

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.



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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

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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

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