Attitudes towards Craft Alcoholic Drinks - UK - February 2016

Report Price: £1750.00 | $2834.04 | €2223.04

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

"Consumers are likely to become increasingly demanding of brands which claim to be 'craft', and the onus is on the brands to ensure that they can provide clear evidence of their craft credentials."
– Chris Wisson, Senior Drinks Analyst

This report looks at the following areas:

- The ongoing issue of defining 'craft'
- Does 'craft' growth risk putting family and medium-sized companies out of business?
- Online is a good fit for craft drink sales
- Craft needs to convey value for money

'Craft' is currently one of the buzzwords within the alcoholic drinks industry, with landlords and retailers alike looking to tap into the popularity of craft drinks. Craft beer is particularly big business, with new breweries opening each week. While some brands such as Guinness are looking to tap into the trend via internal projects, the acquisitions of Meantime and Camden Town in 2015 by SABMiller and InBev, respectively, are unlikely to be the last time a large brewery looks to buy its way into the segment.

A lack of a definition has not hindered the growth of craft drinks to date, with no imminent sign of this trend slowing down. However, with more operators entering the market, consumers are likely to become even more demanding of craft brands to prove their credentials and show that they are not just jumping on the bandwagon.

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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Table of Contents

Consumer research methodology