

Dark Spirits and Liqueurs - UK - September 2017

Report Price: £1995.00 | \$2583.33 | €2370.86

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“Drinking with mixers and gifting are key entry points for dark spirits. Mixed drink recipe suggestions are therefore a crucial means to draw in new users, while promotions around young adults’ rites of passage would better enable companies to harness the power of gifting as an introduction to dark spirits.”

– **Alice Baker, Research Analyst**

This report looks at the following areas:

- **Recipe suggestions can help companies to harness the power of mixers**
- **Brands need to make flavour differences more tangible to shoppers**
- **Consumer interest in products with ethical aspects suggests untapped opportunities**

Standing at £5.8 billion in 2017, the UK dark spirits and liqueurs market grew by 20.8% over 2012-16, driven by inflation and volume sales growth for certain segments over 2014-16. Inflation owing to the weakened pound is expected to drive value sales up by 12.5% to £6.5 billion by 2022, while volume sales are anticipated to dip as shoppers cut back on discretionary spending.

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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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Brands need to make flavour differences more tangible to shoppers

The facts

The implications

Consumer interest in products with ethical aspects suggests untapped opportunities

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The Market – What You Need to Know

Inflation and success of certain segments drive market growth 2012-17

Weakened household incomes to erode volume sales over 2017-22

Volume sales declines for whisky, while rum's momentum to stall

Inflation expected for all parts of the market

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Health organisations urge measures to reduce alcohol consumption

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Captain Morgan strengthens its hold over the rum market

Further growth in limited editions and premium variants in 2016-17

Glenfiddich innovates with barrel type

Advertising spend falls in 2016

Lifestyle focus in both spirit and liqueur advertising in 2016/17

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Promotions are more compelling than low price for dark spirits buyers

Drinking with mixers is a key entry point for dark spirits

Gifting provides another key entry point

Ethical aspects have strong appeal

Sugar concerns limit the appeal of liqueurs

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