

Premium Alcoholic Drinks - UK - November 2012

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“Premium brands would be ill-advised to follow a strongly promotional driven strategy as a means of appealing to more drinkers. However, this is not to say that they should not promote at all in order to preserve their exclusive status, as infrequent price cuts are undoubtedly an effective way of encourage trialling.”

– Chris Wisson, Senior Drinks Analyst

In this report we answer the key questions:

- How can premium brands enhance accessibility without losing exclusivity?
- How can premium brands better convince female drinkers that they are worth the money?
- What is the craft drinks movement bringing to markets?
- How can wine develop its premium tier?

Despite the economic downturn, premium products continue to appeal to more affluent and recession-weary consumers. Many alcoholic drinks markets have proved to be resilient in recent years, attracting new users to the premium tier despite shrinking real disposable incomes. However, drinkers are becoming more demanding, with the majority reassessing their usage of premium drinks and requiring tangible differences in taste when buying into the top tier.

Some of the most successful drinks brands in recent years have been those which have effectively balanced accessibility with an air of exclusivity. Special editions and flavour innovations are two popular techniques that a number of operators have utilised and which represent effective ways for brands to refresh their image. Despite some signs of economic rejuvenation, many consumers are likely to remain demanding when choosing which drinks brands to buy, particularly if it means spending more.

This report explores consumer perceptions of premium alcoholic drinks and their usage of and attitudes towards them, which, despite the economic downturn, remain one of the key drivers of future growth in a mature alcohol market.

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EMEA: +44 (0)20 7778 7151
Americas: +1 (312) 932 0600
APAC: +61 (0)2 8284 8100