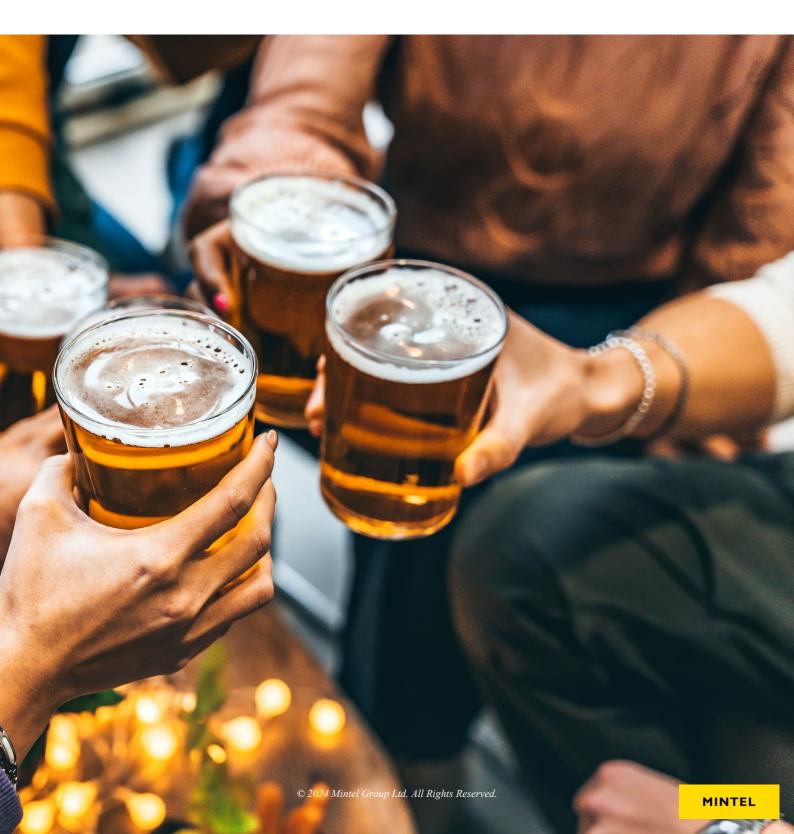
A YEAR OF INNOVATION IN BEER AND CIDER, 2024

Innovation is mainly pivoting around new packaging and limited edition flavours, as low/no alcohol options gain share of launch activity.





Report Content

- · What we have seen
- Our pick of the most innovative launches in this review
- · Other innovative launches

EUROPE, MIDDLE EAST & AFRICA (EMEA)

Europe: aluminium cans account for a growing share of beer and cider launches

- · Beer and cider drinkers aren't particular about the packaging format
- Cans continue to grab a larger share of beer and cider launches
 - Graph 1: beer and cider launches, by share of pack type, 2019-24
- · Canned beer brands innovate around flavour and packaging

Europe: cider brands drum up excitement with flavour innovation

- · Consumers are keen to see new flavours from their favourite cider brands
- Cider brands are more overtly celebrating the flavour profile on pack
 - Graph 2: cider launches, by share of flavour component group, 2019-24
- · Cider brands innovate around unique and attention-grabbing flavours
- Brand renovation/innovation: Strongbow is treated to a brand revamp and launches a new flavour

The Middle East & Africa (MEA)

· Locally made craft beers

ASIA PACIFIC (APAC)

Asia: limited edition beers and ciders are exciting areas of innovation

- · Consumers are willing to pay a premium for limited edition alcoholic drinks
- · Limited edition beer and cider launches bounce back after years of decline
 - Graph 3: beer and cider launches, by share of limited edition claim, 2019-24
- · Beer brands launch limited edition variants to celebrate sports teams, anniversaries and new varieties

Asia: brands are utilising social media to build a relationship with consumers

- · Brands are increasingly mentioning their social media presence on pack
- · Social media claims are growing in beer and cider launches
 - Graph 4: beer and cider launches, by share of social media claim, 2019-24
- · Facebook and Instagram logos commonly feature on beer and cider packaging

Australia & New Zealand

- Beer brands look to cater to the needs and tastes of Australians
- Brand renovation/innovation: 4 Pines brewing launches a seaweed-infused pilsner

THE AMERICAS

North America: flavoured beer remains a relatively niche proposition

- Beer consumers seek exotic flavours
- Fruit flavours lead innovation in North America
 - Graph 5: beer launches, by share of flavour component subgroup, 2023-24
- · Sweet, sour and dairy flavours can pique consumer interest
- · Brand renovation/innovation: Brasserie Silo beer packaging stands out from the crowd

North America: launches of zero-alcohol beer record growth

- · Consumers want to see a greater diversity of low-alcohol beer options
- · Low-alcohol beers remain niche but record a surge in launch activity
 - Graph 6: beer launches, by share of ABV, 2019-24
- · Beer brands offer alcohol-free options in a variety of styles

Latin America: beer and cider brands are placing a greater focus on sustainability

- Ethical and sustainable claims continue to see strong growth in beer and cider launches in Latin America
 - Graph 7: beer and cider launches, by share of select ethical and environmental claims, 2019-24
- · Beer and cider brands move beyond sustainable packaging

Disclaimer

This is marketing intelligence published by Mintel. The consumer research exclusively commissioned by Mintel was conducted by a licensed market survey agent (See Research Methodology for more information).

Terms and Conditions of use

Any use and/or copying of this document is subject to Mintel's standard terms and conditions, which are available at http://www.mintel.com/terms

If you have any questions regarding usage of this document please contact your account manager or call your local helpdesk.

Published by Mintel Group Ltd

www.mintel.com

Help desk

UK	+44 (0)20 7778 7155
us	+1 (312) 932 0600
Australia	+61 (0)2 8284 8100
China	+86 (21) 6386 6609
India	+91 22 4090 7217
Japan	+81 (3) 6228 6595
Singapore	+65 (0)6 818 9850