

## December 2018

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

“That consumers are limiting consumption due to concerns about sugar emphasises the importance of reformulation in juice drinks, and fruit juices and smoothies using their health halo and differentiation to support sales. The latter includes giving more details on ingredients, offering more varieties of blends and targeting different usage occasions ...

### The Leisure Outlook - Quarterly Update - UK

“The leisure industry continues to benefit from consumer drive towards experiences. As winter temperatures settle in, consumers are turning to indoor activities, especially visiting museums and art galleries. While pubs and nightclubs remain key to the night economy, operators need to find ways of holding up demand as consumers are ...

## November 2018

### Supermarkets - UK

“The supermarket sector is growing once more, but this growth has not been enough to stem the tide of spending moving away from large-format stores. This decade has seen unprecedented change in both how grocery shoppers behave and how the sector is structured. Consolidation, on both the retail and supply ...

## October 2018

### Still, Sparkling and Fortified Wine - UK

“In a market where many shoppers are focused on buying what is on special offer and consumers typically drink from a narrow repertoire of wine types, wine festivals can help to prompt people to buy more wine and encourage greater experimentation. These should include samplings and suggestions on wines people ...

### White Spirits and RTDs - UK

“The importance that many white spirits buyers place on product details underlines the need for companies to highlight attributes such as ingredient varieties and provenance prominently on pack. Securing good distribution and visibility in the on-trade is also crucial for brands in order to drive retail purchase.”

– Alice ...

### Beer - UK

“Consumers’ desires to lead healthier lifestyles is evident, this feeding through to the trend towards people reducing/limiting alcohol intake. Given the strong consumer perception that low-/no-alcohol beers allow you to drink more beer, there is scope for such variants to forge a role as the permissible face of ...

### Consumers and the Economic Outlook - Quarterly Update - UK

“Financial well-being and confidence was lower in each of the three months to October than we reported throughout the summer months. This matches the stagnant economic performance in August and September. Overall though, most consumers are still getting by, and remain relatively optimistic about their financial future.”

– Rich ...

### Attitudes to Low/No/Reduced Sugar Soft Drinks - UK

“The public spotlight on soft drinks has ensured that most users claim to try to make healthy choices at least most of the time. However, this typically stops at checking the added-sugar credentials of drinks, very few people scrutinising their ingredients or nutrition details. This puts the onus on healthier ...

## September 2018

### Food and Non-food Discounters - UK

“Overall the discount sector remains one of UK retail’s key growth areas. However, it is increasingly becoming a tale of two sides. The food discounters continue to put on exceptional growth, helped by store openings and the success of newer ranges such as premium. On the non-food side growth continues ...

### Dark Spirits and Liqueurs - UK

“Friend/family recommendations and tasting sessions stand out as key means to drive dark spirits trial. Companies can incentivise recommendations through rewards such as discount vouchers and marketing messages themed around knowledge sharing. Meanwhile sampling initiatives would help to overcome the barrier of spirits’ high price discouraging experimentation among risk-averse ...

### Coffee - UK

“Coffee drinking is ingrained among Brits, with usage on-par with the quintessentially British tea. However, a plateauing in pod machine ownership has put the brakes on coffee pods’ growth and slowed the overall volume performance. Reusable pods could polish the green credentials of pod machines and appeal to those put ...

### The Leisure Outlook - Quarterly Update - UK

“Consumers are reprioritising their leisure spending towards sharing experiences and habitual leisure activities, including frequent visits to pubs for drinks, working out in a gym and buying takeaways. Meanwhile, England’s success in the FIFA World Cup combined with the recent heatwave has helped boost the UK leisure economy.”

– ...

## August 2018

### Consumers and the Economic Outlook - Quarterly Update - UK

“Consumers continue to worry about the impact Brexit will have on the UK economy. But people are still focussing much more on their own financial situations, which are currently in a pretty healthy state. The base rate rise will make it harder for some, but the general outlook is positive ...

### Attitudes towards Craft Alcoholic Drinks - UK

“Where craft brands enjoy a decided advantage over standard ones is the positive emotions they spark among users. Underpinning this is a perception of craft brands as supporting their local economy. Marketing messages presenting their company as part of a wider community would help craft producers to leverage this perception ...

## July 2018

### Tea and Other Hot Drinks - UK

“While Britons continue to live up to their reputation of being a nation of tea drinkers, volume sales for ordinary teabags, which dominate the market, are down, the competition from coffee and soft drinks eroding sales. While ordinary teabags remain their core offering, operators are developing their mix of products ...

## June 2018

### Consumers and the Economic Outlook - Quarterly Update - UK

“The increase in confidence that we discussed in Consumers and the Economic Outlook – UK – March 2018 clearly wasn’t a one-off. Our confidence data has been running for almost a decade now, and people’s assessments, both of their current financial situation and how they expect their finances to shape ...

### The Leisure Outlook - Quarterly Update - UK

“Consumers cut back on spending and put more focus on their health at the start of the year. As we approach summer peoples’ priorities appear to be shifting. A quality over quantity mind-set is still apparent but intention to spend on drinking and dining out is on the rise. Leisure ...

## May 2018

### Pub Visiting - UK

“Millennials are particularly likely to view pubs as all-round leisure experiences and are receptive to new and more unusual forms of entertainment. The difficulty for landlords will be to cater for these more open-minded pub-goers while also meeting the needs of more traditional patrons who tend to see the pub ...

## April 2018

### Drinks Packaging Trends - UK

“The spotlight on plastic packaging and the environment is already driving change in the drinks market, while health concerns present a challenge and an opportunity. Consumer openness to using a deposit return scheme bodes well for its implementation, meanwhile, portion control packaging and nutrition labelling can appeal, helping consumers to ...

## March 2018

### Bottled Water - UK

### Carbonated Soft Drinks - UK

“Driven by a growing focus on healthiness, consumers are increasingly looking to limit their sugar intake, the Soft Drinks Industry Levy exacerbating this issue. This focus has led to many people switching to diet or no-sugar variants of CSDs, pushed by heavyweight players such as Coca-Cola and PepsiCo through their Coca-Cola ...

### What Children Drink - UK

“A wide range of drinks are bought by parents for children. With parents looking for healthier drinks when shopping for their kids and with school policies promoting them, healthier drinks remain a key area for brands to focus on. Single-serve drinks could come under pressure in the coming years, though ...

### Brand Overview: Drink - UK

“Category blurring is becoming more commonplace within the drinks sector as brands seek to utilise positive attributes from outside their immediate categories. Energy drinks brands are already putting greater emphasis on the water aspect of their drinks in a bid to distance themselves from the more negative perceptions that pervade ...

### Convenience Stores - UK

“Growth in the convenience sector accelerated for the third consecutive year, in part driven by inflation. However, it was the structural changes, both through acquisitions and failures, which made it a defining year for the sector. The increased power of the multiples in the market is likely to be both ...

### Consumers and the Economic Outlook - Quarterly Update - UK

## Drink - UK

“While the spotlight on plastic waste is a threat to the whole soft drinks market, the option of tap water and roll-out of water refill stations make this a more severe challenge for bottled water. Widespread feelings of guilt among consumers over the plastic waste generated by drinking bottled water ...

“People are still wary about the potential impact of Brexit – particularly when it comes to the cost of living. But people seem able to separate these macro-economic concerns from their own personal financial situation. Unemployment remains at record lows, and while average wages are still increasingly more slowly than ...

### Online Grocery Retailing - UK

“The smallest and quickest-growing aspect of the grocery market, online grocery is a sector that has seen a vast number of innovations in the past year as it strives to evolve to cater not just for big-basket supermarket-style shops but also for smaller top-up-based shops.”

### Health Food Retailing - UK

“The health food specialists have capitalised on the health and wellbeing trend but it hasn’t been easy as supermarkets and online players have increasingly muscled in on the market. The most important factor for specialists is trust, both as a way to combat the threat of the competition but also ...

### The Leisure Outlook - Quarterly Update - UK

“Although participation in many leisure activities continues to grow there are areas of the market that may begin to struggle if consumers begin to increase their saving habits. There is a growing range of eating out venues so pubs and restaurants need to stay innovative.”

– Helen Fricker, Associate ...

## February 2018

### Alcoholic Drinks Review - UK

“Many consumers are moderating their alcohol intake, putting pressure on the industry. However, consumer interest in low- and non-alcoholic drinks and widespread quality over quantity mindset suggest opportunities for brands to stay on the menu.”

– Kiti Soininen, Category Director, Food & Drink

## January 2018

### Cider - UK

“Smaller servings are a promising means for cider companies to attract custom in both the off- and on-trade. These should appeal to the health-conscious through lower alcohol units and calories, and also financially through a lower item price. This latter is



## Drink - UK

arguably especially needed given the pressure on household incomes ...