

December 2022

Beer - UK

"Pro-actively offering dish-matching recommendations for their drinks, both in-store and via online retail channels, should help beer brands to tap into increased at-home meal occasions during the income squeeze. Meal pairing suggestions are also relevant to driving usage occasions in the on-trade and can serve to encourage trading up where ...

November 2022

Pub Visiting - UK

"The pub industry is recovering well from the extended implications of the COVID-19 pandemic, and is nearly back to its pre-pandemic value. The sector faces increased competition from competitive socialising venues, which continue to be popular – particularly amongst Gen Zs. Moving forward, pubs should focus on diversifying their offerings ...

Coffee - UK

"A reversal in the previously flourishing coffee retail market's performance in 2022 is underpinned by the end of COVID-19 restrictions and cutbacks amid the cost of living crisis. Many consumers' efforts to consume less caffeine also present a challenge. Addressing the various barriers towards decaffeinated coffee is needed to release ...

Leisure Outlook - UK

"The recent increase in gym usage highlights the importance consumers continue to place on good physical and mental wellbeing. However, the fact that over-65s are most likely to be motivated by activities that are good for their physical wellbeing, but the least likely to attend the gym suggests there are ...

Still, Sparkling and Fortified Wine - UK

"The cost-of-living crisis has driven down sales of wine in 2022, reflecting its discretionary nature and high price. 'Switch and Save' suggestions should help retailers to appeal as a good value place to buy wine. Marketing messages portraying wine as enhancing low-key at-home occasions will help brands to drive purchase ...