

Attitudes towards Premium Alcoholic Drinks - UK - March 2015

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

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“As many consumers appear to have become savvier and more discerning, brands need to move beyond attaching a generic premium claim to their drinks.”
– Chris Wisson, Senior Drinks Analyst

This report looks at the following areas:

- Moving beyond generic ‘premium’ claims
- Boosting premium associations in lighter drink categories
- Utilising promotions to drive volume sales
- Encouraging trading up in financially challenging times

Despite disposable incomes remaining under pressure and prices of alcohol rising, various premium drink brands have enjoyed strong sales growth in recent years. Almost 3/5 of adults report buying premium alcoholic drinks in the six months to December 2014, reflecting the popularity of the top tier of the market. However, the majority of Brits are still cutting back on alcoholic drinks in general, partially driven by cost considerations.

Just under 1/3 of drink buyers now associate premium variants with those which are more expensive than similar drinks, underlining how the widespread use of the term ‘premium’ has seen its meaning evolve. As many drinkers scrutinise their purchases, brands are under pressure to justify a premium claim/positioning and provide tangible reasons for their comparatively high prices.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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