

Alcoholic Drinks Review - UK - February 2018

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“Many consumers are moderating their alcohol intake, putting pressure on the industry. However, consumer interest in low- and non-alcoholic drinks and widespread quality over quantity mindset suggest opportunities for brands to stay on the menu.”
– **Kiti Soininen, Category Director, Food & Drink**

This report looks at the following areas:

- Low- and non-alcoholic drinks can keep brands on the menu as people moderate drinking
- Quality over quantity mindset continues to lend opportunities for premium proposition
- Further scope to build social media interaction with drinkers

The majority of Brits continue to drink alcohol, with only 18% reporting to have not drunk any in the three months to November 2017. This has helped the alcoholic drinks market to reach sales of £47 billion, with inflation contributing to recent value growth. Further growth is expected in the coming five years to £53 billion. The off-trade segment has outperformed the out-of-home channel in recent years, largely a reflection of the lower price of alcohol in shops. The resulting fall in on-trade footfall has in turn led to the closure of more pubs/bars.

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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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Fruit and flavoured launches continue to be explored

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Low-alcohol/alcohol-free launches come to the fore in beer and wine

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