

Alcoholic Drinks Review - UK - February 2019

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“Drinks makers are continuing to cater to consumers moderating their alcohol intake through a raft of low/no-alcohol versions, ensuring that they can keep buying into the market even as they seek to curb their drinking.”

– Amy Price, Senior Food and Drink Analyst

This report looks at the following areas:

- The moderation trend signals a warning and an opportunity to the market
- Elevating enjoyment by calling on consumers to savour the drink
- Harnessing the power of recommendations to drive sales

Beer and wine continue to dominate, although the fastest volume growth has come from white spirits/RTDs and cider, albeit from a much smaller base.

This overall rise is despite the much-vaunted trend for people to limit their alcohol intake. Drinks makers are reacting to this change by continuing to invest in low/no-alcohol variants.

The impact of the moderation mindset looks to have been offset by one-off factors in 2018, the FIFA World Cup and summer heatwave having an upward effect, especially for categories such as lager. Inflation and the popularity of more premium drinks remain key drivers of value growth over and above volume, a trend that looks set to continue going forward.

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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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Premiumisation trend continues

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Alcoholic brands solicit high levels of trust

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Beer brands dominate the off-trade

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Budweiser sees strong growth

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Still wine and lager are the most popular types
Promotions and special offers encourage 43% to try a new drink
91% enjoy the taste of alcoholic drinks
Drinking alone is acceptable, according to 68%
Beer most likely to be associated with social occasions; wine with a meal

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The enduring appeal of expert advice
Awards help to make a decision and provide proof of quality
The role for guiding choice
The demand for proof of quality
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91% enjoy the taste of alcoholic drinks
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