

The Grocer

Focus On: Alcoholic Drinks including Low & No

By James Beeson (james.beeson@thegrocer.co.uk)

Publishing: 31 October 2026

Advertising deadline: 16 October 2026

Submissions deadline: 9 October 2026

Intro: From pouring wine and bar-strength cocktails into cans to introducing dedicated bays for 35cl spirits bottles, it seems like drinks companies are pushing smaller formats these days. So, what's behind this shift?

Budgeting: Managing costs

- How has the cost-of-living crisis impacted sales across the BWS category?
- Are shoppers moving to smaller formats to manage budgets?
- Which brands have effectively pivoted to offer lower entry prices?

Moderation: Other drivers

- To what extent are health concerns and GLP-1 drugs playing a role in lost volumes?
- Which demographics are moderating most?
- How are brands innovating to meet consumer demand for lower-strength drinks?

Low & no: Innovation

- Which low & no brands are making the most impact in the market?
- How are retailers driving shoppers to alcohol-free in store?
- What is growing faster, alcohol-free, or mid-strength?

RTDs: A diverging market

- Which RTD brands are launching lower abv lines?
- Who is sticking to higher abv serves?
- Who are the runners and riders of the sector?

Brand spotlights: We will profile two brands making an impact in the category. Please provide strong hi res images.

Innovations: We will profile four new products or ranges. We need launch date, rsp, and a hi-res picture of each.