

THE FUTURE OF BEER AND CIDER: 2022

Adults are seeking more variety, health and affordability from alcohol, complicating the road ahead for beer and cider.



Jenny Zegler, Director,
Mintel Food & Drink and
Global Consumer



Report Content

- Meet Mintel's beer and cider expert
- The now, the next and beyond

WHERE WE ARE NOW

- Adults continued to embrace the many benefits of drinking at home in 2021
- In another extraordinary year, beer and cider launches stick to the familiar
- What we are seeing

IN THE NEXT TWO YEARS

- Mintel's perspective

Adapt to consumers' more casual lifestyles

- Sluggish economies threaten to slow beer sales
- Position beer and cider as enhancements to other popular at-home past-times
- Promote the cost advantages of ecommerce
- Ensure brands are sold wherever adults are buying

Get real about better-for-you options

- Health-conscious adults are putting alcohol on the chopping block
- Bet on better-for-you formulations
- Expand BFY claims, especially in markets where FABs are a threat
 - Graph 1: % of beer, cider and FAB launches with minus claims, 2021
- Consumers have a range of BFY preferences
- Early adopting brands put BFY claims up front
- Invest in quality and flavor to extend the growth of non-alcoholic beer and cider
- There are two paths for NA drinks: imitate or differentiate

Explain sustainable practices to consumers

- Stand out from the sustainable crowd with more detailed and verified claims
 - Graph 2: top five ethical and environmental claims made by global beer and cider launches, 2017 vs 2021
- Stand out from the sustainable crowd with more detailed and verified claims
- Cue into the environmental and ethical factors that are key to consumers
- Consumers will want more transparency about carbon reduction commitments

IN FIVE YEARS AND BEYOND

- Mintel's perspective
- Invest in experiences that appeal to in-person and online socialization
- Increased nutrition transparency will heighten demand for BFY drinks
- Give new relevance to NA beer and cider with functional formulations
- Tell consumers the stories of inventive sustainability collaborations

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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