

### September 2022

#### Food and Non-food Discounters - UK

“Following two years of pandemic-impacted trading the UK’s economy has now been hit by record inflation. Amid this growing cost-of-living crisis, consumers are increasingly looking at ways to stretch already tight budgets. The discounters with their clear value focus are set to benefit from this period of financial uncertainty. As ...

#### Yogurt and Yogurt Drinks - UK

“Rapidly rising inflation in the yogurt category and the wider cost of living crisis put the leading brands at risk of trading down in 2022 and 2023. The continued interest in health however will drive continued demand in the category, also creating opportunities for operators to drive added value. Keen ...

#### Dark Spirits and Liqueurs - UK

“Dark spirits and liqueurs’ discretionary nature and relatively high price mean that they are likely to lose sales over 2022-23 as a result of pressure on household incomes. Smaller formats, including RTD versions, are among means for brands to support sales even as shoppers economise. Extensions into sweet treats also ...

#### Tea and Other Hot Drinks - UK

“Tea holds a comforting constancy for people. The cost-of-living crisis will boost the appeal of this perception, as consumers seek out emotional support during stressful times, while cost-saving efforts fuelling at-home occasions should prevent a steeper drop in tea retail sales. Localism and alcohol moderation trends represent potential areas of ...

### August 2022

#### Attitudes towards Low- and No-Alcohol Drinks - UK

“The market’s overpriced image is curbing growth during the cost-of-living crisis. Developing flavour complexity, for example through aroma and warming ingredients, and exploring added benefits around health and mood will help to boost perceptions of value. Inclusion in lunchtime meal deals will lower the price barrier, boost visibility and unlock ...

### July 2022

#### How People Shop for Alcoholic Drinks - UK

“Meal deals’ important role in driving alcoholic drinks sales, particularly among younger adults, suggests that more brands should look to be included in these promotions. Meal deals can help to cut through decision paralysis among people feeling overwhelmed by retailers’ selections, and can also help to drive sales of alcoholic ...

#### Travel Hub Foodservice - UK

“Having endured an extremely challenging couple of years, UK travel hubs must now contend with the cost-of-living crisis. The threat of commuters seeking cheaper alternatives is driving travel hub foodservices to play on price, but high overheads make this unsustainable.

Providing good value is not always about being the cheapest ...