

Attitudes towards Premium Soft Drinks: Inc Impact of COVID-19 - UK - April 2020

Report Price: £2195 | \$2995 | €2600

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This report looks at the following areas:

- Impact of COVID19 on consumer behaviour in the premium soft drinks sector
- COVID-19 forces closure of on-premise venues and curtails on-trade sales
- Expected financial downturn to hit premium products, including soft drinks
- Aging population presents a challenge to the sector

The COVID-19 outbreak has brought on-premise sales of premium soft drinks to a halt. With the economy and consumer incomes expected to be hit in 2020, with cautious spending, premium products will be in the line of fire.

Taste is the top priority for consumers when it comes to buying premium soft drinks, and a key driver that marks a premium variant. A spotlight on the flavour profile can help brands set themselves apart in this space, while adventurous flavours, botanicals and spices all spark minority interest.



“Giving consumers more for their money will be vital, especially through the tough financial times many households face due to the COVID-19 outbreak. Proving and promoting health credentials will be crucial for brands in order to remain relevant to consumers’ shifting tastes. Added value through functional benefits could be a lucrative move.”

– Angharad Goode, Research Analyst

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