

January 2018

The Leisure Outlook - UK

“Changes in leisure activity participation and spending indicate that consumers are choosing quality over quantity when it comes to drinking and dining out. Increased voucher usage also reflects that Brits are keen to keep up their leisure habits but seeking ways to make this more affordable.”

– Helen Fricker ...

Beer - UK

“A likely growth segment in the coming years is low- and non-alcoholic beers. While decidedly niche, high profile launches from Heineken and Budweiser over the past year are helping to raise its profile and buoy growth.”

December 2017

White Spirits and RTDs - UK

“Recommendations, either from friends/family or from drinks professionals, are pivotal in bringing new users to white spirits. Shared discounts and marketing themed around shared knowledge offer viable means for companies to persuade people to recommend their products. The influence of bartenders also offers venues scope to encourage trading up ...

Still, Sparkling and Fortified Wine - UK

“There is clear consumer interest in seeing more wines from regions such as Eastern Europe and Asia. Operators may also benefit by tapping into interest in other formats like cans and pouches which are becoming more credible alternatives to bottles.”

November 2017

Fruit Juice, Juice Drinks and Smoothies - UK

“While the Sugar Levy will impact juice drink sales, sugary variants in particular, there is marked potential to retain consumers through innovation in low-/no-added-sugar variants. Fruit juice has continued to struggle under the scrutiny over sugar, while the touting of functional health benefits appears to have helped smoothies flourish ...

Supermarkets - UK

“The supermarket sector is expected to return to growth for the first time in four years in 2017. However it is still a sector fighting against the grain of current shopping habits. Consumers continue to move to more fluid and frequent habits and the discounters continue to present a considerable ...

Consumers and the Economic Outlook: Quarterly Update - UK

“Consumers’ spending power is being hit by the squeeze on incomes as inflation continues to outpace average wage rises. In four of the last five months, people have been more likely to feel worse off compared to a year ago than to say that their finances have improved. This is ...