

## Cordials and Squashes - UK - October 2011

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"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."

– Jonny Forsyth, Senior Drinks Analyst

### In this report we answer the key questions:

- Is the market over-reliant on a weak economy?
- Is this an investable market for UK soft drink companies?
- Has the industry segmented itself in a way which will maximise profits?
- Is the industry missing out on potential revenue from older consumers?

### Definition

For the purposes of this report, Mintel has defined the market for squashes and cordials in the following two ways:

- A squash is typically a drink requiring dilution in the ratio one part concentrate to four parts water, whereas a cordial would typically be in the ratio one part concentrate to eight parts water. New double-strength squashes have been developed in the market and have been designed to only need half the normal amount of water.
- Cordials is a much more niche category which comes at a higher price point and tend to be made from more natural ingredients eg fresh fruit and no additives as well as having more diverse flavours than traditional squash eg elderflower as opposed to orange or blackcurrant. Brands include bottlegreen (now owned by SHS) and Belvoir.
- Cordials' 'freshness' means that they do not contain the preservatives that allow squash to keep for longer and be kept in cupboard rather than the fridge.

However, as sales are rarely broken down into the above segments, in practice the report analyses squashes/cordials together. The report analyses the total UK market, which is divided into two main channels:

- Take-home includes all supermarkets/shops where the cordial/squash is brought to take and drink at home
- On-premise refers to when squash/cordial is bought to drink at a particular out-of-home destination.

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