

# THE FUTURE OF BEER AND CIDER: 2024

As drinkers feel unsteady about their finances, brands should flag quality cues and the end benefits of eco claims to prove value and stretch 0% ABV into health.



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# Report Content



## WHAT YOU NEED TO KNOW

- Where we are now
- In the next two years
- In the next five years and beyond

## IN THE NEXT TWO YEARS

- Mintel's perspective

### Prove value as drinkers stay price-sensitive

- Dial up benefit stories to counter consumers' need for value
- Tap into the notion of quality-led value to weather the current financial crisis
  - Graph 1: select attributes seen by consumers to define premium alcoholic drinks, 2022
- Beer brands tap quality cues to dial up premium credentials
- Find ways to make natural claims to prove value
- Ingredients with provenance are worth paying more for
  - Graph 2: proportion of consumers who agree beer made with local ingredients is worth paying more for, 2022
- Beer brands flag ingredients with provenance

### Justify the value of eco claims in a cost-of-living crisis

- Offer a greener pack as a first step in affordable eco storytelling
  - Graph 3: select ethical and environmental claims made by beer and cider launches, 2019 and 2023
- Develop greener packs as a demonstration of intent
- Link sustainably farmed ingredients to taste to justify price
  - Graph 4: factors that beer drinkers see as worth paying more for, 2023
- Showcase sustainable ingredients as a reason to believe in superior taste

### Fortify 0% ABV beer to enhance health credentials

- Global drinkers will catch up with Europe in embracing 0% ABV beer and cider
- 0% ABV beer and cider has licence to stretch into the health space
  - Graph 5: adults who agree that maintaining good mental health is key to overall wellbeing, 2023
- Start-ups recognise the need for relaxed mood benefits in 0% ABV beer
  - Graph 6: proportion of consumers who agree that relaxing ingredients would encourage them to buy 0% ABV alcohol alternatives (such as beer) or buy them more frequently, 2023
- A new generation of 0% ABV beer launches is addressing relaxation
- 0% ABV isotonic beer can become a post-sports recovery treat

# The Future of Beer and Cider: 2024

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- 0% ABV beer's refreshment helps it fit with post-sports recovery

## IN FIVE YEARS AND BEYOND

- Mintel's perspective

### Future-proof with drought-resistant ingredients

- Look to developing regions to understand alternative beer and cider ingredients
  - Graph 7: consumers who are concerned climate change may lead to food shortages due to drought or crop failure, 2022
- Beer brands will take a natural route to drought-resistant crops

### VR will play an increasing role in at-home drinking

- Brands will beam immersive storytelling into the living room
  - Graph 8: appeal of consuming food/drink on your own while experiencing a virtual reality environment (eg a beach with the sound of waves), by select generations, 2022
- Use AR to enjoy refreshing beer on a hot beach day, even in winter

### Diversify drinks offerings as growth declines

- Brand owners will see themselves as total beverage providers

## KEY TAKEAWAYS

- Key takeaways

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