

THE FUTURE OF BEER: 2020

Global annual review: what's now and what's next for the beer and cider market.



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Report Content



- A look back, and a look ahead

THE BIG STORIES

- Mintel's perspective

Premiumization expands to light beer

- Premium brands aim to connect with moderation-minded drinkers
- Health-consciousness is impacting alcohol choice
- Breweries add premium light and low-alcohol offerings

Category blurring extends beyond flavor

- Category blurring can bring in new occasions and consumers
 - Graph 1: alcoholic drink consumption, by gender, July 2019
- Beer releases blur lines between categories
- Post-activity occasion makes beer a challenger to sports and hydration drinks

Craft is defined by quality, not ownership

- 2019 craft brewer consolidates small and large companies
- Beer consumers continue to be curious about craft
 - Graph 2: consumption or interest in craft beer, by gender and age, Sept 2018

IN THE NEXT TWO YEARS

- Mintel's perspective

Breweries can align with at-home entertainment

- Drinking at home is catching on globally
- Breweries cleverly target at-home activities
- In Canada, cannabis threatens alcohol for consumption during quiet time at home
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- Communal living could prolong home-based preferences

Sustainability is about more than packaging

- Make thorough sustainability commitments
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- Early-adopter breweries share circularity commitments
- Supporting responsible brands will be a point of pride in next decade

Expanding economies present a challenge

- Fastest volume growth comes from developing markets
 - Graph 3: fastest growing beer markets, past five years to 2019
- Big players control beer market in emerging economies
- World's leading brewers aim for African expansion

IN FIVE YEARS AND BEYOND

- Mintel's perspective
- 'Wild' offers insurance for uncertain times
- Remote working creates on-premise opportunities
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- Alcohol-free future requires diversification

KEY MARKET DATA

- China leads global volume sales of beer
- Mexico rivals leading European markets in beer consumption
 - Graph 4: beer, per capita consumption in liters, 2019*
- US and France lead global beer and cider innovation
- Sustainable packaging is one claim global companies can agree on
 - Graph 5: beer and cider, new product launches, top five claims, Dec 2018–Nov 2019
- Aluminum continues its growth streak
 - Graph 6: beer and cider, new product launches, by packaging material, Dec 2018–Nov 2019

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