Brand Overview: Drink - UK - May 2018

Report Price: £2195.00 | $2963.91 | €2470.25

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

"Category blurring is becoming more commonplace within the drinks sector as brands seek to utilise positive attributes from outside their immediate categories."
– Richard Hopping, Senior Brand and Household Analyst

This report looks at the following areas:

The drinks sector is in a period of flux, with the sugar levy impacting on the way that consumers drink and the brands they choose to buy. With price and taste two of the main factors in determining which brands to buy, there is likely to be a trade-off that consumers will have to make when facing drinks shelves in-store.

Energy drinks brands are already putting greater emphasis on the water aspect of their drinks in a bid to distance themselves from the more negative perceptions that pervade the category.

For brands deciding to reformulate, the extent to which they can replicate the taste without the same level of sugar may prove vital to ongoing success. For brands deciding against reformulating, there is the potential to market their drinks as indulgent, utilising the same drivers for purchase as brands in sugar food categories like ice cream or chocolate confectionery.

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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