

# THOUGHT-STARTER: WHAT DO CONSUMERS SEE IN CLEAR DRINKS?

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17 : 07 : 2018   Drinks : Health : Consumer Experience



*Professor Charles Spence of Oxford University examines whether a lack of colour can bring success in the overcrowded drinks market.*

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Given the seemingly exponential growth of new beverage brands in the marketplace in recent years, drinks marketers have increasingly been turning to the unusual use of colour to make their product stand out and catch the consumer's wandering eye.

The marketing angle certainly helps to explain the emergence of blue-hued prosecco and wine brands in recent years, such as Blumond and GiK. Other brands have started colouring vodka and gin in tones of blue and pink for much the same reason.

Some, though, have been moving in the opposite direction, bringing out clear versions of erstwhile colourful drinks: think of **Clear Coffee**, clear (non-alcoholic) beer, and clear **Coca-Cola** to name but three. Just as in the beauty aisle, such colourless products seem to be associated with purity, perhaps also with notions of being natural and, by implication, healthy.

But before brands jump on the **clear drinks** bandwagon, it is important to bear in mind some of the previous failures in this space – and the reasons behind them.

For more, read the full op-ed [here](#).