

January 2020

Beer - UK

"The low-/non-alcoholic beer trend has helped to keep beer on the menu for consumers prioritising health. That a quarter of 18-24s are keen to see more of these varieties presents a good opportunity for low- and non-alcoholic beer alternatives when targeting the younger consumer, which bodes well for ongoing ...

December 2019

The Leisure Outlook - UK

"Consumers have begun preparing for Christmas by adding to savings and reducing spend on nights out. While participation in some leisure activities is expected to take a hit, indoor venues look set to at least maintain trading levels as the winter cold settles in. Pubs hope to boost pre-Christmas trade ...

November 2019

Consumers and the Economic Outlook - UK

"Brexit has been delayed again. The public faces a Christmas general election. And the economy narrowly avoided a recession in September. It is no wonder, then, that consumer confidence has taken a hit. However, financial well-being is holding up and the vast majority of people think they'll be OK in ...

Coffee - UK

"Britain today is a nation of coffee drinkers as much as tea lovers, usage of each standing at four out of five adults. The industry stalwarts, however, face a challenge in that the younger age groups are noticeably less brand-loyal than older coffee lovers. Compelling storytelling can win them over ...

Still, Sparkling and Fortified Wine - UK

"The alcohol moderation trend poses a challenge for wine but lower/non-alcoholic variants are yet to realise their full potential. Developing more L/N/R versions with strong quality/craft emphasis should help to drive sales, particularly if coupled with marketing messages portraying these as a more interesting and sophisticated ...

October 2019

Food and Non-food Discounters - UK

“The discount sector continues to enjoy positive growth and the main players across both food and non-food discounting continue to build their store estates through organic openings. Aldi and Lidl are increasingly blurring the lines between discount and convenience in the UK. The non-food discounters, however, are making fewer strides ...

September 2019

Dark Spirits and Liqueurs - UK

“Drawing on historical recipes has much to offer for dark spirits. Historical recipes for the drinks themselves chime with a quarter of 45-54s, signalling potential to retain users in the category. Meanwhile historical cocktail recipes using dark spirits would help to generate consumer excitement around the category, especially among under-35s ...

Consumers and the Economic Outlook - UK

“It is a confusing time for the British public. The new Government has been unable to agree a Brexit deal with the EU and Parliament has passed legislation obliging the Prime Minister to request a further extension if he cannot get one. Despite this, Boris Johnson has maintained his stance ...

The Leisure Outlook - UK

“Whereas the UK leisure economy benefitted from 2018’s summer heatwave and England’s run in the FIFA Men’s World Cup, participation in leisure activities has continued to increase in 2019 so far, with expenditure likely to follow. Whilst high employment levels and positive real wage growth has boosted sentiment, the coming ...

August 2019

Attitudes towards Low- and Non-alcoholic Drink - UK

“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. Crucially, the quality of the product is improving, meaning that switching to a low- or no-alcohol ...

July 2019

Sports and Energy Drinks - UK

“Although the leading brands are performing strongly, a new generation of energy drink brands looking to deliver

Tea and Other Hot Drinks - UK

“With tea and hot chocolate continuing to suffer from competition from coffee and soft drinks, brands in these

energy through 'clean' and 'natural' formulations is shaking up the market. If awareness is fostered, these new entrants have sizeable potential to grow the market penetration of energy drinks by appealing to non-users ...

Consumers and the Economic Outlook - UK

"The closer we got to the planned Brexit Day, the more worried people became about the impact it'd have on the UK's economy. With the delay to Brexit, these concerns seem to have melted away. People are far more relaxed about what Brexit will mean for both their own finances ...

categories need to look to new formats and more variety to tempt younger people who have a wide repertoire of drinks. Products focused on health and wellbeing, those meeting different needstates at ...

June 2019

Carbonated Soft Drinks - UK

"The shrinking population of key younger consumers, enduring concerns around sugar, and growing spotlight on single-use plastic waste pose challenges for the category going forward. The strong alcohol reduction trend meanwhile opens up new opportunities for CSDs to target. With few people seeing CSDs as a good alternative to alcoholic ...

The Leisure Outlook - UK

"The Easter heatwave provided a boost to the pub sector as more people headed out for food and drinks in casual, outdoor settings. However young people showed a desire to strike a balance between health and indulgence, as many kept up regular exercise routines."

– Paul Davies, Category Director ...

May 2019

Pub Visiting - UK

"Locally sourced food and drink attracts strong consumer interest and offers a viable means for pubs/bars to appeal beyond price. Flagging up that certain meal components or drinks are sourced locally would also help to strengthen the idea of pubs as supporting the local economy, evoking a feel-good factor ...

April 2019

Cordials and Squashes - UK

"The 2018 summer heatwave was a boon for cordials and squashes that saw growth return following five years of decline. However, sales in this traditionally family-oriented category have also been lifted by the strong performance of new adult-oriented options that offer

more sophisticated flavour profiles. Meanwhile, British fruit can be ...

March 2019

Soft Drinks Review - UK

“The soft drinks market has faced a challenging period as sugar has come under public spotlight since 2014. These drinks have, however, retained a substantial place on consumers’ menus. The significant challenge ahead is how to respond to the current scrutiny of single-use plastic packaging, in terms of both government ...

Bottled Water - UK

“Out-of-home consumption underpins much of the usage of bottled water, but the market is at risk from people opting more for filling bottles with tap water. Efforts to reduce sugar have helped sales of bottled water, but concerns about plastic waste could dampen future growth.”

– Richard Caines, Senior ...

The Leisure Outlook - UK

“Consumers spent cautiously over the Christmas and New Year season of 2018/19 despite having money left at the end of the month. Yet the promise of spring looks strong, partly due to people’s plans for the coming quarter, which should help the leisure sector rebound from the recent lull ...

February 2019

Consumers and the Economic Outlook - UK

“Concern over the impact of Brexit is more severe than at any other time since Mintel started tracking this measure, including the initial shock in the immediate aftermath of the vote. Theresa May’s withdrawal agreement was the first glimpse of anything resembling certainty since Article 50 was triggered in March ...

January 2019

Cider - UK

Online Grocery Retailing - UK

“Online grocery is still one of the fastest-growing channels of the grocery retail sector, but growth slowed for the third consecutive year in 2018. The number of users is plateauing as retailers struggle to engage new customers onto services that are still predominantly targeting big-basket shops in a period where ...

Specialist Food and Drink Retailers - UK

“Specialists have enjoyed two years of growth, helped by high inflation in 2017 and a return to growth in real wages in 2018. However, growth is forecasted to slow in the coming years and cost and convenience continue to be barriers to usage. Therefore it is important that specialists look ...

Alcoholic Drinks Review - UK

“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.

“Related to this desire to drink less, some consumers are looking to choose higher-quality ...



Drink - UK

"Barrel-aged ciders appeal particularly to over-55s, making these variants a promising means for companies to maintain engagement among older consumers. As well as tapping into quality associations around longer ageing, these products would also offer a less sweet flavour profile, which is likely to be particularly welcome to older people ...