

## Alcoholic Drinks Review - UK - July 2016

Report Price: £1750.00 | \$2834.04 | €2223.04

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



“The online channel is likely to benefit from the craft boom in particular, providing an alternative sales outlet for brands other than venues such as pubs/bars and supermarkets.”

– Chris Wisson, Senior Drinks Analyst

### This report looks at the following areas:

- Craft looks set to continue to dominate the industry's headlines
- Online drinks retailing has marked potential
- Beer and cider challenge wine as meal accompaniments

Alcoholic drinks remain an ingrained part of many adults' food and drink repertoires despite many consumers cutting back on their alcohol intake, largely on financial and health grounds. The in-home market has performed better than the out-of-home market in recent years, largely due to the lower prices. Consequently, there has been a notable reduction in drink sales in pubs/bars, in turn leading to the ongoing shrinkage of the nation's pub estate. Many publicans have turned to improving their food proposition as a means of offsetting falling volume sales of alcoholic drinks.

However, there are some areas of strong growth within the alcoholic drinks market, notably craft beer, Prosecco and dark/golden/spiced rum. Meanwhile, another star performer of recent years – flavoured cider – remains in growth but there are signs of this slowing down considerably. Flavour remains at the forefront of drinks innovation and is now extending into categories such as whiskey and wine, with category blurring becoming more commonplace.

BUY THIS  
REPORT NOW

VISIT:  
[store.mintel.com](http://store.mintel.com)

CALL:  
EMEA  
+44 (0) 20 7606 4533

Brazil  
0800 095 9094

Americas  
+1 (312) 943 5250

China  
+86 (21) 6032 7300

APAC  
+61 (0) 2 8284 8100

EMAIL:  
[reports@mintel.com](mailto:reports@mintel.com)

### DID YOU KNOW?

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

# Alcoholic Drinks Review - UK - July 2016

Report Price: £1750.00 | \$2834.04 | €2223.04

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

## Table of Contents

Overview

Executive Summary

Issues and Insights

The Market – What You Need to Know

Market Size and Segmentation

Market Drivers

Key Players – What You Need to Know

Launch Activity and Innovation

Brand Communication and Promotion

The Consumer – What You Need to Know

Usage of Alcoholic Drinks

Alcoholic Drinks and Social Media

Frequency of Usage

Choice of Alcoholic Drinks for Different Occasions

Spending on Alcoholic Drinks

Alcoholic Drinks and the Online Channel

Appendix – Data Sources, Abbreviations and Supporting Information

Appendix – Market Size and Forecast

BUY THIS  
REPORT NOW

VISIT: [store.mintel.com](http://store.mintel.com)

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: [reports@mintel.com](mailto:reports@mintel.com)