

Drinking in the Home - UK - June 2012

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“Exploring NPD positioning cider as a more sophisticated drink, such as vintage ciders and premium products like Aspell’s could also help the segment to boost its appeal among older age groups, together with a greater emphasis on food matching.”

– Alex Beckett, Senior Food Analyst

In this report we answer the key questions:

- How can manufacturers tap into drinkers’ attitudes towards drinking in home?
- How can the off-trade better connect with over-65s?
- Which types of drink are most suited to premium positioning for in-home drinking?
- What cues can cider take from the lager sector to engage drinkers as they age?

The in-home drinking market continues to grow in value terms, rising by 3.7% to an estimated £14.4 billion over 2011-12. While rising prices remain a key driver of value sales, volume sales returned to growth in 2012, of 0.9%, continuing the volatile performance of recent years. However, overall usage of alcohol remains at a four-year low, reflecting tighter budgets, the in-home channel too having seen usage fall, but less sharply than the off-trade channel, partly protected by its lower prices.

This report will assess consumer habits of drinking alcohol within the home. It will therefore look at the market for alcohol purchasing through the retail channel for the purpose of drinking in home; it does not cover consumption of soft drinks or hot beverages.

Excluded:

The purchasing of alcohol for consumption in on-trade outlets (mainly pubs) outside of the home is excluded from this report. This will be covered in Mintel’s Drinking out of the Home – UK, July 2012.

Value figures throughout this report are at retail selling prices (rsp) unless stated otherwise. Market sizes at constant 2011 prices are devised using Mintel’s food deflator.

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