

October 2009

Alcohol Ready to Drink (RTDs) - UK

While FABs (Flavoured Alcoholic beverages) grew the alcoholic RTD (Ready-to-drink) sector exponentially during the late 90s, the landscape of the alcoholic market has since led to their equally sharp decline. With furore over binge and underage drinking, they have found themselves, somewhat harshly, a scapegoat for wider societal problems, however ...

September 2009

Out-of-home Drinking - UK

This is the first time Mintel has produced a separate report looking at the market for and developments in on-trade alcohol. On-trade alcohol sales have grown steadily during the past decade but this disguises an underlying trend of decline in real terms – much of the increase being due to ...

Seasonal Drinking - UK

While seasonality does have some influence in consumer alcohol purchase decisions, its role is more limited than might be expected given that seasonality is a recurring theme of drinks advertising.

August 2009

Understanding Drinking Occasions and Unlocking Potential Customers - UK

The first part of this report focuses on how drinking behaviour differs considerably depending on the occasion. For example, lager, bitter, stout and cider are seen as drinks for a 'standard night' in or out, while spirits and cocktails are seen as almost exclusively for the 'big' occasion. Meanwhile, men ...

Drinks NPD - UK

New product development is crucial to the drinks market, maintaining consumer interest and supporting branding, which is of particular value in alcoholic drinks. NPD can address some particular current problems - including declining sales of alcohol and a weighting towards younger consumers, which is far from ideal given an ageing demographic.

July 2009

Independent Pubs - UK

Independent pubs appear to be in the middle when it comes to performance of the varying pub business models: managed pub groups have benefitted during the recession from their significant buying power and ability to offer extremely competitive pricing, tenanted/leased venues have been significantly hampered by their supply ties ...

Sports and Energy Drinks - UK

The market for sports/energy drinks has been buoyant despite the effects of the recession – and in 2008 it accounted for a combined £941 million, up 10% on 2007. In volume terms, the market achieved some 484 million litres, also up 10% on 2007. For 2009, the market is ...



Drink - UK

In-home Drinking - UK

This is the first time that Mintel has produced a separate report looking at the market for, and developments in, in-home drinking. In-home drinking has been rising in popularity in the UK for some time and the current recession is likely to increase its share of the total drinks market ...