

Alcoholic Drinks Review: Inc Impact of COVID-19 - UK - April 2020

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“At the same time as facing the immediate upheaval brought about by the COVID-19 outbreak, the industry must also look ahead and respond to widespread consumer concerns about the healthiness of alcoholic drinks and the alcohol moderation trend, which the increased focus on health resulting from the outbreak will elevate.”
– Angharad Goode, Research Analyst

This report looks at the following areas:

- The impact of COVID-19 on consumer behaviour and market dynamics in the alcoholic drinks sector.
- The low-/no-alcohol opportunity, and the added impetus to this from COVID-19.
- The value of individual segments and brand performance in 2019.
- Consumer usage of and attitudes towards alcoholic drinks.

The outlook for the alcoholic drinks market in 2020 is fraught with uncertainty due to the rapidly changing situation surrounding the COVID-19 outbreak. The immediate impact of the lockdown will be a significant hit to drinks sales through the on-trade, while in the medium term the impact on the economy and consumer incomes will be inescapable. Alcoholic drinks are a discretionary category in the line of fire as people economise.

The COVID-19-related disruption follows a period of 11% growth in the market over 2014-19 to reach an estimated £49.3 billion. This was fuelled by rising average prices, with modest volume growth of 2% over the period. Volume sales ebbed noticeably in 2019, following the uplift from one-off factors in 2018 from the hot summer and the FIFA World Cup.

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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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