



Conclave Research

CASE STUDY

Strategic Market Research to Unlock Growth in Flavored Alcohol

Confidential Document for Internal and Prospective Client Use
 Client- A leading beverage company
 Q1- 2025 Project Execution Summary

Project Highlights

1500	UK	7 days	CAWI
Sample Size	Geography	Fieldwork Timing	Methodology

Client Overview

A Leading Bev. Firm	B2C- Consumer	Food & Beverage	2025
Client	Target Sector	Industry	Year

1. Summary & Overview

A premier beverage conglomerate partnered with Conclave Research to decode the rapidly diversifying flavored alcohol category across the United Kingdom. As the market pivots from traditional "alcops" toward a sophisticated, flavor-forward ecosystem, the client sought to identify high-growth segments, clarify consumer expectations, and optimize their brand portfolio. By synthesizing macroscopic data with immersive behavioral insights, the study provided a strategic blueprint for product innovation and seasonal commercialization.

2. The Challenge

The UK flavored alcohol landscape has reached a point of high saturation, where overlapping taste profiles and synonymous value propositions make brand differentiation increasingly elusive. The client faced several critical strategic hurdles:

- **The "Flavor Paradox":** While consumers explicitly cite sensory appeal as their primary purchase driver, ethnographic behavior reveals that brand familiarity and trust are the true catalysts for final conversion.
- **Seasonal Volatility:** A significant challenge in maintaining momentum outside the peak summer window, where category engagement traditionally wanes.
- **Usage Ambiguity:** Consumers frequently lacked situational clarity, struggling to align specific flavored segments with distinct drinking occasions or social "need-states."

3. Approach & Methodology

To address these challenges, we implemented a structured research framework designed to combine large-scale market insights with deep behavioral understanding.

- **Quantitative Rigor & Behavioral Modeling** We executed a robust, nationwide quantitative survey via the CAWI (Computer-Assisted Web Interviewing) methodology, leveraging our proprietary panel assets to identify pre-qualified spirit and RTD consumers.
- **Strategic Cohort Oversampling:** The study prioritized Gen Z and multicultural demographics to capture the early signals of shifting category norms and nascent preferences.
- **Proprietary Engagement Index:** Respondents were segmented by consumption velocity—from "Category Evangelists" to "Occasional Explorers"—to map diverse loyalty patterns.
- **Equity vs. Attribute Modeling:** Advanced statistical techniques were employed to isolate the specific coefficient of influence for sensory appeal (flavor) versus brand authority (trust).

4. Results & Business Impact

The engagement provided a definitive evidence base to recalibrate the client's market presence, delivering the following outcomes:

- **Regional Innovation Roadmap:** Identified botanical-infused flavored beers, premium hard sodas, and spirit-forward RTDs as the primary pathways for disruptive growth in the UK.
- **Dual-Track Targeting Strategy:** Developed distinct messaging for "High-Engagers" (prioritizing bold, high-ABV innovation) and "Moderate-Engagers" (favoring crisp, sessionable classics).
- **Longitudinal Occasion Mapping:** Defined specific roles for flavored alcohol across the annual consumption calendar, identifying flavored ales and artisanal ciders as key volume drivers for the autumn and winter cycles.
- **Commercial De-Risking:** Provided directives to lead with flavor-forward visuals while anchoring displays with recognizable "Masterbrand's" to reduce the perceived risk of new product trial.