

White Spirits and RTDs - UK - December 2016

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“That an interesting flavour profile stands out as the top way to add value stands in contrast to white spirits’ traditional proposition of providing a subtle flavour, with vodka in a more challenging position in this respect. Gin has an edge in this context, being by its nature a flavoured drink.”

– Amy Price, Senior Food and Drink Analyst

This report looks at the following areas:

- Flavour is the top way to add value
- Major players move into craft
- Long-established brands trump smaller producers
- Potential for lower-alcohol/healthier versions

Both value and volume sales in the white spirits and RTDs market are expected to rise in 2016, fuelled by the ongoing success of leading segments vodka and gin, the latter of which is seeing an ongoing revival.

Other segments in the market such as white rum and RTDs have posted a more lacklustre performance, the more staid or negative image of these categories having a negative impact on sales.

White spirits remain a popular drink among UK adults, with 56% drinking them, while usage of RTDs stands at 35%. Vodka continues to take the lead, its versatility and value-for-money proposition continuing to drive usage. Major brands such as Smirnoff, which has a strong overall brand image and receives sustained advertising support, are also influential in creating growth.

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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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