

The Grocer

Focus On: Adult Soft Drinks by Rob Brown rob_j_a_brown@hotmail.com

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The Story

A new generation of alcohol-free ‘super’ drinks marketed on the functional properties of the ingredients they contain is making waves. AF beer is being sold to endurance athletes as a recovery aid after marathons, IPAs containing ‘adaptogenic’ mushrooms are selling for more than craft beers and kombuchas made with fine Chinese teas are being served from Champagne bottles at posh restaurants. So, is this the future of sobriety in Britain? Are more people drinking less booze?

Covid: While we need to explore how the onset of the Covid-19 impacted sales of adult soft drinks, the key focus of this feature will be an exploration of how the pandemic is continuing to impact the market in terms of the kind of products people are buying, when and where they’re buying them and how much they’re prepared to pay. Have we all hit the hard stuff to dampen the effect of all the stress of 2020? Or are more people looking to moderate their drinking?

Functional ingredients: This feature will explore why a growing number of soft drinks brands are marketing their products on the functional ingredients they contain. Everything from CBD to ‘adaptogenic’ mushrooms are being added into the mix. So what will be the most popular ingredients of 2021? Do they really have any functional benefits or is it all just marketing spin?

Health claims: Brands have to tread carefully when it comes to making health claims about their products, particularly when it comes to claims pertaining to things like gut health, cognition, relaxation and energy. So, what exactly can brands say about the ingredients their products contain and their purported health benefits? What can’t they say?

Dry January and Sober October: How big a deal have these events become for alcohol free drinks brands? This feature will explore how brands and retailers are looking to capitalise on the now annual temperance events and what impact the pandemic has had on them. Are more people going to take part this January after a year of boozing at home?

Kantar data: Using Kantar commentary, we explain the reasons behind the rise and fall of the adult soft drinks sub-categories.

Innovations: we will profile four new products or ranges that have ideally not appeared in The Grocer before. We need launch date, rsp, and a hi-res picture of each.

Retail share data: Using Kantar commentary, we explain the reasons behind the performances of the different retailers in this category.

Nielsen data: Using Nielsen commentary, we explain the reasons behind the rise and fall of adult soft drinks brands.