

Attitudes towards Craft Alcoholic Drinks - UK - February 2016

Report Price: £1750.00 | \$2834.04 | €2223.04

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"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.

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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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Table of Contents

Overview

What you need to know

Covered in this report

Executive Summary

The market

Alcoholic drink prices continue to rise

UK consumers continue to cut back on alcohol

The ongoing rise of craft drinks

Population changes could also impact the market

Companies, brands and innovation

Packaging and design innovation

Flavour and ingredients

Partnerships and takeovers

Craft spirits set for a profile boost

The consumer

Consumers are most likely to associate craft drinks with a unique flavour

Figure 1: Consumer definitions of craft alcoholic drinks, any ranking 1-5, November 2015

Mainstream repertoires are wider than craft ones

Figure 2: Purchase of craft and mainstream alcoholic drinks, November 2015

Only 24% of beer buyers are willing to spend £4+ on pints of craft beer

Cost could be a barrier to the growth of craft

Figure 3: Attitudes towards craft alcoholic drinks, November 2015

59% of drink buyers think that 'craft' needs to be defined

Figure 4: Further attitudes towards craft alcoholic drinks, November 2015

What we think

Issues and Insights

The ongoing issue of defining 'craft'

The facts

The implications

Does 'craft' growth risk putting family and medium-sized companies out of business?

The facts

The implications

Online is a good fit for craft drink sales

The facts

The implications

Craft needs to convey value for money

The facts

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The Implications

The Market – What You Need to Know

- Alcoholic drink prices continue to rise
- UK consumers continue to cut back on alcohol
- The ongoing rise of craft drinks
- Population changes could also impact the market

Market Drivers

- Alcoholic drink prices continue to rise
 - Figure 5: UK excise duty rates for selected alcoholic drinks, 2005-15
- UK consumers continue to cut back on alcohol
- The ongoing rise of craft drinks
- Population changes could also impact the market

Key Players – What You Need to Know

- Packaging and design innovation
- Flavour and ingredients
- Partnerships and takeovers
- Craft spirits set for a profile boost

Launch Activity and Innovation

- Packaging and design innovation
- Flavour and ingredients
- Partnerships and takeovers
- Craft spirits set for a profile boost

The Consumer – What You Need to Know

- Consumers are most likely to associate craft drinks with a unique flavour
- Mainstream repertoires are wider than craft ones
- Only 24% of beer buyers are willing to spend £4+ on pints of craft beer
- Cost could be a barrier to the growth of craft
- 59% of drink buyers think that 'craft' needs to be defined

Consumer Definitions of Craft Alcoholic Drinks

- Unique flavour most widely seen as mark of craft drink
 - Figure 6: Factors consumers see as defining a craft alcoholic drink, any ranking 1-5, November 2015
- Five other factors also stand out as key craft signifiers
- Small volumes
- Independently owned and produced
- Only 23% define craft drinks on price grounds
- Younger drinkers respond to NPD and a modern look
- 22% do not know what craft drinks are

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Purchase of Craft and Mainstream Alcoholic Drinks

Mainstream drinks repertoires are wider than craft ones

Figure 7: Repertoire of types of craft and mainstream alcoholic drinks bought, November 2015

Beer performs best for craft purchases ...

Figure 8: Purchase of craft and mainstream alcoholic drinks, by type, November 2015

... with ale/bitter leading the way

Figure 9: Share of all buyers of a drink, who have bought craft variants of the drink, by drink type, November 2015

Cider follows a similar pattern to lager

Spirits starting to tap into the craft movement

Wine lags behind in the craft stakes

How Much Drinkers Are Prepared to Spend on Craft Beer

Only 24% of beer buyers are willing to spend £4+ on a pint of craft beer

Figure 10: How much drinkers are prepared to spend on a pint of craft beer, November 2015

£2-2.49 can be a lucrative price point in the off-trade for 500ml bottles

Figure 11: How much drinkers are prepared to spend on a 500ml bottle of craft beer for drinking at home, November 2015

Attitudes towards Craft Alcoholic Drinks

Cost could be a barrier to the growth of craft ...

Figure 12: Attitudes towards craft alcoholic drinks, November 2015

... as could the lack of a definition ...

Dedicated 'craft' sections could aid choice

Figure 13: An example of Wetherspoon Craftwork display, October 2015

... while taste does not appear to be a barrier

More information about taste welcomed

Further Attitudes towards Craft Alcoholic Drinks

59% of drink buyers think that 'craft' needs to be defined

Figure 14: Further attitudes towards craft alcoholic drinks, November 2015

Craft is only preferred by one in four

Importance of scale and maker

Large scale a put-off for some

Taste trumps maker for most

Producing drinks on site and in partnership

Craft drinks in the on-trade

Role of reviews

Potential for drinks flights to reduce risk

Figure 15: An example of a beer flight

Branded glasses in demand

Appendix – Data Sources, Abbreviations and Supporting Information

Abbreviations

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Consumer research methodology

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