

Drinking Out of the Home - UK - July 2012

Report Price: £1750 / \$2723 / €2181

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"The hassle involved with queuing is a key disincentive to drinking out of home, as 68% of adults who drink out of home agree that queuing is the most frustrating thing about drinking in pubs and bars. This could be remedied by introducing more table-service zones and faster payment methods to speed up service."

– Alex Beckett, Senior Food Analyst

In this report we answer the key questions:

- How can the on-trade encourage more custom from in-home drinkers?
- How can the drinks brands encourage sales among over-65s in the on-trade?
- What effect are minimum pricing plans likely to have on out-of-home drinking if carried out?
- How can the on-trade encourage interest in new products?

Reflecting the struggles of the on-trade, the out-of-home drinks market has seen volume sales plummet by 22% to an estimated 2.9 billion litres between 2007 and 2012 on the back of a 10-percentage point fall in usage between 2006 and 2011, as consumers have switched to more affordable in-home drinking. The rising alcohol prices in the on-trade and the pressures on consumer budgets combining to fuel this shift.

This report covers the purchasing of alcohol for consumption in on-trade outlets (mainly pubs) out of home. It does not include consumption in the home, nor does it cover sales of soft drinks or hot beverages.

Excluded:

The purchasing of alcohol for consumption in the home, which is covered in Mintel's Drinking in the Home – UK, June 2012 report.

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