The Future of Wine and Spirits: 2023

As the pandemic subsides and the cost of living crisis unfolds, brands should offer affordable luxury, permissibility, and make water advocacy their next eco story.

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Report Content

• Meet Mintel’s global wine, spirits and RTDs expert
• The now, the next and beyond

WHERE WE ARE NOW

• The trend continues for ‘nesting’ with spirits and wines for ‘hometainment’
• The trend for ‘less but better’ spirits, wines and RTDs shows resilience as drinkers treat themselves to premium
• What we have seen

IN THE NEXT TWO YEARS

• Mintel’s perspective

Dial up affordable luxury as inflation bites

• Bolster spirits’ status as treats by telling premium stories
  - Graph 1: select consumer perceptions of personal financial situations over the next year, by market, 2022*
  - Graph 2: select attributes seen by consumers as defining premium spirits, 2022
• Position mid-range spirits to ride the trend for affordable luxury
• Dial up quality to prove value for mid-range wines
• Premium alcoholic RTDs can also be a part of affordable luxury
• Resist temptation to cut advertising spend in uncertain times
• Heritage brands should remind drinkers they have stood the test of time

Tap permissibility to engage alcohol moderators

  - Graph 3: proportion of consumers who consume alcoholic drinks but have cut back, 2022*
  - Health tops reasons why adults drink less alcohol, but budget is not far behind
  - Graph 4: launches of select alcoholic drink sub-categories with select minus or natural claims, 2020-22
• Alcoholic RTDs are permissible treats, and often the first step on the moderation journey
• Brands should work harder to frame wine as permissible
• Lower-ABV spirits have more scope to make BFY claims vs full proof spirits
• 0% ABV spirits need to dial up BFY mood benefits to fully engage spirits moderators

Make water stewardship the next eco story

  - Graph 5: top seven ethical and environmental claims used by wine and spirits launches, 2018 vs 2022
  - Graph 6: consumers who agree environmental factors such as water protection are important when making food and drink choices, 2021*
  - Graph 7: select water-related ingredient claims made by whisky and vodka launches, 2018-22
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- Spirits should call out their actions to protect precious water resources
  - Graph 8: top seven ethical and environmental claims used by wine launches, 2018 vs 2022
  - Graph 9: consumers who mention water shortages within their top three environmental concerns, 2022*
- Make ‘dry farming’ the next step in wine’s eco story

IN FIVE YEARS AND BEYOND

- Mintel’s perspective
- Technology will enable in-store refills for sustainable spirits
  - Graph 10: proportion of total wine launches offered in 750ml pack size, by market, 2018-22
  - Graph 11: consumer net agreement with the statement, “Science can provide solutions to the climate crisis”, 2022*
- Lab-made molecular spirits to achieve scale and steal share from traditional spirits
  - Graph 12: reasons why alcohol drinkers reduced or limited alcohol intake in the last 12 months, 2022
- Alcohol substitutes will still face competition from functional adult soft drinks
- Alcarelle has potential to give alcohol a technological upgrade