This report looks at the following areas:

- 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 and quality.
- The leaders on hot topics in the drink sector – ethics, taste and pureness.

As explored in Mintel Trend Total Wellbeing, consumers are treating their bodies like an ecosystem and seeking solutions that help them reach their health and evolving needs. This holistic understanding of health and wellness is also encouraging the link that consumers have between being good for them and being good for the planet. Brands like Innocent and Naked are considered to be particularly ethical and also have a reputation for purity.

While value is strongly related to price for consumers with limited household budgets, people with higher purchasing power have a more nuanced approach. However, research from May 2022 shows that 64% of adults have been affected by rising food and drink prices in the last two months, while 68% also believe the Ukraine conflict will lead to rising food and drink prices. This suggests that regardless of the economic situation, consumers will be more likely to be loyal to brands that keep their offerings unvaried or transparently communicate changes in price and pack size caused by possible supply chain disruptions.

In a scenario of economic uncertainty, savvy shopping behaviours will inevitably strengthen. This makes it crucial for brands to clearly communicate their value proposition to appeal to consumers and reach new audiences. Brands can position their drink products as more than beverages and provide ideas on how to upcycle their offerings after consumption, for example, the use of tea bag as cooking ingredients, DIY beauty components or plant food.

“As inflationary issues and economic uncertainty impact household budgets and discretionary spend, brands must align their offerings to wellness trends, position their launches as more than just beverages and encourage consumers to experience their products as means of enjoyment.”

– Emilia Tognacchini, Senior Brand and Household Care Analyst, May 2022

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While taste remains a key purchase driver for drinks, consumer interest in functional beverages creates new opportunities for brands to explore. For instance, brands can take inspiration from Tropicana + Fuel for Thought Juice and Robinsons Benefit Drops and extend their offerings with NPD designed to recharge and support both the body and mind.
Table of Contents

OVERVIEW

• Key issues covered in this Report
• Market context
• Products covered in this Report

EXECUTIVE SUMMARY

• Brand leaders
• Carbonated soft drinks are a British favourite
  Figure 1: Top ranking of brands operating in the drinks sector, by consumption in the last 12 months, 2019–22
• Various metrics influence commitment
  Figure 2: Top ranking of brands operating in the drinks sector, by commitment (net of “I prefer this brand over others” and “It is a favourite brand”), 2019–22
• Alcoholic drinks more likely to feature a unique brand image
  Figure 3: Top ranking of brands operating in the drinks sector, by differentiation (net of “It stands out as being somewhat different to other brands” and “It is a unique brand”), 2019–22
• Positive experiences protect brands from economic turmoil
  Figure 4: Top ranking of brands operating in the drinks sector, by positive experience (net of “Good” and “Excellent” responses), 2019–22
• Brand personality
• Trust goes hand in hand with usage and preference
  Figure 5: Top ranking of brands operating in the drinks sector, by agreement with “A brand that I trust”, 2019–22
• Help consumers maximise their product usage
  Figure 6: Top ranking of brands operating in the drinks sector, by agreement with “A brand that offers good value”, 2019–22
• Smaller brands can still drive innovation
  Figure 7: Top ranking of brands operating in the drinks sector, by agreement with “A brand that is innovative”, 2019–22
• Innocent leads in terms of ethicality
  Figure 8: Top ranking of brands operating in the drinks sector, by agreement with “Ethical”, 2019–22
• Taste is key
  Figure 9: Top ranking of brands operating in the drinks sector, by agreement with “Delicious”, 2019–22
• Perceptions around ethicality and purity travel in parallel
  Figure 10: Top ranking of brands operating in the drinks sector, by agreement with “Pure”, 2019–22

What’s included
Executive Summary
Full Report PDF
Infographic Overview
Powerpoint Presentation
Interactive Databook
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BRAND USAGE

- **Robinsons stands out on usage**
  Figure 11: Top ranking of brands operating in the drinks sector, by overall consumption, 2019-22

- **Carbonated soft drinks are a British favourite**
  Figure 12: Top ranking of brands operating in the drinks sector, by consumption in the last 12 months, 2019-22

- **Room to develop CSDs further through wellness alignment**
  Figure 13: Examples of CSDs launches with functional claims, 2021-22

BRAND PREFERENCE

- **Various metrics influence commitment**
  Figure 14: Top ranking of brands operating in the drinks sector, by commitment (net of “I prefer this brand over others” and “It is a favourite brand”), 2019-22

- **Baileys blends drink and food categories**
  Figure 15: Examples of launches from Baileys in food categories, 2021-22

BRAND DIFFERENTIATION

- **Alcoholic drinks capable of creating a unique brand image**
  Figure 16: Top ranking of brands operating in the drinks sector, by differentiation (net of “It stands out as being somewhat different to other brands” and “It is a unique brand”), 2019-22

- **Fever-Tree used limited edition launches to stand out**
  Figure 17: Fever-tree extend its offering with limited edition flavour variants, 2021-22

SATISFACTION AND RECOMMENDATION

- **Alcoholic drinks inspire enthusiastic feedback**
  Figure 18: Top ranking of brands operating in the drinks sector, by excellent reviews, 2019-22

- **Pukka benefits from stylish and special perceptions**
  Figure 19: Examples of new product launches from Pukka, 2021-22

- **Positive experiences protect brands from economic turmoil**
  Figure 20: Top ranking of brands operating in the drinks sector, by positive experience (net of “Good” and “Excellent” responses), 2019-22

- **Previous experience influences success of new product launches**
Figure 21: Top ranking of brands operating in the drinks sector, by likely recommendation, 2019-22

**TRUST AND QUALITY**

- **Trust goes hand in hand with usage and preference**
  Figure 22: Top ranking of brands operating in the drinks sector, by agreement with “A brand that I trust”, 2019-22
- **Different metrics influence perceptions of quality**
  Figure 23: Top ranking of brands operating in the drinks sector, by agreement with “A brand that is consistently high quality”, 2019-22

**VALUE**

- **Economic uncertainty urges brands to tap into perceptions of value**
  Figure 24: Trends in consumer sentiment for the coming year, 2018-22
- **Consumers worry about rise in cost of grocery goods**
- **Help consumers maximise their product usage**
  Figure 25: Top ranking of brands operating in the drinks sector, by agreement with “A brand that offers good value”, 2019-22
- **Add a premium touch to daily drinking**
  Figure 26: Top ranking of brands operating in the drinks sector, by agreement with “A brand that is worth paying more for”, 2019-22

**INNOVATION**

- **Smaller brands can still drive innovation**
  Figure 27: Top ranking of brands operating in the drinks sector, by agreement with “A brand that is innovative”, 2019-22
- **Robinsons launches on-the-go squash enriched with vitamins**
  Figure 28: Robinsons Benefit Drops, 2021
- **Kopparberg continues to diversify in attempts to innovate the alcoholic drinks market**
- **Coca-Cola’s new launch brings flavours that are “out of this world”**

**ETHICS**

- **Innocent leads in terms of ethicality...**
  Figure 29: Top ranking of brands operating in the drinks sector, by agreement with “Ethical”, 2019-22

---

**What’s included**

- Executive Summary
- Full Report PDF
- Infographic Overview
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• ...and empowers consumers

TASTE AND REFRESHMENT
• Taste is key
  Figure 30: Top ranking of brands operating in the drinks sector, by agreement with “Delicious”, 2019-22
• Kopparberg launches new canned cocktail range
• Consumers look at fruit flavours and bottled water for refreshment
  Figure 31: Top ranking of brands operating in the drinks sector, by agreement with “Refreshing”, 2019-22

HEALTHINESS
• Perceptions around ethicality and purity travel in parallel
  Figure 32: Top ranking of brands operating in the drinks sector, by agreement with “Pure”, 2019-22
• Tropicana nourishes the mind
  Figure 33: Product variants from Tropicana + range, 2021

APPENDIX – DATA SOURCES, ABBREVIATIONS AND SUPPORTING INFORMATION
• Abbreviations

APPENDIX – BRANDS COVERED

What’s included
Executive Summary
Full Report PDF
Infographic Overview
Powerpoint Presentation
Interactive Databook
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