

## Dark Spirits and Liqueurs - UK - September 2016

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“Despite the inexhaustible supply of recipes for cocktails and other drinks on the internet, the notable interest in on-pack suggestions indicates a need for brands to do more to put these ideas into the path of the shopper.”

– Emma Clifford, Senior Food and Drink Analyst

This report looks at the following areas:

- Giving serving suggestions more visibility in-store is needed
- Own-label can tap into savvy shopping habits to grow its share
- Opportunities are ripe for more hot/spicy flavour innovation in liqueurs

The outlook for 2016 is very positive for the dark spirits and liqueurs market. This equates to healthy growth. Growth is being enjoyed both in the on- and off-trade. Encouragingly, each of the four segments making up this market is expected to see rises in both volume and value sales in the off-trade in 2016. However, this growth stems from rapid growth from just a few key brands.

Following the Brexit referendum, the value of the pound fell sharply, with the cost of imported alcoholic drinks expected to rise once this feeds through to consumer-facing prices. Mintel forecasts that there will be little overall volume sales growth in the dark spirits and liqueurs market.

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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 implications

Own-label can tap into savvy shopping habits to grow its share

The facts

The implications

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## The Market – What You Need to Know

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Inflation set to see volume sales stagnate

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## Launch Activity and Innovation

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 Packaging redesigns keep brands contemporary  
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Taste is the main sticking point – particularly for women

Recommendations are most likely to sway 18-24s

Trial packs can encourage experimentation

A challenge facing new brands and small producers

Premium varieties are the most popular

Young consumers are hungry for more serving suggestions

Spicy flavours appeal to half of 18-34s

## Usage of Dark Spirits and Liqueurs

62% of Brits drink dark spirits/liqueurs

Men are the core users of dark spirits

Notable differences in the preferences of the older and younger generation

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