

Brand Overview: Drink: Inc Impact of COVID-19 - UK - July 2020

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“Since the COVID-19 outbreak, the drinks industry has faced unprecedented challenges while also glimpsing unexpected opportunities. Economic uncertainty will drive consumers to price-oriented purchasing behaviours, making it vital for brands to emphasise their unique value and persuade them to be worth that extra spend.”
– **Emilia Tognacchini, Junior Research Analyst**

This report looks at the following areas:

- The impact of COVID-19 on consumer behaviour and how it will influence what consumers are looking for from brands.
- How leading drink brands score on metrics like usage, trust, satisfaction, likely recommendation and perceived differentiation.
- The top-scoring brands for particular personality traits, including innovation, value, quality, ethics and taste.
- The leading brands on hot topics in the drinks sector – lifestyles, health and wellness.

Since its outbreak in March 2020, COVID-19 has put in motion a series of unprecedented challenges for the drinks industry. While lockdown restrictions have dramatically reduced drinking occasions and thus sales through on-premise venues, they have also opened up new opportunities for at-home consumption. Even as we move out of lockdown, however, the economic after-effects of the virus will continue to create challenges as consumers cut down on non-essential spending.

As with the 2008/09 recession, economic uncertainty will tend to favour own-labels, which have significantly increased their offering over the last decade and gained market share across different drink categories. Hence, it will be crucial for brands to invest in launches and campaigns designed to highlight their heritage and unique features to persuade consumers to prioritise value over price alone.

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