

## Drinking Out of the Home - UK - July 2013

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“With the price of drinking out of home consistently rising, the pressure is on landlords to keep pace with consumers’ increasing expectations of the pub experience.”

– Chris Wisson, Senior Drinks Analyst

### In this report we answer the key questions:

- How can the on-trade help to educate out of home drinkers?
- How can the on-trade entice people to drink out of home more?
- How can alcoholic drinks tap into the ‘pub grub’ renaissance?
- Could schooners tackle the problem of falling on-trade beer sales?

While the on-trade alcoholic drinks market remains in a difficult position, signs of recovery are evident. Value sales posted a second consecutive year of growth which, although marginal, boosted sales to just under £24 billion. However, much of this is due to rising prices, with drinking out of the home costing considerably more than in-home. The subsequent slump in volume sales since the economic downturn, down a further 4% over the past year to 2.8 billion litres in 2013, is expected to continue over the coming five years.

With few signs of notable economic recovery, the on-trade drinks market is likely to face a few more difficult years yet. There is a clear trend towards consumers drinking less often out of home as they manage their finances, with the in-home channel offering a much more affordable alternative. The aforementioned value growth, driven by inflation, is the sticking plaster propping up the market. The danger is that prices pass a tipping point whereby drinking out of home becomes too expensive for too many people, with serious and potentially longer term damage for the on-trade drinks industry.

This report covers the purchasing of alcohol for consumption in on-trade outlets (mainly pubs) out of the home. It does not include consumption in the home (covered in Mintel’s Drinking in the Home – UK, June 2013 report), nor does it cover sales of soft drinks or hot beverages.

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