

## Own Label Alcoholic Drinks - UK - April 2014

Report Price: £1750.00 | \$2834.04 | €2223.04

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*“Retailers should proactively promote their quality and awards won to level the playing field against brands, particularly as the economy improves and brands are poised to benefit from an easing of the budgeting mentality.”*

– Chris Wisson, Senior Drinks Analyst

### This report looks at the following areas:

- Is greater transparency the way forward for own-label drinks?
- Can own-label drinks move beyond just offering value for money?
- Why has own-label wine been such a success story?

The own-label alcoholic drinks market has enjoyed steady growth in recent years. However, this lags behind the increase enjoyed by the wider own-label food and drink market, underlining the limited success of own-label alcoholic drinks. Wines have been the success story for own-label drinks, with a highly fragmented and poorly branded market enabling the own-labels to claim market-leading shares. Own-label spirits also perform well, enabling consumers to enjoy drinks such as vodka and brandy at lower prices.

However, own-label drinks remain a minority consideration in many other lucrative categories such as beer and cider. These are well-branded markets, and this has stifled the progress of own-label alternatives. Own-label brands in these markets have also been slow to react to trends such as flavoured drinks, further limiting the potential for growth.

Although the economy is in recovery, this has not yet translated to a significant increase in real disposable incomes. This means that there is still scope for own-brand drinks to increase their share of the market. However, as confidence improves, brands are likely to become more appealing to consumers looking to relieve recession fatigue. If own-label drinks are to remain part of consumers' drinking repertoires in the coming years, then they will have to provide consistently high quality and innovative products.

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### DID YOU KNOW?

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