

Cordials and Squashes - UK - April 2019

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“The 2018 summer heatwave was a boon for cordials and squashes that saw growth return following five years of decline. However, sales in this traditionally family-oriented category have also been lifted by the strong performance of new adult-oriented options that offer more sophisticated flavour profiles.”

– **Anita Winther, Research Analyst**

This report looks at the following areas:

- **Alcohol reduction trend is an opportunity for cordials and squashes**
- **The category has a strong green image it can leverage**
- **Scope to use British fruits to forge point of difference**

A combination of rising real consumer incomes, the spotlight on sugar and lacklustre summers saw value sales of cordials and squashes decline 11% over 2013-17. The 2018 summer heatwave was therefore a welcome reprieve that helped boost value sales by 7% to reach £783 million. Unless the heatwave returns, value sales are expected to drop back down in 2019.

While the category remains heavily dependent on kids and the family demographic, the stellar performance of Robinsons' new adult-oriented ranges is a clear indicator of demand for more grown-up, sophisticated flavours. Interest in alcohol-inspired flavours and herbal/spice flavours highlights scope to build on this demand, which could help buoy sales going forward.

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DID YOU KNOW?

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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