

The Grocer

Focus On: Low and no

Contact Jimmy.Nicholls@thegrocer.co.uk

Publishing: 9 April 2022

Advertising deadline: 25 March 2022

Submissions deadline: 18 March 2022

Dry January has traditionally been a knees-up for low and no alcohol lines. So it was a surprise when sales data revealed that only spirits and wines had gained in supermarkets this year, with the big low and no beers declining [NielsenIQ]. Brands can take solace in Christmas sales proving the category's mainstream appeal, as well as positive sales data over the last year. But is there a chance that the great moderation could be slowing? Which lines and styles still have growth in them, and which are likely to stagnate? And how can the category extend its appeal?

Occasions: Low and no brands often market themselves as a recipe for clear heads and maintaining productivity throughout the working week. Is this positioning working? And what other tactics might prove fruitful?

New lines: With the category still evolving, many brands are still entering low and no, from mainstream alcohol brands to challengers. Who is winning and losing?

Hospitality: Pubs and bars have traditionally been a place for shoppers to test new drinks. While low and no beers have long been kept at a fridge below the bar, they are increasingly seen on taps. What effect is this likely to have on supermarket ranges?

Formats: Observers expect that as shoppers settle on their favourite types of low/no beverages they will seek to buy in greater bulk. Are there signs that suppliers and retailers are catering to this? And what are the implications beyond relevant ranges?

Pricing: Low and no suppliers are often able to charge similar prices for their products as alcoholic equivalents. Will shoppers continue to tolerate this, given prominent changes to alcohol duty and an expectation that soft drinks are cheaper?

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