

### September 2013

#### Still, Sparkling and Fortified Wine - UK

“Rather than trying to compete with standard strength wines, the lower-alcohol category may be better placed to promote its accessibility to younger consumers and target drinking occasions which have driven growth in categories such as cider.”

### August 2013

#### Dark Spirits and Liqueurs - UK

“While modern spins on whisky are likely to be shunned for drinks such as single malt by older drinkers, producers would be unwise to ignore the growing influence of appealing to younger tastes.”

#### Coffee - UK

“Most pertinently for the coffee pods segment will be convincing consumers that the products deliver better quality than instant coffee. This suggests that the coffee pods segment needs to convince the wider population that the price premium of coffee pods is justified, eg through promoting the lack of wastage, increased ...

### July 2013

#### Sports and Energy Drinks - UK

“Building associations between energy drinks and everyday situations such as work and commuting, rather than extreme lifestyles, could help to increase the relevancy of energy drinks among current non-users.”

#### Drinking Out of the Home - UK

“With the price of drinking out of home consistently rising, the pressure is on landlords to keep pace with consumers’ increasing expectations of the pub experience.”