

December 2015

Consumers and the Economic Outlook: Quarterly Update - UK

"Mintel's key measures of consumer confidence show that people are still wary. Although the improvements in sentiment that accompanied the end of the income squeeze have been sustained, 2015 has been a year of consolidation, rather than one of soaring consumer spirits. Earlier in the year, the election added ...

White Spirits and RTDs - UK

"Brands innovating with flavour should focus on the premium tier and try to resist gimmicky variants such as those which have harmed the flavoured vodka category in the US."

– Chris Wisson, Senior Drinks Analyst

Fruit Juice, Juice Drinks and Smoothies - UK

"Concerns around sugar are affecting the fruit juice, juice drinks and smoothies market. 36% of those buying less/not buying do so because of concerns over sugar content. Boding well for NPD is that 40% are interested in variants with reduced sugar and no sweeteners, and 24% in reduced sugar ...

Beer - UK

"That only 29% of beer drinkers are prepared to spend more than £4 per pint reflects the enduring price-sensitivity of the out-of-home beer market."

The Leisure Outlook - UK

"Displaying comprehensive online details of food and drink menus, and even daily specials and current guest ales, could be a deciding factor in securing a customer visit."

– Chris Wisson, Senior Drinks Analyst

November 2015

Private Label Food and Non-alcoholic Drink - UK

"That three in 10 shoppers would like to have a say in new products being added to own-label ranges, indicates this an a valuable route for own-brands to canvas the opinions of shoppers whilst also helping to build engagement and loyalty."

Supermarkets - UK

"The grocery superstores are losing market share and the main focus of this report is to examine why. We think that there are underlying socio-economic changes taking place which allied to the growth of the hard discounters, Aldi and Lidl, is leading to growth in more frequent shopping trips and ...

October 2015

Still, Sparkling and Fortified Wine - UK

“With limited plantings and uncertain harvests, demand for Prosecco may outstrip supply in the near future, helping to push up prices but also creating opportunities for other sparkling wines such as Crémant and English Sparkling Wine to capitalise upon.”

– **Chris Wisson, Senior Drinks Analyst**

September 2015

Food and Non-food Discounters - UK

“In both food and non-food retailing discounters are making a big impact and they still have some way to go. We expect a period of consolidation in non-food discounting which will begin with Poundland absorbing 99p Stores. But even with that bonus Poundland and its multi-price peers led by B&M ...

Sports and Energy Drinks - UK

“After a period of robust growth, sales in the sports and energy market lost momentum in 2014. While energy drinks are doing well, this has been offset by the poor performance of the sports drinks segment. The energy drinks segment makes up the vast majority of the market. This has ...

August 2015

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“The generally positive outlook of the economic climate, and the benefits that are gradually being witnessed at the individual level, means that the people of Britain are finally regaining their confidence. For the first time since the economic downturn, Mintel’s data shows that more people feel better off compared to ...

July 2015

Yogurt and Yogurt Drinks - UK

Estimated at just shy of £2 billion, sales of yogurt and yogurt drinks enjoyed estimated growth of 12% in value

Dark Spirits and Liqueurs - UK

“The commoditisation of flavoured vodka provides a cautionary tale for dark spirit brands to take heed of to try to retain the inherent premium image of the market. The Famous Grouse provides a good example of a brand that has innovated with different expressions while simultaneously promoting itself as a ...

Coffee - UK

“Instant coffee, which still accounts almost three quarters of all value sales of UK coffee, has seen a sales fall as it loses drinkers. Meanwhile the pods segment continues to go from strength to strength.”

– **Douglas Faughnan, Senior Food and Drink Analyst**

Tea - UK

The downward trajectory within the overall tea market continues. Overall volume sales dropped by 15%

terms over 2010-15. However, this was driven by rising prices, with volume sales falling by an estimated 4% over the period.

between 2010 and 2014, with an annual decline of 7% forecast for 2015. Despite a rise in average selling price, the value of the market has also been steadily slipping over the 2010-15 period, with ...

Attitudes Towards Alcoholic Drinks - UK

“Rather than focusing only on under-35s, flavoured NPD (New Product Development) should also be looking to appeal to the profitable over-35 group, focusing less on sweet tastes and more on factors such as premium ingredients and unique production processes.”

– **Chris Wisson, Senior Drinks Analyst**

June 2015

Carbonated Soft Drinks - UK

“That nearly half of adults view low sugar content as more important than the brand highlights how essential it is that brands’ diet/light variants are widely available to retain users. However, concerns continue to linger about artificial sweeteners, translating to marked interest in plant-derived sweeteners in the CSD (carbonated ...

May 2015

Added Value in Dairy Drinks, Milk and Cream - UK

“The dairy drinks, milk and cream market faces challenges on several fronts at present, including for example, the maturity of the white milk segment, the ongoing grocery retailer milk price wars, concerns over sugar (flavoured milk) and the macro trend towards healthier products (cream).”

Pub Visiting - UK

“More one-off promotions, for example, linking into seasonal produce, and enabling consumers to redeem the offer on smartphones rather than with paper vouchers could help to boost usage of promotions.”

– **Chris Wisson, Senior Drinks Analyst**

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“Economic improvements are finally beginning to be felt at the consumer level. Falling prices of essentials and rising wages are helping incomes go further and there are indications that people are beginning to relax their

budgets and spend on items and experiences that have been out of reach during the ...

April 2015

Baby Food and Drink - UK

“Brands could offer parents more reassurance about the healthiness of manufactured baby/toddler food by referencing more actively on-pack all the nutritional qualities the product has to offer, acknowledging key nutrients such as protein, calcium and carbohydrates.”

– Colette Warren, Food and Drink Analyst

Convenience Stores - UK

“Convenience stores are most used in urban environments with the majority of consumers using c-stores close to their home. The millennial generation, aged 16-35, are the most likely to visit c-stores and also are the most frequent users of the format. This generation is increasingly migrating to urban areas and ...

March 2015

Bottled Water - UK

“That the concept of water filling stations resonates with almost four in 10 bottled water users indicates that opportunities are ripe for brands to explore this scheme. As well as helping to position companies as forward thinking and socially responsible, such a move would be in tune with the younger ...

Attitudes towards Premium Alcoholic Drinks - UK

“As many consumers appear to have become savvier and more discerning, brands need to move beyond attaching a generic premium claim to their drinks.”

– Chris Wisson, Senior Drinks Analyst

Attitudes towards Low- and Non-alcoholic Drink - UK

“Cost is also a barrier hampering over-45s’ interest in the market and introductory offers or money-back guarantees could encourage trial to try to address the doubts about the quality of these drinks.”

– Chris Wisson, Senior Drinks Analyst

Online Grocery Retailing - UK

“The online sector is starting to mature – this way of shopping for food is not for everyone. That is good news for retailers as they have a vested interest in customers using their physical stores where they can market opportunistic buys more effectively and encourage impulse purchasing. In contrast ...

February 2015



Drink - UK

Attitudes towards Premium Soft Drinks - UK

“Sugar attracted negative media coverage in 2014, also affecting soft drinks. That half of premium soft drinks users are interested in reduced sugar versions of these signals room for growth in this area.”

– **Aimee Townshend, Research Analyst**

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“People are finally starting to feel the benefit of the recovery in their pay packets. After five years, average wages are finally increasing more quickly than prices. Although this will take time to feed through into consumer confidence, there are signs that spending habits are changing.”

January 2015

Cider - UK

“Talking about the use of specific apple/pear varieties in a similar way as beer is now doing with hops could further build premium cues by strengthening an image of quality ingredients.”

– **Chris Wisson, Senior Drinks Analyst**