

The Grocer

Focus On: Low and No Alcohol by Daniel Woolfson (Daniel.woolfson@wrbm.com)

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Low alcohol is reaping high rewards. The market has grown 13.7% to £143m in the past year, spurred on by new entrants, fresh propositions and the trend for alcohol reduction. There is a caveat, though. While the percentage growth is undeniably impressive, low and no alcohol still accounts for a tiny proportion of the alcoholic drinks market. And it is largely growing among an established shopper base. Last year, only 2% of low and no alcohol shoppers were new to the category, according to Kantar data. So how can low and no alcohol attract more shoppers? Can the category maintain the level of growth seen in recent years? Or is it due to hit a ceiling?

Key themes:

Consumer base: Who is buying low and no alcohol products? What is their motivation? And how can low and no alcohol products broaden their appeal to more shoppers?

Brands: It's a case of mixed fortunes for brands. While some are flying high, others are losing sales. What is separating the winners from the losers?

Beer/cider: Beer and cider is the fastest-growing area of low and no, accounting for 96% of extra sales over the past year. Why is this?

RTDs: Although a small market, low and no RTDs are growing at a rapid pace. What is the size of the opportunity here?

Wine: Wine is the largest part of the low and no market. However, it was also the only area of the market to lose sales over the past year. What's going on here?

New opportunities: How can low and no seize on new avenues for growth? Is there any scope to position these brands as more of a soft drink, rather than an alternative to alcohol?

Boxouts:

Kantar data (200 words): Using Kantar data, explain the reasons behind the rise and fall of the low and no alcohol sub-categories.

Nielsen data (200 words): Using Nielsen commentary, explain the rise and fall of the top 10 low and no alcohol brands

4 x innovations (400 words): Identify four new low and no alcohol products or product ranges that have ideally not appeared in The Grocer before. Please supply 100 words on each, including launch date and RSP, and source a hi-res picture of each.