

## Dark Spirits and Liqueurs - UK - September 2018

Report Price: £1995.00 | \$2693.85 | €2245.17

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“Friend/family recommendations and tasting sessions stand out as key means to drive dark spirits trial. Companies can incentivise recommendations through rewards such as discount vouchers and marketing messages themed around knowledge sharing.”

- Alice Baker, Research Analyst

This report looks at the following areas:

- Premium products could benefit amid the alcohol moderation trends
- Recommendations and sampling are key to driving dark spirits trial
- Opportunities for exciting flavour innovation in liqueurs

Estimated at just under £6 billion in 2018, the dark spirits and liqueurs market grew by 20.2% over 2013-18. This was driven by inflation and strong sales growth in certain segments, with American whiskey and dark rum performing particularly strongly in recent years. Dark spirits are drunk by half (47%) of UK adults and liqueurs/flavoured dark spirits by 41%.

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- Haig Club encourages responsible drinking
- Baileys looks to build associations with glamorous lifestyles
- Baileys Almande adverts bring the indulgence theme to dairy-free
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...and introduces new Caskmates IPA
- The Glenlivet presented as the definitive whisky
- Leading whisky brands focus on their heritage and craftsmanship
- Johnnie Walker lays open its production methods
- Jack Daniels highlights its willingness to make the extra effort
- Jim Beam emphasizes longer ageing
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- Various dark spirits brands promote meal pairings
- Disaronno looks to build associations with glamorous lifestyles
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Baileys is the most trusted brand

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Half of UK adults drink dark spirits

Four in ten adults drink liqueurs/flavoured dark spirits

Scotch whisky tends to be chosen for relaxing at home, while dark rum and bourbon win for parties

Tasting sessions and recommendations are key means to drive trial

Ingredients and ageing are seen as key for premium dark spirits/liqueurs

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Less sweet-tasting liqueurs have wide appeal

Winter bias in dark spirits drinking restricts usage occasions

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Four in ten adults drink liqueurs/flavoured dark spirits

Figure 59: Usage of liqueurs and flavoured dark spirits, by type, July 2018

More women than men drink liqueurs...

...but flavoured dark spirits are more likely to be drunk by men

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Ageing population will also hinder liqueurs

Cream-based liqueurs are the most likely to be drunk neat

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Tasting sessions and recommendations are key means to drive trial

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## Dark Spirit Drinkers' Behaviours

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