



# Eureka!

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## New trends in the Lager category

*Autumn 2018 Report*

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## Background

Lager has been a staple of the British drinker for many years but it's only in recent times that we have noticed that choice has been significantly widened by current and new entrants to the market.

We can all name and recognise the dominate lager brands and production has typically been dominated by them in the UK; foreign producers making lager in the UK under licence, heavily marketed for mass consumption.

However, aligned with the Craft movement in ale, there's a burgeoning range of lager styles now available to consumers, with many of them brewed to higher standards, which is helping to open up lager's appeal to a wider audience.

So what sort of lagers are piquing the interest of lager drinkers in the UK? We hear about Craft lagers, Sour lagers, Low alcohol lagers etc, but what is the lager drinker aware of and what are they drinking?



### Methodology

750 interviews with those already drinking Premium and World lagers

Either in or out of the home

Online survey (UK)

October 2018



## Types of new styles/trends across lager category



Terminology  
introduced to drinkers  
who participated –  
variations in taste,  
occasion and format



Sour lagers



Flavoured lagers



Craft lagers



Lager in smaller  
cans (e.g. 330ml)



Belgian style  
lagers



Lagers chosen  
to match food  
choice



Higher ABV  
lagers



Low alcohol  
lagers



No alcohol  
lagers

Commonly referred  
to as NABLAB in  
trade

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**Awareness and trial of  
different lager 'styles'**

## Key styles trialled for different drinker types







18-35 yr old drinkers

	Craft lagers	87%
	Belgian style lagers	82%
	Lager in smaller cans (e.g. 330ml)	80%
	Higher ABV lagers	78%

Younger consumers generally more experimental across the category. Craft dominates.







35-54 yr old drinkers

	Belgian style lagers	86%
	Craft lagers	81%
	Higher ABV lagers	76%
	Lager in smaller cans (e.g. 330ml)	71%

'Middle aged' drinkers slightly less likely to have trialled Craft



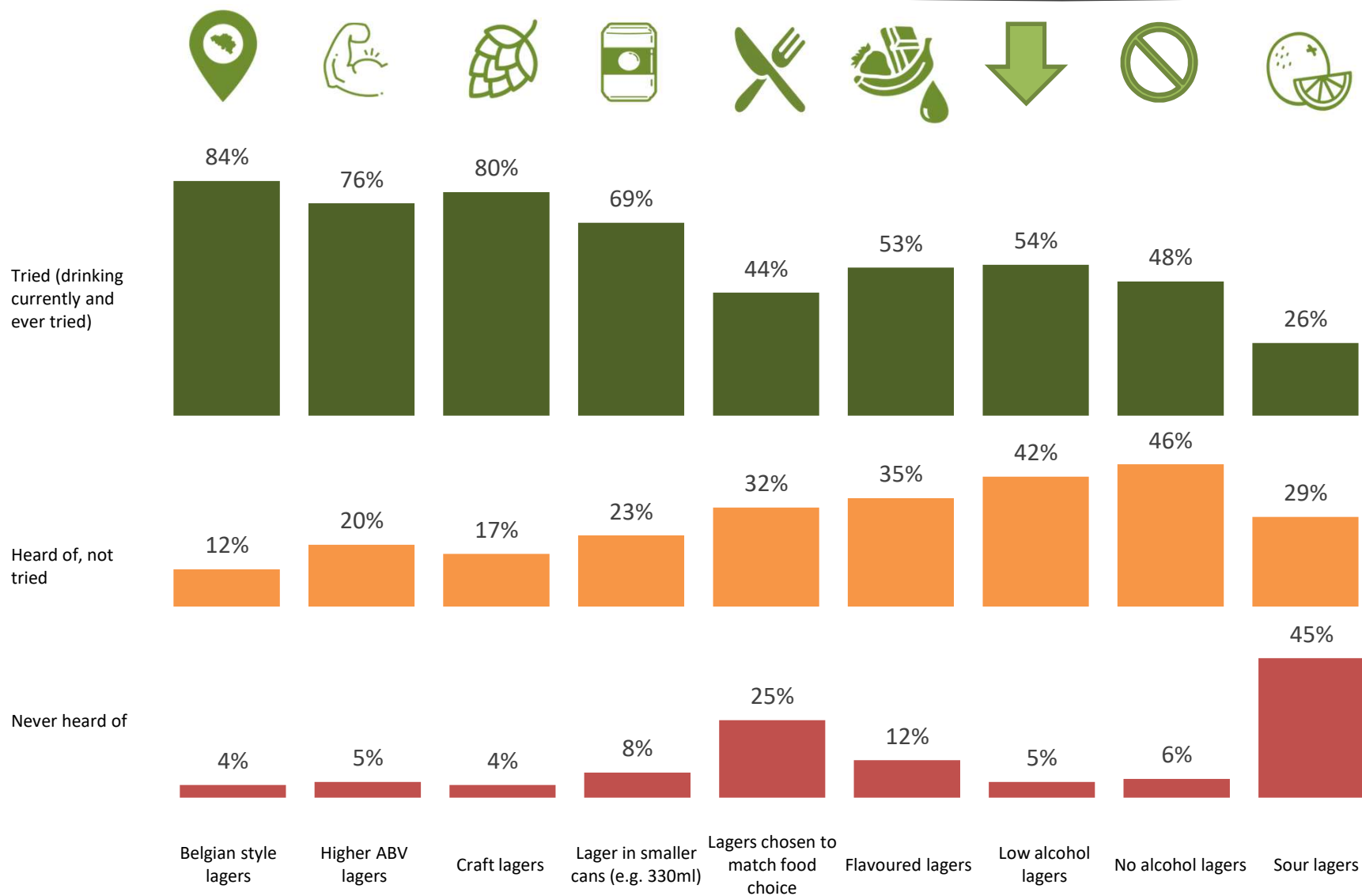
55+ yr old drinkers

	Belgian style lagers	85%
	Higher ABV lagers	71%
	Craft lagers	64%
	Lager in smaller cans (e.g. 330ml)	52%

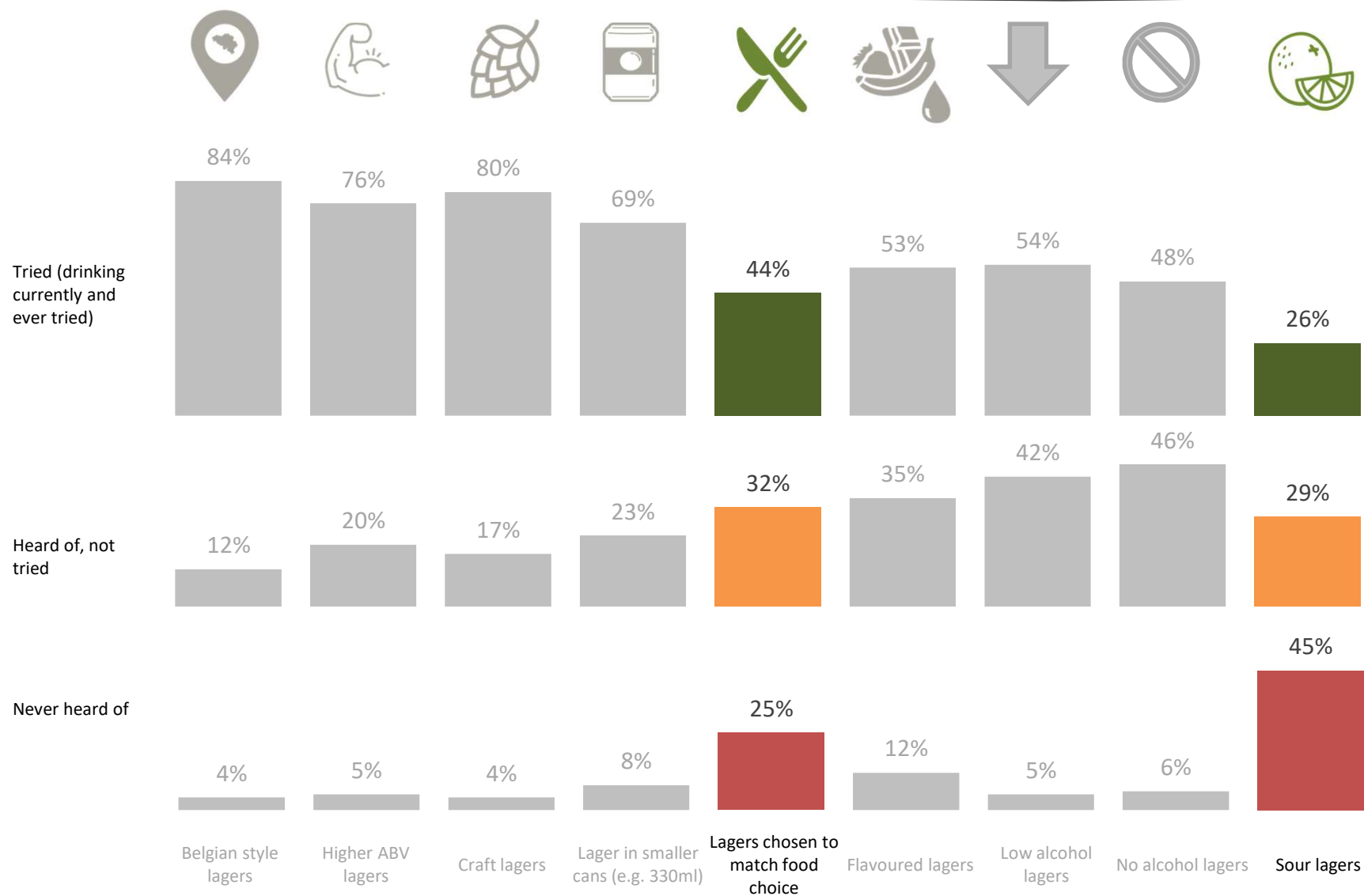
Strength more of a driver for more mature drinkers



## Trial and awareness overall



## Biggest challenges – adoption of food matching and sour lager flavours



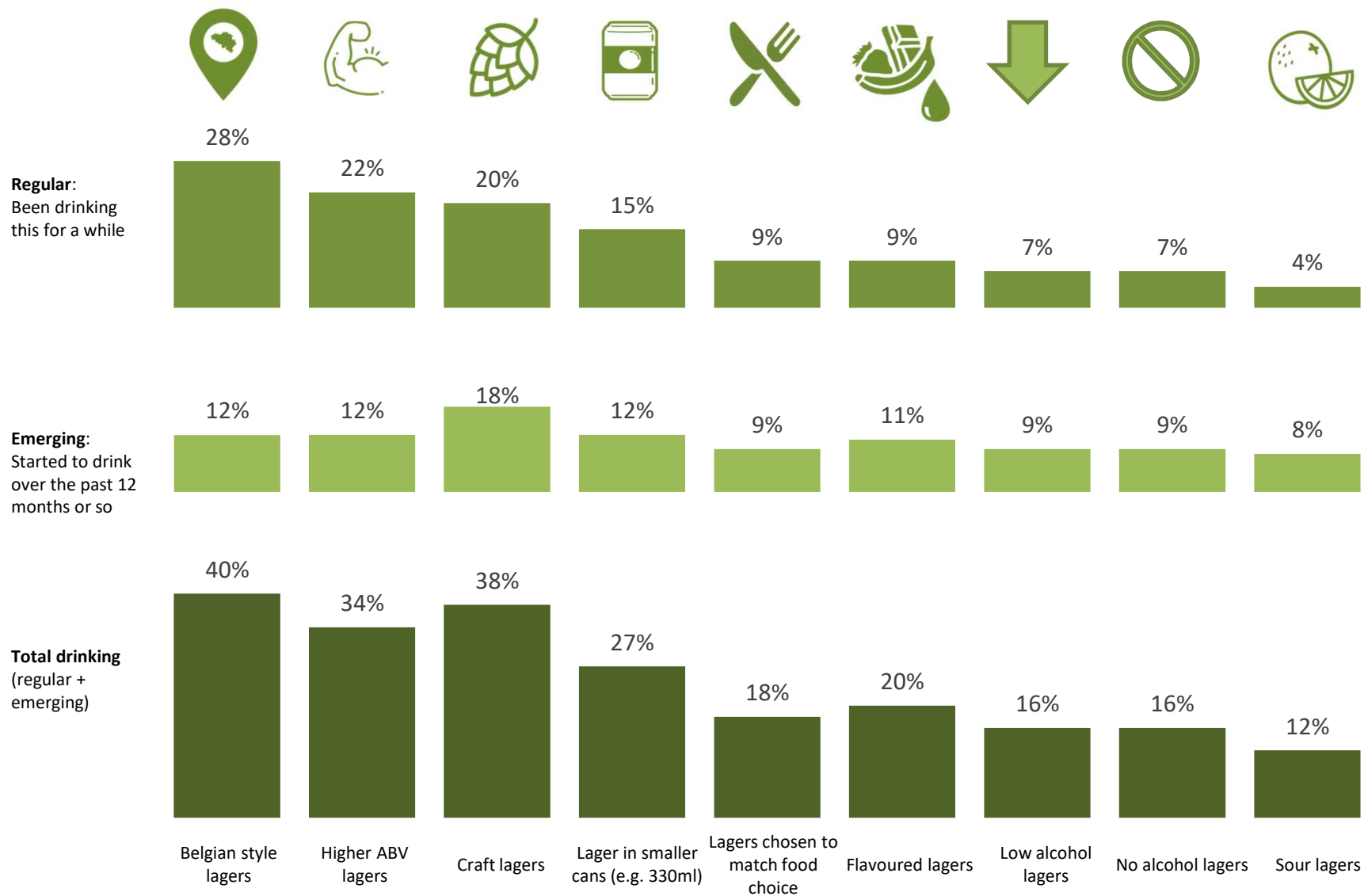


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**Consumption - Lager  
repertoire**

## Lager consumption overall



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**Focus on NABLAB & Craft**

## Low alcohol lagers (NABLAB)



**NABLAB**

Across the total sample 7% have been drinking low alcohol lager for a while and 9% have recently started.



18 to 35

Been drinking this for a while



9%

Recently started drinking



14%



36 to 54

Been drinking this for a while



7%

Recently started drinking

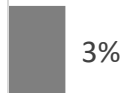


8%



55+

Been drinking this for a while



3%

Recently started drinking



5%

London drinkers



Been drinking this for a while



10%

Recently started drinking



13%

AB SEG



Been drinking this for a while



10%

Recently started drinking



12%

Backing up extensive recent press reports, it seems that the health-conscious millennials are indeed increasingly embracing lower alcoholic drinks, lager included.

## Emergence of Craft lagers



Across the total sample 20% have been drinking craft lager for a while and 18% have recently started.



18 to 35

Been drinking this for a while

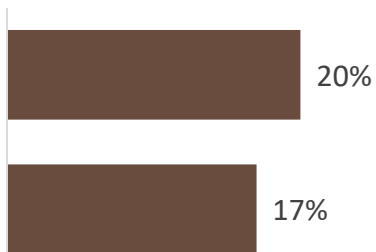
Recently started drinking



36 to 54

Been drinking this for a while

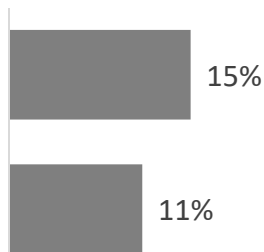
Recently started drinking



55+

Been drinking this for a while

Recently started drinking

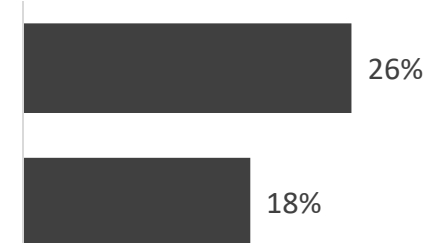


London drinkers



Been drinking this for a while

Recently started drinking

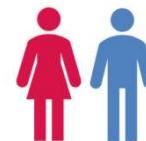
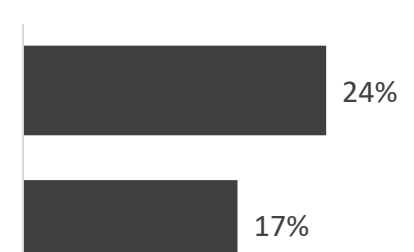


AB SEG



Been drinking this for a while

Recently started drinking



Almost **one quarter of men** claim to drink Craft now versus 16% of women.

Craft lager consumption is being led by those in the capital and in higher social segments

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## About us



# About Eureka!

## Launched in 2016



Seeking to make a difference and stand apart from the typical 'beige' market research agencies

## Insight & tools



No passing work to inexperienced juniors, between us we have the skills and experience to build the appropriate robust technical solutions

## Fluid and adaptable



We're adaptable too, if we need to change direction, we'll discuss this with you and get your buy-in in advance

## Team capacity



With a trusted team of four associates who we use to expand our capacity and delivery

## Innovation not products



We do not sell products, we design studies to solve your business challenges, working in partnership and evolving the scope to exceed your expectations

## Quality underpinned



We follow the Market Research Society (MRS) Code of Conduct and are an active member of the Company Partner network – giving our clients complete peace of mind



## Contact Eureka!

Richard & Dave (co-founders of **Eureka! Research**) focus on consumer sectors that are experiencing a high level of disruption, such as the beer and snacking category.

Between us we have over 40 years of market research experience, and were recently shortlisted as a MRS Breakthrough Agency.

We use both traditional and cutting-edge research methodologies to get closer to what consumers, the trade and other stakeholders think about the market and new products.



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Moment Reports on our  
website



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