

Beer - UK - December 2014

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“Immigration into the UK from countries such as Romania and Bulgaria looks set to continue in the coming years. The time may therefore now be right for retailers and brands alike to roll out beers from these countries more widely in the UK, particularly as the major beer companies such as Heineken and SABMiller already own many of the breweries.”

– Chris Wisson, Senior Drinks Analyst

This report looks at the following areas:

- Older consumers could be key for the craft beer segment
- Capitalising on Britain's changing population
- Leveraging beer and food matching
- What could the removal of the beer tie mean for the industry?

Beer continues to dominate the alcoholic drinks landscape, with 67% of adults drinking beer in the six months to September 2014. However, the category has struggled in the post-recession years as consumers continue to cut back on alcohol in general, and a rising number of drinkers switched into other categories such as cider.

Nevertheless, beer is now fighting back. Buoyed by favourable government intervention in the past two Budgets, it is expected to return to volume growth in 2014. This volume growth is being driven entirely by the off-trade as the on-trade continues to struggle largely due to its unfavourable comparison on price. Several segments such as flavoured and lower-alcohol beers continue to post encouraging growth, suggesting a brighter immediate future for the market.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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