

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**

Consumers and the Economic Outlook: Quarterly Update - UK

“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**

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**

Convenience Stores - UK



Drink - 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 ...