

# THE FUTURE OF WINE AND SPIRITS: 2022

As COVID-19 restrictions lift, brands will need to share more on sustainability, tap into emotional benefits to prove value, and re-engage with younger moderators.



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# Report Content



- The now, the next and beyond
- Meet Mintel's global wine and spirits expert

## WHERE WE ARE NOW

- The pandemic sees drinkers favour premium spirits / alcoholic RTDs at home
- What we are seeing

## IN THE NEXT TWO YEARS

- Mintel's perspective

### Step up storytelling as sustainability roars back

- Offer sustainable packaging as a minimum first step
  - Graph 1: top five environmental claims used by wine and spirits and alcoholic RTD\*\* launches , 2015 vs 2021
- Wine and spirits have room to grow in sustainable packaging claims
- Brands that fail to offer greener packs will soon be out of step
- Re-use of 'waste' ingredients is still an under-used touchpoint
- Repurpose byproduct ingredients from 'waste to taste'

### Flag mood and lifestyle benefits to prove value

- Dial up brands' roles in optimistic celebrations to prove value
  - Graph 2: consumers who agree that they are experiencing COVID fatigue, and expect things to be back to normal, by age, 2021
- Tap into an 'uplifting' mood on pack to trigger engagement
- Remind drinkers of the relaxation benefits of spirits/wines to prove value
- Reassure drinkers they will still enjoy relaxation mood benefits
- Offer an emotional lifestyle connection to prove value for alcoholic seltzers
- But how should an alcoholic seltzer brand differentiate on lifestyle?
- Offer a distinct lifestyle to optimise the export opportunity

### Re-engage younger drinkers with permissible spirits and wines

- Keep younger moderators engaged with lower-ABV spirits and wines
- Reach younger moderators with tasty permissible wine
  - Graph 3: proportion of respondents who agree that flavour and health drive their drinks choices, 2020
- Botanical wines prioritise flavours to help younger drinkers navigate the 'wine wall'
- Flavoured wines have potential to offer "go-to" alcohol flavours for younger drinkers

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- Graph 4: flavours typically consumed nowadays in alcoholic beverages by drinkers aged 22-34, 2020
- Adopt hard seltzer's language of naturalness to engage younger drinkers
  - Graph 5: important attributes when trying to make a healthier alcohol choice, for drinkers aged 22-34, 2021
- Offer permissible lower-ABV spirits and RTDs
- Offer spirits with subtle flavours and healthier cues for younger moderators

### IN FIVE YEARS AND BEYOND

- Mintel's perspective
- Work towards an on-pack carbon-neutral claim
  - Graph 6: proportion of consumers\* who value brands which commit to making lower carbon emissions, when making food and drink choices, 2021
- Retailers will soon favour brands with a quantifiable carbon footprint
- Take inspiration from Australian wine's progress in carbon-neutral claims
- Pivot production methods to flag a water conservation story
  - Graph 7: important environmental factors when choosing food or drink, "protects water (eg lakes, oceans)", 2021\*
- Startups are already using technology to make spirits/wines requiring minimal water
- Spirits/wines will identify as total beverage owners as they diversify into soft drinks

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