The Grocer

Focus On: Low & No Alcohol
by Rob Brown (rob_j_a_brown@hotmail.com)

Publishing: 10 April 2021
Advertising deadline: 26 March
Submissions deadline: 19 March

Has Dry January had its day? Last year the low & no beers, wines and spirits category was up 25.4% to £164.6 million as Brits switched booze for non-alcoholic tipples not just for the one-month challenge but all year round. Furthermore on-trade closures during lockdowns impacted the low & no market less than their alcoholic alternatives. But with lockdown lifting and outdoor hospitality set to reopen from mid-April, how can the category sustain growth with competition from out-of-home? Will low & no continue to raise the bar, or will it fall flat of expectations?

Behaviour and opportunity

In September The Grocer reported a surge in low & no alcohol sales, as Brits favoured non-alcoholic options. What has caused this shift and is it set to continue? What opportunities does this 'behavioural change' offer manufacturers and retailers in terms of expanding existing lines and NPD throughout the year?

Beer

The top 10 brands are dominated by beer. In what was originally a lager dominated space, other options such as craft ales are moving in to appeal to younger more health-conscious drinkers. How have these beer brands cashed in and what can others learn from them?

Spirits

The low & no spirits subcategory is small but it's growing and packed with potential. With big brands entering the category last year, how are more mature brands revitalising their ranges and how are the younger players shaking things up and causing a stir?

Formats & sizes

One of the reason low & no beer has soared is thanks to the availability of larger pack sizes. How can other sectors in the category tap into this demand and attract new shoppers?

Data: Using Kantar and Nielsen commentary, we explain the reasons behind the rise and fall of certain sub-categories.

4 x innovations: We identify four new products or product ranges that have ideally not appeared in The Grocer before including launch date, RSP and a hi-res picture of each.