

December 2013

Beer - US

“Undoubtedly, the biggest competitive threat to beer brands is the likelihood that drinkers will opt for wine or spirits instead of beer. This presents beer brands with a challenge to attract drinkers who may otherwise select a different type of alcohol. Doing so will, in part, entail taking a few ...

Private Label Beverages - US

“Stiff competition from global beverage companies means retailers have to work very hard to compete in the private label beverage category. Addressing the needs of key demographic groups, offering products that meet consumer needs for value, quality, and more, as well as playing on the inherent advantages of being a ...

November 2013

White Spirits - US

“Vodka easily dominates the surveyed white spirit and RTD segments, both in volume sales and reported consumption. However, consumers are no longer loyal to one alcoholic beverage or another. Emphasis on craftsmanship, quality, and almost limitless flavor innovation should be leveraged by rum, tequila, gin, and RTD segments to bring ...

Juice and Juice Drinks - US

“While the category benefits from a health halo, the perception of high calories and sugar has stunted recent growth. More and more, health professionals are pointing to the dangers of juice consumption and encouraging moderation (or elimination), especially among children.”

October 2013

Wine - US

“Young category participants are more likely than average to turn to recommendations from friends, store employees, and advertisements in their wine purchase decision. This group also turns to indicators such as label design at a higher-than-average rate and latches onto familiar characteristics such as an interest in natural products.”

Dark Spirits - US

“Despite its recent success, the dark spirits category still faces obstacles to becoming more commonplace in consumers’ alcohol routines. Flavor innovation and new products have piqued the interest of some adults of legal drinking age, but ongoing sales are dependent on consumer loyalty, not just product trial. Manufacturers must emphasize ...