

## Cordials and Squashes - UK - October 2012

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“40% of over-65 squash/cordial buyers agree that fruit squash tends to taste too sweet compared with a 26% average. Therefore, reducing the sweet flavour of squash by lowering sugar or sweetener content, or even upping the level of tarter flavours, could better suit the palates of this lucrative group.”

– Alex Beckett, Senior Food Analyst

### In this report we answer the key questions:

- How can manufacturers progress from the double-strength concept?
- Which NPD areas offer potential in squash?
- What NPD areas can manufacturers explore to engage the growing over-65s population?
- How can premium cordial manufacturers encourage usage?

Overall usage of squash and cordial remains fairly unchanged, however, volume sales continue to tumble as the double-concentrate sector rises in prominence. Between 2010 and 2011, total volume sales fell by 6.8% while value sales climbed by 3.5% to reach £749 million, reflecting the higher price of double-strength squash and inflation. However, this report highlights NPD opportunities for squash to support engagement with more exotic flavours, energy-giving credentials and added health benefits.

For the purposes of this report, Mintel has defined the market for squashes and cordials in the following two ways:

- A standard squash is typically a drink requiring dilution in the ratio one part concentrate to four parts water, whereas a cordial would typically be in the ratio one part concentrate to eight parts water. New double-strength squashes have been developed in the market and have been designed to only need half the normal amount of water giving them a ratio close to that of cordials.
- Cordials tend to have a thicker consistency than squashes and require more water to dilute. They tend to be made from natural ingredients, eg fresh fruit and no additives. Brands include Vimto, Bottlegreen and Belvoir.

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