

Beer - UK - December 2019

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"The low-/non-alcoholic beer trend has helped to keep beer on the menu for consumers prioritising health. That a quarter of 18-24s are keen to see more of these varieties presents a good opportunity for low- and non-alcoholic beer alternatives when targeting the younger consumer, which bodes well for ongoing NPD and advertising within this area of the market."

-Amy Price, Senior Food & Drink Analyst

This report looks at the following areas:

- Low/non-alcoholic beer trend provides a way to engage younger drinkers
- A need to push sustainability credentials
- Post-exercise beer sparks interest
- Opportunities for British and imported brands

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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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Supermarkets are the most popular place to buy beer

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60% would rather cut back than switch to low-alcohol beer

Opportunities for British and imported brands

Post-exercise beer interests 41%

No stigma surrounding low-/no-alcohol beer for 64%

Sustainability appeals to majority of beer drinkers/buyers

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Calorie reduction is called for in beer

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60% would rather cut back than switch to low-alcohol beer

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