

Still, Sparkling and Fortified Wine - UK - October 2019

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

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



"The alcohol moderation trend poses a challenge for wine but lower/non-alcoholic variants are yet to realise their full potential."

- Alice Baker, Research Analyst

This report looks at the following areas:

- Alcohol moderation trend presents a challenge and an opportunity
- Appeal to consumers' openness to experimentation
- Offer further guidance in-store to secure sales and encourage trading up

Developing more L/N/R versions with strong quality/craft emphasis should help to drive sales, particularly if coupled with marketing messages portraying these as a more interesting and sophisticated choice than soft drinks.

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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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