

# A YEAR OF INNOVATION IN BEER AND CIDER, 2023

Natural and better-for-you claims continue to grow in profile, while local and sustainable production are sought-after attributes.



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# Report Content



- What we have seen
- Our pick of the most innovative launches in this review
- Other innovative launches
- The future of beer and cider

## EUROPE, MIDDLE EAST & AFRICA (EMEA)

### Europe: brands address consumer demand for more low- and no- alcohol offerings

- Health priorities are causing European adults to reduce their alcohol consumption
- Low- and no-alcohol claims have plateaued in Europe
  - Graph 1: beer and cider launches, by share of ABV, 2018-23
- Major supermarkets and brands launch alcohol-free beers
- Brand renovation/innovation: Thrive launches the world's first sports recovery beer

### Europe: organic ingredients can bolster the sustainability credentials of beer and cider

- Consumers are after sustainably produced beer and cider
- Organic claims are growing in beer and cider launches in Europe
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  - Graph 2: beer and cider launches, by share of organic claim, 2018-23
- Organic beer brands broaden their appeal with other sustainable claims

## The Middle East & Africa (MEA)

- Brands innovate around African ingredients, limited edition releases and novel flavours

## ASIA PACIFIC (APAC)

### Asia: craft and independent breweries are growing in profile

- Consumers are interested in craft options
- Smaller breweries are a growing presence in the Asian beer and cider market
  - Graph 3: beer and cider launches, by share of top 10 ultimate company, 2018-23
- Craft breweries in Asia push pack design boundaries
- Brand renovation/innovation: Singha launches beer multipacks with plastic-free packaging

### Asia: flavour innovation can keep the beer and cider sector vibrant and relevant

- Beer and cider consumers seek exotic flavours
- Fruit and vegetable flavours continue to grow in Asia

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- Graph 4: beer and cider launches, by fruit & vegetable flavour component group, 2018-23
- Beer brands innovate with new flavours to keep consumers engaged

## Australia & New Zealand

- Carbon-neutral claims grow in Australia
- Brands tap into consumer interest in better-for-you beer and cider

## THE AMERICAS

### North America: natural recipes can boost the appeal of beer and cider

- Consumers are seeking out natural flavoured beer and cider
- Natural beer and ciders have room to grow
  - Graph 5: beer and cider launches, by select natural claims, 2022-23
- Beer and cider brands focus on real, natural and organic ingredients

### North America: brands tap into consumer interest for more healthful beer and cider

- Consumers are seeking out better-for-you beer and cider options
- Beer and cider brands offer diet and low-calorie and -carb options
  - Graph 6: beer and cider launches, by select minus claims 2018-23
- Beer and cider brands promote low-carb and -calorie recipes
- Brand renovation/innovation: Hoplark launches alcohol-free beer

### Latin America

- Consumers look for locally made options
  - Graph 7: beer and cider launches, by share of import status, 2018-23
- Beer brands celebrate local ingredients
- Argentina is a hotspot for cider innovation in the region, though cider remains a niche proposition

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