“Drinks makers are continuing to cater to consumers moderating their alcohol intake through a raft of low/no-alcohol versions, ensuring that they can keep buying into the market even as they seek to curb their drinking.”

– Amy Price, Senior Food and Drink Analyst

This report looks at the following areas:

- The moderation trend signals a warning and an opportunity to the market
- Elevating enjoyment by calling on consumers to savour the drink
- Harnessing the power of recommendations to drive sales

Beer and wine continue to dominate, although the fastest volume growth has come from white spirits/RTDs and cider, albeit from a much smaller base.

This overall rise is despite the much-vaunted trend for people to limit their alcohol intake. Drinks makers are reacting to this change by continuing to invest in low/no-alcohol variants.

The impact of the moderation mindset looks to have been offset by one-off factors in 2018, the FIFA World Cup and summer heatwave having an upward effect, especially for categories such as lager. Inflation and the popularity of more premium drinks remain key drivers of value growth over and above volume, a trend that looks set to continue going forward.
Table of Contents

Overview

What you need to know

Products covered in this Report

Executive Summary

The market

Sales see a boost in 2018

Figure 1: Forecast of UK value sales of alcoholic drinks, 2013-23

Beer volumes jump in 2018

Figure 2: Total UK value sales of alcoholic drinks, by segment, 2013-23

Wine sales growth slows in 2018

Freeze on most alcohol duties eases pressure on manufacturers

Half of adults are limiting or cutting back on alcohol

Companies and brands

Beer brands dominate the off-trade

Figure 3: UK retail value sales of the top 10 alcoholic drink brands, 2018*

Leading off-trade brands see mixed fortunes

Rise in low/no-alcohol versions as drinks makers hope to appeal to health-conscious consumers

Premiumisation trend continues

Advertising on alcoholic drinks sees ongoing decline

Alcoholic brands solicit high levels of trust

The consumer

80% of adults drink alcoholic drinks

Figure 4: Usage of alcoholic drinks (nets), November 2018

Still wine and lager are the most popular types

Figure 5: Usage of alcoholic drinks, by type, November 2018

Promotions and special offers encourage 43% to try a new drink

Figure 6: Factors encouraging trial of new alcoholic drinks, November 2018

91% enjoy the taste of alcoholic drinks

Figure 7: Behaviours related to alcoholic drinks, November 2018

Drinking alone is acceptable, according to 68%

Figure 8: Attitudes towards alcoholic drinks, November 2018

Beer most typically associated with social occasions; wine with a meal

Figure 9: Alcoholic drinks associated with selected occasions, November 2018

What we think

The moderation trend signals a warning and an opportunity to the market
The Market – What You Need to Know

Sales see a boost in 2018
- Beer volumes jump in 2018
- Wine sales growth slows in 2018
- On-trade leads by values, off-trade by volumes
- Freeze on most alcohol duties eases pressure on manufacturers
- Half of adults are limiting or cutting back on alcohol

Market Size and Forecast

Sales see a boost in 2018
- Figure 10: Total UK value and volume sales of alcoholic drinks, 2013-23

No uplift expected in 2019
- Figure 11: Forecast of UK value sales of alcoholic drinks, 2013-23
- Figure 12: Forecast of UK volume sales of alcoholic drinks, 2013-23

Market Segmentation

Beer volumes jump in 2018
- Lager leads beer market
- Craft trend is ongoing
- Wine sales growth slows in 2018
- Still wine sees growth; sparkling sales decline
- Gin continues to drive white spirits
- Vodka sees volumes dip
- Inflation continues to drive dark spirits
- Cider boosted by hot summer

Values by segment
- Figure 13: Total UK value sales of alcoholic drinks, by segment, 2013-23

Volumes by segment
- Figure 14: Total UK volume sales of alcoholic drinks, by segment, 2013-23

Channels to Market

On-trade leads by values, off-trade by volumes
Alcoholic Drinks Review - UK - February 2019

Market Drivers

Multiple factors affect the price of alcohol

Freeze on most alcohol duties eases pressure on manufacturers

Scotland introduces minimum unit pricing for alcohol, with Wales set to follow

Exchange rates and ‘Brexit’ deal will have a far-reaching impact on the drinks industry

Rising costs in the on-trade

Real incomes are rising, helping to fuel the premiumisation trend

Half of adults are limiting or cutting back on alcohol

2018 weather provides a boost for many drinks

Barley production falls for beer and whisky

Weather impacts on wine harvests in Europe

Environment becomes a key issue

Budweiser to be brewed with 100% solar power

Carlsberg unveils sustainability-led rebrand

White spirits brands highlight environmental credentials

Demographic changes will put pressure on the market

Companies and Brands – What You Need to Know

Beer brands dominate the off-trade

Leading spirits brands see mixed fortunes in off-trade

Leading cider brands benefit from warm weather, mixed performances from wine brands

Rise in low/no-alcohol versions as drinks makers hope to appeal to health-conscious consumers

Premiumisation trend continues

Advertising on alcoholic drinks sees ongoing decline

Diageo leads by advertiser spend

Alcoholic brands solicit high levels of trust

Market Share

Beer brands dominate the off-trade

Stella leads the market

Budweiser sees strong growth

Gordon’s sees fastest growth among top brands

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EMAIL: reports@mintel.com
Smirnoff’s cider performs well
Jack Daniel’s leads dark spirits
Wine brands see mixed fortunes
Strongbow and Kopparberg lead cider

Figure 22: UK retail value sales of the top alcoholic drink brands, 2015/16-2017/18 (sorted by 2017/18)
Figure 23: UK retail volume sales of the top alcoholic drink brands, 2015/16-2017/18 (sorted by 2017/18)

Start-ups and Disruptors – Case Studies

World of Zing
What is it?
Founded
Company mission statement
Founder’s story
Mintel analyst view
Product information
Figure 24: World of Zing, product list
Media profile
Figure 25: Social media metrics for World of Zing as of January 2019
The brand’s view
Target audience
Product stockists
Looking to the future
Smith & Sinclair
What is it?
Founded
Company mission statement
Founder’s story
Mintel analyst view
Product information
Figure 26: Smith & Sinclair, product list, 2019
Media profile
Figure 27: Social media metrics for Smith & Sinclair as of January 2019
The brand’s view
Target audience
Product stockists
Looking to the future
Gïk Live!
What is it?
Company mission statement
Mintel analyst view
Launch Activity and Innovation

- Rise in low/no-alcohol versions as drinks makers hope to appeal to health-conscious consumers
  - Beer brands look to low/no-alcohol options
  - Wine brands add to low/no-alcohol offer
  - Cider brands expand low/non-alcoholic versions
    - Figure 31: Old Mout’s non-alcoholic variant, 2018

- Spirits brands embrace craft cues with non-alcoholic launches
  - Figure 32: Non-alcoholic spirits alternatives, 2018

- Seedlip to launch aperitif range to target meal occasions

- Gordon’s adds low-alcohol premixes
  - Figure 33: Gordon’s Ultra Low Alcohol range, 2018

- Vegetarian and vegan claims rise in wine
  - Stella Artois joins other beer brands in going gluten-free
    - Figure 34: Stella Artois’ gluten-free variant, 2018

- Looking to colour for added theatre
  - Colourful gin trend continues with pink...
    - Figure 35: Pink gin launches, 2018
  - …purple and orange...
    - Figure 36: Gins in other colours, 2018
  - … as well as colour-changing gins
    - Figure 37: Aldi Colour Changing Gin, 2018

- Pink cider
  - Figure 38: Thatchers Cider Rosé variant, November 2018

- Sweet and sour flavours aim to pique interest
  - BrewDog’s sour beer aims to appeal to sour haters
    - Figure 39: BrewDog launches sour beer, 2018

- Cider and wine continue to expand fruit flavours

- Spirits highlight sweet taste to attract younger consumers
  - Figure 40: The Woodsman whisky is positioned as an entry-level product, 2018

- Liqueurs continue to explore on-trend flavours...
...and seek to drive year-round usage

Premiumisation trend continues
Use of new types of barrels taps into trend for aged drinks
Leading rum brands launch premium variants
Limited editions create a sense of urgency
Premium cider brand launches
Some whisky brands emphasise everyday affordability

Whyte & Mackay describes 50cl version as response to Minimum Unit Pricing
Retailers update BWS ranges
A focus on craft beer
Morrisons focuses on colour, not region in wine buying overhaul
Packaging can offer standout

A focus on craft beer
Morrisons focuses on colour, not region in wine buying overhaul
Packaging can offer standout

Packaging can offer standout

19 Crimes uses AR to bring labels to life
Alcoholic drinks brands look to expand into new areas
Kopparberg launches 'alcohol-infused' waters
Prosecco attracts Echo Falls and Martini
Wine brands move into spirits and beer
Alcohol brands look to waste products

Advertising and Marketing Activity

Advertising on alcoholic drinks sees ongoing decline

TV remains the preferred channel despite drop in spend

Diageo leads by advertiser spend
Investing in new brands/products
Supporting existing brands

Other notable advertisers
Heineken launches That’s Heineken campaign and supports Amstel
AB InBev switches focus to Bud Light
Bacardi increases spend
Pernod Ricard supports Campo Viejo and Jameson Whiskey
Lidl and M&S increase spend

Strongbow leads by brand, with a focus on music

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Other notable brands enjoying higher spend
Thatchers cider ramps up investment
Estrella Damm continues with long-form ad
Nielsen Ad Intel coverage

Brand Research
Brand map
Figure 48: Attitudes towards and usage of selected brands, December 2017-October 2018

Key brand metrics
Figure 49: Key metrics for selected brands, December 2017-October 2018

Brand attitudes: Strongbow seen to provide good value; Kopparberg to be innovative
Figure 50: Attitudes, by brand, December 2017-October 2018

Brand personality: all brands are seen to be accessible by the majority
Figure 51: Brand personality – Macro image, December 2017-October 2018

Gordon’s stands out as being deemed traditional; cider and lager brands as refreshing
Figure 52: Brand personality – Micro image, December 2017-October 2018

The Consumer – What You Need to Know

80% of adults drink alcoholic drinks
Still wine and lager are the most popular types
Promotions and special offers encourage 43% to try a new drink
91% enjoy the taste of alcoholic drinks
Drinking alone is acceptable, according to 68%
Beer most likely to be associated with social occasions; wine with a meal

Usage

80% of adults drink alcoholic drinks
20% have not drunk alcohol
Figure 53: Usage of alcoholic drinks (nets), November 2018
Figure 54: Repertoire of types of alcoholic drinks drunk, November 2018

Still wine and lager are the most popular types
Sparkling wine usage drops
Figure 55: Usage of alcoholic drinks, by type, November 2018

Cider also sees usage fall
Spirits appeal most to 18-34s

Factors Encouraging Trial of New Alcoholic Drinks

Promotions and special offers encourage 43% to try a new drink
The prevalence of discounting calls for new approaches
Figure 56: Factors encouraging trial of new alcoholic drinks, November 2018

Recommendation has prompted 41% to try a new drink
Harnessing the power of peer recommendation

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The role for guiding choice
The demand for proof of quality
Attractive packaging and limited editions appeal to 18-34s
Limited editions are an ingrained feature of the market

**Behaviours Related to Alcoholic Drinks**

91% enjoy the taste of alcoholic drinks
Elevating enjoyment by calling on consumers to savour the drink
Figure 57: Behaviours related to alcoholic drinks, November 2018
The environment becomes a pertinent issue, important to 62%
Almost half (47%) have reduced/limited alcohol intake, rising to 54% of 18-34s
Portion control appeals widely, offering a means to pace yourself or reduce intake
Smaller formats struggle on value image

**Attitudes towards Alcoholic Drinks**

Drinking alone is acceptable, according to 68%
Brands can also look to tap into importance of social connections
Figure 58: Attitudes towards alcoholic drinks, November 2018
67% view discounters as a way to get quality alcohol for less
Popularity of discounters challenges price perceptions
53% see local brands as important

**Associations with Occasions**

Beer most likely to be drunk on social occasions...
...wine with a meal...
...spirits at a nightclub
Drinks associated with relaxing at home
Figure 59: Aldi references food pairings on-pack, 2019
Figure 60: Alcoholic drinks associated with selected occasions, November 2018

**Appendix – Data Sources, Abbreviations and Supporting Information**

Abbreviations
Consumer research methodology

**Appendix – Market Size and Forecast**

Figure 61: UK value sales of alcoholic drinks, best- and worst-case forecast, 2018-23
Figure 62: UK volume sales of alcoholic drinks, best- and worst-case forecast, 2018-23
Forecast methodology