

Attitudes Towards Alcoholic Drinks - UK - July 2015

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“Rather than focusing only on under-35s, flavoured NPD (New Product Development) should also be looking to appeal to the profitable over-35 group, focusing less on sweet tastes and more on factors such as premium ingredients and unique production processes.”
– Chris Wisson, Senior Drinks Analyst

This report looks at the following areas:

- Utilising social media to build engagement
- Innovating with flavour creates opportunities but also risks
- Clearer alcohol content details can tap into consumers' moderation mindset
- Tapping into midweek drinking occasions

Alcoholic drinks remain a core part of many adults' food and drink repertoires, with 80% of Brits drinking these. However, many consumers are cutting back on their alcohol intake, largely on financial and health grounds, which has contributed to stagnating or falling volume sales in many categories. A quality over quantity mentality has emerged in which many are now looking for better quality drinks for the fewer occasions in which they drink.

Despite volume sales falling, a trend which is expected to slow or even finally turn the corner in the coming years, value sales have increased in many categories fuelled by rising prices and, in some cases, trading up. Many brands have enjoyed robust value and volume growth despite tough recent trading conditions. The overall value of the alcoholic drinks market rose by 11% over 2010-14, with further growth expected to push the market towards £42.9 billion in 2015.

Research for this report explores the ways in which brands can tap into current consumer trends such as the focus on flavour and premium drinks such as craft.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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The Market – What You Need To Know

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The Consumer – What You Need To Know

- 80% of adults drink alcoholic drinks
- 72% of drinkers do so at least once a week
- Almost three quarters expect no change in how much they drink
- Familiar brands lead the way in the decision-making process
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- Own-brand widely seen to lag behind brands on taste

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- Taste trumps brand name when it comes to alcoholic drinks
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