

Alcoholic Drinks in the United Kingdom

Market Direction | 2024-06-12 | 82 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €1750.00
- Multiple User License (1 Site) €3500.00
- Multiple User License (Global) €5250.00

Report description:

2023 was undoubtedly a challenging year for alcoholic drinks in the UK. Overall, volume sales in both on-trade and off-trade fell when compared to 2022. On the other hand, value sales continued to rise, mainly driven by unit price increases as a result of high inflation and rising production costs, rather than greater demand or widespread product innovation. The only category to buck this trend was RTDs, as new product development continued at pace and as consumer awareness of this alcoholic dri...

Euromonitor International's Alcoholic Drinks in United Kingdom report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2019-2023), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Beer, Cider/Perry, RTDs, Spirits, Wine.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Alcoholic Drinks market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Alcoholic Drinks in the United Kingdom
Euromonitor International
June 2024

List Of Contents And Tables

ALCOHOLIC DRINKS IN THE UNITED KINGDOM

EXECUTIVE SUMMARY

Alcoholic drinks in 2023: The big picture
2023 key trends
Competitive landscape
Retailing developments
On-trade vs off-trade split
What next for alcoholic drinks?

MARKET BACKGROUND

Legislation
Legal purchasing age and legal drinking age
Drink driving
Advertising
Smoking ban
Opening hours
On-trade establishments
Table 1 Number of On-trade Establishments by Type 2017-2023

TAXATION AND DUTY LEVIES

Summary 1 Taxation and Duty Levies on Alcoholic Drinks 2024

OPERATING ENVIRONMENT

Contraband/parallel trade
Duty free
Cross-border/private imports
KEY NEW PRODUCT LAUNCHES

Outlook

MARKET INDICATORS

Table 2 Retail Consumer Expenditure on Alcoholic Drinks 2018-2023

MARKET DATA

Table 3 Sales of Alcoholic Drinks by Category: Total Volume 2018-2023
Table 4 Sales of Alcoholic Drinks by Category: Total Value 2018-2023
Table 5 Sales of Alcoholic Drinks by Category: % Total Volume Growth 2018-2023
Table 6 Sales of Alcoholic Drinks by Category: % Total Value Growth 2018-2023
Table 7 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2023
Table 8 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2023
Table 9 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2023
Table 10 □Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2023
Table 11 □GBO Company Shares of Alcoholic Drinks: % Total Volume 2019-2023
Table 12 □Distribution of Alcoholic Drinks by Format: % Off-trade Value 2018-2023
Table 13 □Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2023
Table 14 □Forecast Sales of Alcoholic Drinks by Category: Total Volume 2023-2028

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 15 ☐Forecast Sales of Alcoholic Drinks by Category: Total Value 2023-2028

Table 16 ☐Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2023-2028

Table 17 ☐Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 2 Research Sources

BEER IN THE UNITED KINGDOM

KEY DATA FINDINGS

2023 DEVELOPMENTS

Challenging year for beer in both off-trade and on-trade channels

Potential competition for Guinness within stout

Popularity of non/low alcohol beer shows no sign of abating

PROSPECTS AND OPPORTUNITIES

Interesting future for beer via off-trade as innovation continues

On-trade must look to premium or interesting experiences to retain customers

Localisation, sustainability and heritage all marketing strategies for big brands

CATEGORY BACKGROUND

Lager price band methodology

Summary 3 Lager by Price Band 2023

Table 18 Number of Breweries 2018-2023

CATEGORY DATA

Table 19 Sales of Beer by Category: Total Volume 2018-2023

Table 20 Sales of Beer by Category: Total Value 2018-2023

Table 21 Sales of Beer by Category: % Total Volume Growth 2018-2023

Table 22 Sales of Beer by Category: % Total Value Growth 2018-2023

Table 23 Sales of Beer by Off-trade vs On-trade: Volume 2018-2023

Table 24 Sales of Beer by Off-trade vs On-trade: Value 2018-2023

Table 25 Sales of Beer by Off-trade vs On-trade: % Volume Growth 2018-2023

Table 26 Sales of Beer by Off-trade vs On-trade: % Value Growth 2018-2023

Table 27 ☐Sales of Beer by Craft vs Standard 2018-2023

Table 28 ☐GBO Company Shares of Beer: % Total Volume 2019-2023

Table 29 ☐NBO Company Shares of Beer: % Total Volume 2019-2023

Table 30 ☐LBN Brand Shares of Beer: % Total Volume 2020-2023

Table 31 ☐Forecast Sales of Beer by Category: Total Volume 2023-2028

Table 32 ☐Forecast Sales of Beer by Category: Total Value 2023-2028

Table 33 ☐Forecast Sales of Beer by Category: % Total Volume Growth 2023-2028

Table 34 ☐Forecast Sales of Beer by Category: % Total Value Growth 2023-2028

WINE IN THE UNITED KINGDOM

KEY DATA FINDINGS

2023 DEVELOPMENTS

Declines in 2023 for wine as unfavourable comparisons made with previous year

New product development seeks to appeal to younger adults

Alcohol duty changes come into effect in the UK

PROSPECTS AND OPPORTUNITIES

Future looks uncertain for wine in the UK

Importance for wine producers to expand target audience

Growth of economy wine set to encourage polarisation

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

CATEGORY DATA

Table 35 Sales of Wine by Category: Total Volume 2018-2023

Table 36 Sales of Wine by Category: Total Value 2018-2023

Table 37 Sales of Wine by Category: % Total Volume Growth 2018-2023

Table 38 Sales of Wine by Category: % Total Value Growth 2018-2023

Table 39 Sales of Wine by Off-trade vs On-trade: Volume 2018-2023

Table 40 Sales of Wine by Off-trade vs On-trade: Value 2018-2023

Table 41 Sales of Wine by Off-trade vs On-trade: % Volume Growth 2018-2023

Table 42 Sales of Wine by Off-trade vs On-trade: % Value Growth 2018-2023

Table 43 Sales of Still Red Wine by Price Segment: % Off-trade Volume 2018-2023

Table 44 Sales of Still Rose Wine by Price Segment: % Off-trade Volume 2018-2023

Table 45 Sales of Still White Wine by Price Segment: % Off-trade Volume 2018-2023

Table 46 Sales of Other Sparkling Wine by Price Segment: % Off-trade Volume 2018-2023

Table 47 GBO Company Shares of Still Light Grape Wine: % Total Volume 2019-2023

Table 48 NBO Company Shares of Still Light Grape Wine: % Total Volume 2019-2023

Table 49 LBN Brand Shares of Still Light Grape Wine: % Total Volume 2020-2023

Table 50 GBO Company Shares of Champagne: % Total Volume 2019-2023

Table 51 NBO Company Shares of Champagne: % Total Volume 2019-2023

Table 52 LBN Brand Shares of Champagne: % Total Volume 2020-2023

Table 53 GBO Company Shares of Other Sparkling Wine: % Total Volume 2019-2023

Table 54 NBO Company Shares of Other Sparkling Wine: % Total Volume 2019-2023

Table 55 LBN Brand Shares of Other Sparkling Wine: % Total Volume 2020-2023

Table 56 GBO Company Shares of Fortified Wine and Vermouth: % Total Volume 2019-2023

Table 57 NBO Company Shares of Fortified Wine and Vermouth: % Total Volume 2019-2023

Table 58 LBN Brand Shares of Fortified Wine and Vermouth: % Total Volume 2020-2023

Table 59 GBO Company Shares of Non-grape Wine: % Total Volume 2019-2023

Table 60 NBO Company Shares of Non-grape Wine: % Total Volume 2019-2023

Table 61 LBN Brand Shares of Non-grape Wine: % Total Volume 2020-2023

Table 62 Forecast Sales of Wine by Category: Total Volume 2023-2028

Table 63 Forecast Sales of Wine by Category: Total Value 2023-2028

Table 64 Forecast Sales of Wine by Category: % Total Volume Growth 2023-2028

Table 65 Forecast Sales of Wine by Category: % Total Value Growth 2023-2028

SPIRITS IN THE UNITED KINGDOM

KEY DATA FINDINGS

2023 DEVELOPMENTS

Spirits struggles across the board in 2023

Some new product development emerges amid the gloom

Gin continues to lose momentum following pandemic surge

PROSPECTS AND OPPORTUNITIES

Challenging outlook for spirits

Niche of non alcoholic spirits offers space to explore

Crucial moment for on-trade establishments, impacting future of spirits

CATEGORY BACKGROUND

Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology

Summary 4 Benchmark Brands 2023

CATEGORY DATA

Table 66 Sales of Spirits by Category: Total Volume 2018-2023

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 67 Sales of Spirits by Category: Total Value 2018-2023

Table 68 Sales of Spirits by Category: % Total Volume Growth 2018-2023

Table 69 Sales of Spirits by Category: % Total Value Growth 2018-2023

Table 70 Sales of Spirits by Off-trade vs On-trade: Volume 2018-2023

Table 71 Sales of Spirits by Off-trade vs On-trade: Value 2018-2023

Table 72 Sales of Spirits by Off-trade vs On-trade: % Volume Growth 2018-2023

Table 73 Sales of Spirits by Off-trade vs On-trade: % Value Growth 2018-2023

Table 74 Sales of Dark Rum by Price Platform: % Total Volume 2018-2023

Table 75 □Sales of White Rum by Price Platform: % Total Volume 2018-2023

Table 76 □Sales of Other Blended Scotch Whisky by Price Platform: % Total Volume 2018-2023

Table 77 □Sales of English Gin by Price Platform: % Total Volume 2018-2023

Table 78 □Sales of Vodka by Price Platform: % Total Volume 2018-2023

Table 79 □Sales of Vodka by Flavoured vs Non-flavoured: % Total Volume 2018-2023

Table 80 □GBO Company Shares of Spirits: % Total Volume 2019-2023

Table 81 □NBO Company Shares of Spirits: % Total Volume 2019-2023

Table 82 □LBN Brand Shares of Spirits: % Total Volume 2020-2023

Table 83 □Forecast Sales of Spirits by Category: Total Volume 2023-2028

Table 84 □Forecast Sales of Spirits by Category: Total Value 2023-2028

Table 85 □Forecast Sales of Spirits by Category: % Total Volume Growth 2023-2028

Table 86 □Forecast Sales of Spirits by Category: % Total Value Growth 2023-2028

CIDER/PERRY IN THE UNITED KINGDOM

KEY DATA FINDINGS

2023 DEVELOPMENTS

Challenging operating environment for cider/perry in 2023

Cider/perry in the UK sees considerable innovation

High number of brands present in local market

PROSPECTS AND OPPORTUNITIES

Uncertain future for cider/perry in the UK

Further innovation can help boost demand for cider/perry

The potential for non alcoholic options set to further develop

CATEGORY DATA

Table 87 Sales of Cider/Perry: Total Volume 2018-2023

Table 88 Sales of Cider/Perry: Total Value 2018-2023

Table 89 Sales of Cider/Perry: % Total Volume Growth 2018-2023

Table 90 Sales of Cider/Perry: % Total Value Growth 2018-2023

Table 91 Sales of Cider/Perry by Off-trade vs On-trade: Volume 2018-2023

Table 92 Sales of Cider/Perry by Off-trade vs On-trade: Value 2018-2023

Table 93 Sales of Cider/Perry by Off-trade vs On-trade: % Volume Growth 2018-2023

Table 94 Sales of Cider/Perry by Off-trade vs On-trade: % Value Growth 2018-2023

Table 95 GBO Company Shares of Cider/Perry: % Total Volume 2019-2023

Table 96 □NBO Company Shares of Cider/Perry: % Total Volume 2019-2023

Table 97 □LBN Brand Shares of Cider/Perry: % Total Volume 2020-2023

Table 98 □Forecast Sales of Cider/Perry: Total Volume 2023-2028

Table 99 □Forecast Sales of Cider/Perry: Total Value 2023-2028

Table 100 □Forecast Sales of Cider/Perry: % Total Volume Growth 2023-2028

Table 101 □Forecast Sales of Cider/Perry: % Total Value Growth 2023-2028

RTDS IN THE UNITED KINGDOM

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

KEY DATA FINDINGS

2023 DEVELOPMENTS

Positive year for RTDs

Significant innovation as category gains momentum

Disappointing news for hard seltzers

PROSPECTS AND OPPORTUNITIES

Promising future outlook for RTDs in the UK

New products expected to emerge in local market

Diversification in pack size and format set to occur

CATEGORY DATA

Table 102 Sales of RTDs by Category: Total Volume 2018-2023

Table 103 Sales of RTDs by Category: Total Value 2018-2023

Table 104 Sales of RTDs by Category: % Total Volume Growth 2018-2023

Table 105 Sales of RTDs by Category: % Total Value Growth 2018-2023

Table 106 Sales of RTDs by Off-trade vs On-trade: Volume 2018-2023

Table 107 Sales of RTDs by Off-trade vs On-trade: Value 2018-2023

Table 108 Sales of RTDs by Off-trade vs On-trade: % Volume Growth 2018-2023

Table 109 Sales of RTDs by Off-trade vs On-trade: % Value Growth 2018-2023

Table 110 GBO Company Shares of RTDs: % Total Volume 2019-2023

Table 111 NBO Company Shares of RTDs: % Total Volume 2019-2023

Table 112 LBN Brand Shares of RTDs: % Total Volume 2020-2023

Table 113 Forecast Sales of RTDs by Category: Total Volume 2023-2028

Table 114 Forecast Sales of RTDs by Category: Total Value 2023-2028

Table 115 Forecast Sales of RTDs by Category: % Total Volume Growth 2023-2028

Table 116 Forecast Sales of RTDs by Category: % Total Value Growth 2023-2028

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Alcoholic Drinks in the United Kingdom

Market Direction | 2024-06-12 | 82 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€1750.00
	Multiple User License (1 Site)	€3500.00
	Multiple User License (Global)	€5250.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	2025-05-06
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com