

### May 2022

#### Leisure Outlook - UK

“18-24s are now as likely to take part in competitive socialising activities as they are to go to the pub for drinks, highlighting their desire for new and varied activities that provide a sense of adrenaline but don't necessarily involve consuming alcohol”.

– Paul Davies, Category Director – Leisure, Travel ...

#### Cider - UK

This report will help you to uncover opportunities and understand the key issues affecting your market. How? By giving you instant access to analysis and critical recommendations. It will also challenge routine thinking by providing fresh, new perspectives that energizes your thought processes.

### April 2022

#### Attitudes towards Healthy Eating - UK

"Propelled by the pandemic-driven rise in both eco- and health- consciousness, the prevailing 'holistic health' ethos is increasingly extending to that of the planet, and a very powerful proposition will be created through bringing together benefits around both. The popular concepts of 'food as medicine' and 'mood foods' continue to ...

#### Baby Food and Drink - UK

“Pressure on household incomes in 2022 will erode sales of baby food, drink and milk by boosting scratch cooking and further reducing birth rates. Parent/toddler cooking kits and frozen baby/toddler food products warrant attention, given strong consumer interest and limited availability. The former's appeal as a fun and ...

#### Consumers and the Economic Outlook Q1 - UK

“Even before the conflict in Ukraine, inflation had become the biggest concern for consumers, brands and the British economy for 2022. Households are set to endure the biggest squeeze on real incomes in decades, and the conflict in Ukraine will only add to existing inflationary pressures. This is seen in ...

### March 2022

#### Attitudes towards HFSS Food & Drink - UK

“Restrictions on the promotion of HFSS food and drink are due to kick in from October 2022 and will hit the visibility of products under the categories covered. Categories where a very high proportion of products are HFSS, such as chocolate, crisps and cakes, will be hardest hit, especially because ...

### February 2022

### Fruit Juice, Juice Drinks and Smoothies - UK

“With the ‘food as medicine’ concept gaining traction during the pandemic, functional benefits will be key to keeping fruit juice and smoothies on the menu during the income squeeze in 2022. Positioning these as supplement alternatives can boost usage frequency, while there is untapped potential for brands in this market ...

### Leisure Outlook - UK

“The first signs of how inflation will impact the foodservice market are beginning to show. Takeaways remain a popular option with consumers’ substituting evenings out with evenings in, meanwhile those heading out for a meal are favouring full-service restaurants that justify the expense by offering something extra special”.

### White Spirits and RTDs - UK

“Pressure on household incomes in 2022 will erode sales of white spirits owing to their relatively high price and discretionary nature. Promoting simple and relatively inexpensive mixed drink recipes and further NPD in smaller formats designed to hit a more accessible price point should help brands to support sales during ...

### Attitudes towards Premium Alcoholic Drinks - UK

“Although losing on-trade sales, premium alcoholic drinks’ retail sales benefited from the overall growth in retail alcohol drinks sales in 2020, sustained in 2021, amid the COVID-19 restrictions. The segment also gained users from shoppers trading up. However, sales are now under threat amid the income squeeze. Encouraging recommendations and ...

## January 2022

### Carbonated Soft Drinks - UK

“The alcohol moderation trend accelerated by the COVID-19 outbreak can be further mined in CSDs, for example through alcohol-inspired flavours and providing more food pairing inspiration. Meanwhile, harnessing the power of aroma to amplify the all-important enjoyment factor is a missed opportunity. Less sweet flavours could be key to boosting ...

### Beer - UK

“After a tough couple of years owing to the COVID-19 pandemic, beer brands can look to the future and tap into the sense of adventure felt amongst beer drinkers: 59% say they enjoy experimenting with new types of beer. This indicates a pressing need for brands to continue to innovate ...

## Upcoming Reports

**Carbonated Soft Drinks - UK - 2022**

**Consumers and the Economic Outlook Q4 - UK - 2022**

**Pub Visiting - UK - 2022**

**Still, Sparkling and Fortified Wine - UK - 2022**

**Consumers and the Economic Outlook Q3 - UK - 2022**

**Beer - UK - 2022**

**Leisure Outlook - UK - Autumn 2022**

**Coffee - UK - 2022**

**Food and Non-food Discounters - UK - 2022**

**Dark Spirits and Liqueurs - UK - 2022**



## Drink - UK

**Tea and Other Hot Drinks - UK - 2022**

**How People Shop for Alcoholic Drinks - UK - 2022**

**Bottled Water - UK - 2022**

**Dairy and Non-Dairy Drinks, Milk and Cream - UK - 2022**

**Alcoholic Drinks Review - UK - 2022**

**Attitudes towards Low- and No-Alcohol Drinks - UK - 2022**

**Travel Hub Foodservice - UK - 2022**

**Brand Overview: Drink - UK - 2022**

**Food and drink gifting - UK - 2022**

**Consumers and the Economic Outlook Q2 - UK - 2022**