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

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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
  - 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
• 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
• Give new relevance to NA beer and cider with functional formulations
• Tell consumers the stories of inventive sustainability collaborations