

# A YEAR OF INNOVATION IN BEER AND CIDER, 2021

The climate crisis has inspired a surge of sustainably produced beers and ciders, while zero-alcohol and-low calorie offerings are flourishing.



Mikolaj Kaczorowski,  
Innovation Analyst



# Report Content

- What we've seen
- Our pick of the most innovative launches in this review
- Other innovative launches
- Innovation opportunities in beer and cider

## EUROPE, MIDDLE EAST & AFRICA (EMEA)

- EMEA retail market overview: beer, 2021

### Europe: beer and cider brands address consumer demand for more planet-friendly offerings

- Consumers expect beer and cider production to be sustainable
- Launch activity is focused around more sustainable and natural beers and ciders
  - Graph 1: beer and cider launches with select natural and ethical & environmental claims, Feb 2016-Jan 2017 vs Feb 2020-Jan 2021
- Sustainability credentials arrive in many forms
- Brand innovation/renovations: brewers are innovating beyond established sustainability tropes

### Europe: no-alcohol beers continue to make inroads

- The ongoing rise of low- and no-alcohol beer and cider
- No-alcohol innovation continues to blossom
  - Graph 2: beer and cider launches with an ABV lower than 0.5 and between 0.6 & 3.5, Feb 2016-Jan 2021
- Beer and cider makers are acknowledging the consumer thirst for no-alcohol options
- Brand renovation/innovation: Fungtn adaptogenic alcohol-free mushroom beers

## Middle East & Africa

- Brews for the locals
- Sophisticated ingredients and design entices consumers to no-alcohol offerings

## ASIA PACIFIC (APAC)

- APAC retail market overview: beer, 2021

### Asia: lower strength beers and ciders appeal to consumers

- Younger consumers are driving interest in low-alcohol beer and cider
- China dominates low-alcohol innovation
  - Graph 3: beer and cider launches with an ABV of less than 3.5%, Feb 2016-Jan 2017 vs Feb 2020-Jan 2021
- Beer giants launch new zero-alcohol beers

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- Brand renovation/innovation: Asahi Zero now uses green energy

## **APAC: innovative flavours can keep the beer and cider sectors exciting and relevant**

- Asian consumers are keen to see more imaginative flavours in beer
- Brands are experimenting with flavoured beer options
  - Graph 4: beer and cider launches which are unflavoured, Feb 2016–Jan 2017 vs Feb 2020–Jan 2021
- Limited edition and novel flavours can stimulate consumer interest

## **Australia and New Zealand**

- Australian breweries accelerate launch activity in cans
- Aussie beer brands get to the point with no-nonsense messaging

## **THE AMERICAS**

- Americas retail market overview: beer, 2021

## **North America: tempting consumers away from hard seltzers**

- Beer and cider brands rise to the hard seltzer challenge
- Brands are tapping into the demand for diet and low-calorie options
  - Graph 5: beer and cider launches, by select minus claims, Feb 2016–Jan 2021
- Calories and carbs take centre stage on packaging
- Brand innovation/renovation: Goose Island So–Lo 98 Calorie IPA

## **North America: engaging with a more socially and environmentally responsible beer drinker**

- Beer brands look beyond recyclable packaging to tempt the climate-savvy younger consumer
- Sustainable packaging claims record growth, while other eco and ethical claims stagnate
  - Graph 6: select ethical and environmental claims as % of NPD in beer and cider, Feb –2016–Jan 2017 vs Feb 2020 vs Jan 2021
- Sustainable innovation develops to focus on utilising waste ingredients, forming recycling partnerships and showcasing corporate transparency

## **Latin America**

- Consumers are urged to pair beer with food
- Beers educate consumers about food pairing
- Cambuci, coconut water and cashew juice add a novel flavour experience to beer

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