

## Brand Overview: Drink - UK - June 2019

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“It is vital for brands to move with the consumer. That is not to say that brands cannot rely on the heritage they have, but with constant opportunities to maximise potential through product development, brands that stick to tried and tested formulas risk missing out.”  
 – **Richard Hopping, Senior Brand and Household Analyst**

This report looks at the following areas:

- **Opportunity for functional claims**
- **Organic and vegan claims growing in the drinks sector**

Big-name drink brands are increasingly entering the spaces that were previously thought of as the domain of smaller, niche brands. A higher proportion of new product launches carry organic or vegan claims than ever before, meeting the demand of today's ethically aware consumer.

There is still a lot of room for brands to explore in order to differentiate themselves, particularly around functionality. With society becoming ever busier, ever more stressed and ever more sleep-deprived, brands in the drinks category can take a big step towards helping people overcome the everyday challenges they face.

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Baileys stands out from the crowd  
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