

August 2023

Leisure Outlook - UK

“The summer season offers exciting opportunities for leisure operators. The school holidays, coupled with the popularity of weather dependent activities during this period, leads to increased participation levels across a range of outdoor activities. Theme parks, visitor attractions and music festivals remain popular leisure activities amongst all age groups during ...

Attitudes towards Low- and No-Alcohol Drinks - UK

“The recent hike in alcohol duties is likely add to the alcohol moderation trend already strengthened by the cost-of-living crisis. This offers opportunities for low-/no-alcohol variants, but these are hindered by an image as over-priced. Smaller formats, including RTD versions, should help to bolster low/no-alcohol drinks’ affordability. As ...

July 2023

Dairy and Dairy Alternative Drinks, Milk and Cream - UK

“The income squeeze and eye-watering price rises have prompted consumers to scrutinise even their use of the household staple that is milk, volumes falling sharply. Once household incomes regain momentum, the market faces rising competition from out-of-home occasions. However, this will also facilitate trading up in the market and allow ...

Bottled Water - UK

“Competition from tap water continues to pose a key challenge for the market. The convenience and safety of bottled water remain key usage drivers for the category, and aspects for individual brands to lean into, together with the perceived importance of hydration. Sustainability has become a lesser priority amid the ...

Alcoholic Drinks Review - UK

"Marketing themed around at-home occasions, further NPD in smaller formats, plus highlighting the number of servings in larger formats, should help brands to support category sales during the current cost of living crisis. Emotion-led marketing mining alcoholic drinks’ strong relaxing, mood boosting and treat associations should also help to drive ...

June 2023

Sports and Energy Drinks - UK

“Despite the challenges presented by the cost of living crisis, the sports and energy drinks market is set for further volume growth in 2023. This highlights the category’s resilience to pressures on household finances, which reflects their affordability and many users’ reported reliance on them to get through the day ...

Brand Overview: Drink - UK

“Purchases are being scrutinised more as consumers confront the cost-of-living crisis. Brands that reduce pack size or raise prices without communication risk the perception of being seen as opportunistic, which will undermine consumer trust as it does not offer a longer-term solution to cost-of-living pressures. Driving value perceptions – not ...

May 2023

Cider - UK

“The cider category faces the challenge in the immediate term from the income squeeze, and in the longer term from the ageing population. Meal pairing suggestions and raising awareness of cider’s suitability for cocktails should help brands to capitalise on people spending more time at home for financial reasons. Meanwhile ...

April 2023

Baby Food and Drink - UK

"Ongoing pressure on household incomes over 2023-24 will continue to erode volume sales of manufactured baby food by favouring scratch cooking. Promoting their products as components in home-cooked meals, offering recipes and further NPD in short-cut cooking products should allow brands to tap into the home-cooking trend and to drive ...

March 2023

Attitudes towards Healthy Eating - UK

“With the cost-of-living crisis hampering healthy eating, helping consumers to eat healthily on a budget will resonate widely, with the grocers in a strong position to offer meaningful support here. Strong nutritional credentials can boost foods’ good value for money perceptions, especially if linked to long-lasting satiety. Meanwhile, forging links ...

White Spirits and RTDs - UK

“As an expensive, discretionary product, white spirits have seen volume sales decline in 2022 amid pressure on household incomes, a trend that will continue over 2023-24. Marketing messages focused on enhancing at-home occasions and NPD in smaller bottles will help companies to keep white spirits on people’s shopping lists amid ...

Fruit Juice, Juice Drinks and Smoothies - UK

“The cost-of-living crisis has taken its toll on the market, making it timely to address concerns over fruit juice/

Leisure Outlook - UK

“Over a quarter of consumers say good quality food and drink is an important factor when choosing a leisure activity. As a result, this has prompted venues primarily focusing on leisure activities - such as cinemas and social entertainment venues - to focus on improving the quality of their food and drink ...

Parents' Attitudes towards Children's Food and Drink - UK

“The cost of living crisis is likely to increase the popularity of at-home meal occasions, offering opportunities for brands with strong family appeal. Affordable, nutrient-rich meal ideas can help reassure parents that their children are meeting their nutritional needs, whilst products that contribute to five-a-day and fibre intake will also ...

Leisure Outlook - UK

“Some 51% of consumers perceive high quality food/drink to be important when visiting a leisure venue. The growing popularity of competitive socialising venues, which tend to offer exciting menus that are appealing to large groups, has put more pressure on other operators to modernise and become multi-purpose”.

– Jennie ...

smoothies made from concentrate by demystifying the processes involved and raising awareness of the sustainability benefits. Meanwhile, celebrating native ingredients – and spotlighting the correlation between low food miles and sustainability ...

February 2023

Carbonated Soft Drinks - UK

“CSDs have again proved resilient to squeezed incomes, supported by their affordability and roles as mood-boosting treats and alcohol replacements. With associations with littering curbing sales, doing more to tackle this and actively supporting the DRS will reap rewards for brands. Meanwhile, textural innovation could be the next frontier for ...

January 2023

Attitudes Towards Drinks Packaging - UK

“A stronger on-pack emphasis on recycled content in drinks packaging is warranted, given government targets and with this attribute widely seen by consumers as denoting sustainability. Highlighting the procedures they follow to create recycled bottles, including cleaning processes, should help companies to prove to consumers that they are being proactive ...

Upcoming Reports

Beer - UK - 2023

Carbonated Soft Drinks - UK - 2023

Food and Drink and At-home Socialising - UK - 2023

Pub Visiting - UK - 2023

Tea and Other Hot Drinks - UK - 2023

Cafés and Coffee Shops - UK - 2023

Coffee - UK - 2023

Leisure Outlook - UK - Autumn 2023

Still, Sparkling and Fortified Wine - UK - 2023

Dark Spirits and Liqueurs - UK - 2023



Drink - UK

Yogurt and Yogurt Drinks - UK - 2023