Invest Northern Ireland

Business Information Centre

Drinks
Sector Guide

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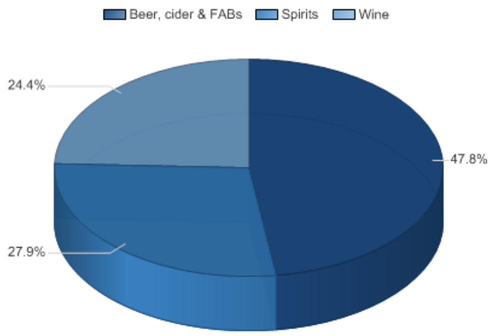
Market Intelligence: Drinks Sector Guide

Accurate information is the key to success in today's challenging global market place. Invest NI's Business Information Centre (BIC) holds a comprehensive collection of business intelligence resources and is staffed by information specialists who will help visitors source company and market information.

Global Industry Outlook:

The global alcoholic drinks market grew by 3.3% in 2014 to reach a value of $1,152,011.1 million.



Beer, cider and FABs is the largest segment of the global alcoholic drinks market, accounting for nearly half of the market's total value. The spirits sector accounts for a further 28% of the market.

Entering a niche segment may form a successful strategy, as there is a rising demand for speciality alcoholic beverages and these are marketed on the basis of quality and can be sold at premium prices. The main buyers within the alcoholic drinks market are supermarkets/on-trade businesses and specialist retailers. Together these channels account for 89% of all sales.

Source: Marketline

Trend Analysis:

Craft Beer Ireland - localisation
Sales were valued at €15 million in Ireland for 2014 – a 40% increase on the previous year. As the craft beer market continues to grow we find that Irish consumers are more open to trying new variants of beer – in particular those produced on a small scale. Consumers feel a sense of importance by supporting the local community through purchasing locally brewed products.

Premium Soft Drinks UK – "mocktails"
Whilst non-alcoholic versions of alcoholic drinks such as "mocktails" have featured on bar menus for some time, recent launches in premium soft drinks are taking inspiration from this trend, helping brands drive interest amongst those who choose them as an alternative to alcohol. New launches in the area are well placed to capitalise on the decline in alcohol consumption in the UK.

Tea UK – encouraging experimentation
The fairly mundane image of tea is a challenge to the market and, while the range of flavours is expanding, there is room for more unusual or extreme variants such as which could help keep experimental "foodie" consumers engaged.

Source: Mintel

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Selection from current resources

Mintel UK

Recent reports include:

- Attitudes towards Craft Alcoholic Drinks – February 2015
- Added Value in Dairy Drinks, Milk & Cream - April 2016
- Bottled Water – March 2016
- Cider – January 2016
- Beer– December 2015
- Still, Sparkling & Fortified Wine – October 2015
- Sports & Energy Drinks – August 2015
- Fruit Juice, Juice Drinks & Smoothies – November 2015
- White Spirits & RTDs – December 2015

Canadean

Recent Consumer reports include:

- Flavour Appeal in Whiskey
- Flavour Appeal in Beer
- Quality, Indulgence & Premiumisation Strategies in Alcohol, Soft Drinks & Hot Drinks
- Adultifying Soft Drinks

Marketline

- Functional Drinks, Juices, Bottled Water, Carbonated Soft Drinks, Hot Drinks, Soft Drinks
- Alcoholic Drinks, Spirits, Wine, Beer

Mintel Ireland

- Whiskey & Dark Rum – February 2016
  Whiskey and rum sales increase with growing tourism helping to boost alcohol on trade sales
- Innovations in Beer – June 2015
  The craft beer sector continues to grow which will have a positive impact on future innovation in beer
- Innovations in Soft Drinks – November 2015
  The soft drinks industry has seen a period of strong innovation and a backlash against sugar has seen an increase in low/no/reduced sugar variants
- Spirits – February 2015
  Looking at innovations, there is some polarisation with a strong trend towards premiumisation but at the same time growing levels of launches of own brand spirits

Plimsoll

Monthly updated analysis which allows companies to monitor their UK competitors and see where they sit in their market. Industries covered include:

- Drinks Wholesalers & Distributors
- Soft Drinks
- Bottling
- Alcoholic Drink Manufacturers
- Cider & Perry
- Distilleries
- Pubs & Bars
- Brewers
- Bottled Water & Coolers

UK Company Data:	International Company Data:
A.G. Barr plc, which has been in operation since 1875 is still a family business. The company is engaged in the manufacture and wholesale distribution of soft drinks in the UK. The company provides a wide range of products such as carbonated soft drinks, still drinks, sports and energy drinks and bottled water, primarily offering its products under brand names such as “Simply Juice”, “IRN-BRU” and “Rubicon”. Source: Mint	**Anheuser- Busch In-Bev SA/NV** is one of the world’s largest brewers, based in Belgium. The company operates globally and has a portfolio of more than 200 brands including global flagship names such as Budweiser and Stella Artois as well as multi country names like Beck’s and Leffe. This strong brand portfolio has strengthened the company’s position in a competitive industry. The recognition associated with popular brands has helped the company in becoming a leading player in the beverage category. Source: Marketline

Specialist Resources:

Canadean Intelligence Product Launch Analytics:

This tool for successful new product development has 20 fields of data captured including: brand; product name and varieties; product design; ingredients and nutritional info; innovation rating; flavours and pack type, size and material, manufacturer or distributor and countries of manufacture and distribution.

Resources available in our Business Information Centre include:

IGD RetailAnalysis

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KOMPASS

BMI Research A FitchGroup Company

think retail think verdict.

MarketLine

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