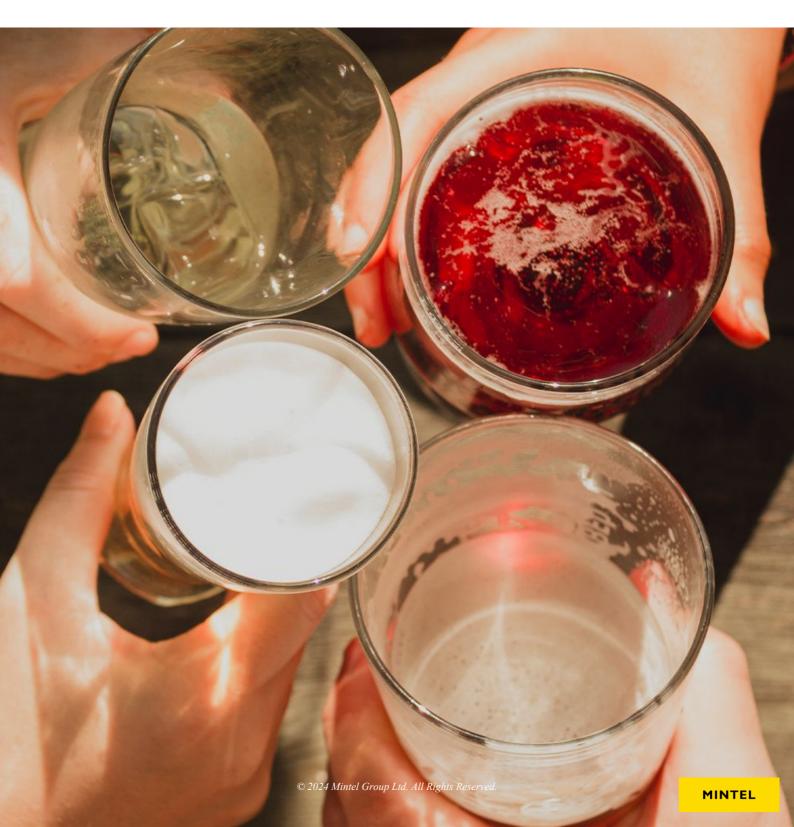
# A YEAR OF INNOVATION IN BEER AND CIDER, 2023

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





# 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
- Organic claims are growing in beer and cider launches in Europe
  - 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

- 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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