

Cordials and Squashes - UK - September 2014

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“There is potential for energy drinks brands such as Red Bull or Monster to enter the super-concentrate market. These brands are likely to hold more resonance among young consumers than more family-oriented brands such as Robinsons.”

– Emma Clifford, Senior Food Analyst

This report looks at the following areas:

- Cordial and squash brands can look to added functionality to boost their appeal
- New packaging designs could shake up the squashes/cordials market
- Cordials should expand their ranges to tap the on-trade market more effectively

The performance of the cordials and squashes market is influenced by the weather, as with many other soft drinks categories. Following the washout summer of 2012, the exceptionally hot, dry summer of 2013 saw the market value return to growth. However, value sales of cordials and squashes are expected to fall year on year in 2014.

One of the key trends impacting the market in the last year has been the emergence of super-concentrates, with a handful of big-hitting brands now operating in this space. Pocket-sized and designed to be easy to use anytime and anywhere, these mine the on the go trend, which is evident in many areas of the food and drink industry.

While health concerns are nothing new, the sugar debate escalated in 2014 and put this issue firmly in the media spotlight. While this debate is damaging to standard squash, scepticism over the artificial sweeteners in low-sugar variants means these are not seen as a clear-cut healthier option. This has created sizeable demand for squashes made using natural sweeteners, with seven in 10 users expressing an interest in such products.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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