including innovation, value, quality, ethics and taste.

People are slowly beginning to feel more confident that the worst of the pandemic is behind them. While 40% of adults said that they are still concerned about exposure to the virus in research run from 27 May-7 June, this is the lowest figure since Mintel's first wave of COVID-19 research in February/March 2020.

Although consumer concerns around COVID-19 are beginning to show signs of decline, there will be a continued drive towards health and wellbeing. In the short term this will continue to be related to building immunity, but over the longer term the focus will become more general. Helping consumers to manage their health through the addition of vitamins and minerals and the removal of unwanted components such as sugar and calories will resonate with more health-conscious consumers.

The biggest threat facing drinks brands is a consumer willingness to trade down to cheaper, own-label alternatives. During the pandemic consumers have become more budget-conscious, so it will be a challenge for brands to encourage shoppers to bring back pre-pandemic behaviours, such as impulse purchase. Brands can utilise emotion-based marketing focusing on taste to help entice consumers to make these decisions.

The alcohol moderation trend will provide opportunities for brands to introduce low-alcohol variants, but will also provide impetus for premium brands to move into the space previously occupied by alcohol. Brands like Fentimans, Fever-



"Consumer concerns around COVID-19 are beginning to show signs of decline, but there will be a continued drive towards health and wellbeing from consumers."

– Richard Hopping, Senior Brand and Household Care Analyst

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Tree, Belvoir and Bottlegreen can seek to build engagement through replicating the taste, theatre and social elements of alcohol drinking occasions.



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