

Attitudes towards Low- and Non-alcoholic Drink - UK - August 2019

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“The alcohol reduction trend looks to be here to stay. Encouraging moderation is on the government agenda, and cutting back on alcohol is also seen by consumers as offering various benefits, increasing its appeal.”

– **Kiti Soinenen, Category Director – UK Food & Drink Research**

This report looks at the following areas:

Crucially, the quality of the product is improving, meaning that switching to a low- or no-alcohol drink should come to no longer be seen as such a sacrifice.

We are seeing plenty of activity from craft brands and start-ups in this sector, and the commitment of many leading drinks conglomerates to supporting responsible drinking and driving growth of low-/no-alcohol drinks should add to the segment’s momentum.

- **Delivering on health is central for low-/no-alcohol variants**
- **Scope for brands to justify alcohol-equivalent prices**
- **No magic bullet for proving quality, but ingredient details and awards hold potential**

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DID YOU KNOW?

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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- Mainstream players explore wines below 0.5% ABV
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A third of adults moderate drinks, a fifth don't drink

Health considerations underpin moderation

Healthy variants are in demand

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