

How People Shop for Alcoholic Drinks - UK - 2022

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This report looks at the following areas:

- The expected impact of the income squeeze on the alcoholic drinks category.
- Changes in consumer shopping habits in relation to alcoholic drinks as a result of the COVID-19 pandemic.
- Trends in in-store and online retail activation involving alcoholic drinks.
- Retail purchase channels for alcoholic drinks.
- Means to drive trial of alcoholic drinks.
- The importance of price promotions in the alcoholic drinks category.

Companies have good potential to drive purchase of new brands and variants of alcoholic drinks even during the income squeeze, as people with 'tight' finances are no less likely than those with 'healthy' finances to have bought a new alcoholic drink in the last six months, 64% of buyers having done this. Prominent in-store displays play an important role in prompting purchase of new alcoholic drinks, cited by 19% of buyers, on level pegging with discounts in this regard.

Alcoholic drinks' inherently discretionary nature puts them in the firing line for cutbacks while household incomes are under pressure. However, the income squeeze will also continue to favour the lower-priced retail at the expense of the on-trade.

The ageing population of the UK, in particular the projected 1.1% decline in the population of 18-34s over 2021-26, will erode category sales, as buying of many alcoholic drinks, including spirits, cider and sparkling wine/Champagne, is higher among people in this age group. This trend will also hinder on-trade sales growth, younger adults being the key pub-goers.

Meal deals play an important role in supporting alcoholic drinks sales; 31% of category buyers bought alcoholic drinks as part of these in the six months to April 2022, rising to 41% among 18-34s. More brands should therefore look to be



"Meal deals' important role in driving alcoholic drinks sales, particularly among younger adults, suggests that more brands should look to be included in these promotions."
- Alice Baker, Senior Food & Drink Research Analyst, June 2021

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included in these promotions. This is especially pertinent in cider, white spirits, sparkling wine and pre-mixed alcoholic drinks, where meal deals attract strong interest among shoppers, but availability is limited.



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