

## Consumer Lifestyle Choices Continue to Drive Innovation in Global Beverage Alcohol

*IWSR Drinks Market Analysis' Comprehensive 'Global Trends Report' Identifies Industry Insights and Opportunities*

**London** – Global changes in consumer behaviour, technology, economics and even environmental stewardship are helping to drive evolution and innovation in the beverage alcohol industry. IWSR Drinks Market Analysis' annual Global Trends Report, released this week, examines developments and identifies opportunities around the world for the beer, wine, spirits and mixed drinks market.

Among the key current and emerging trends identified by IWSR analysts' on-the-ground research are:

### Global Sophistication

- New entry-level brands are helping aspirational consumers in developing markets to discover unfamiliar beverage alcohol categories.
- In developed markets, premiumisation and an attitude of “less but better” is driving consumers towards crafted products – often with a hyper local spin.
- More niche and localised flavours are starting to gain traction (for instance, spirits made with locally foraged botanicals).
- Increasingly niche and personalised experiences are helping curious consumers to connect with their favourite drink categories (e.g. monthly subscription clubs and experiences such as “meet the maker” events at craft distilleries and breweries).
- Wine education continues to spread in developing markets, especially throughout Asia.

### Lifestyle and Ethical Choices

- The rise in consumer interest in wellness has fuelled development of no- and low-alcohol products, and “better-for-you” beverages that are low-calorie, sugar-free, gluten-free, and that feature natural nutrients and healthy ingredients.
- Consumers are looking for ways to decrease their environmental impact on a micro level, such as adopting plant-based diets, reducing air travel, shunning plastic waste and consuming water and other natural resources more responsibly. Some consumers now expect drink brands to hold themselves to similar standards throughout the production chain.
- People are also gravitating to companies and brands that are more authentic in their support of charities or local communities.

### Digital Engagement

- Personalised and interactive marketing campaigns are becoming key.
- Technological innovations, such as smart labels, are changing the way consumers interact with products, companies and brands.

### Social Experience and Inclusivity

- Drinks tourism, pop-up events, festivals and interactive spaces are encouraging people to plan drinks-led experiences
- In today's restaurant scene, themed cocktails and unique food and drink pairings can be a core component of the dining experience and may even provide a route into novel cuisines.
- Macro social and economic changes bring new participants into the drinks market, and as a result, products evolve to accommodate the newcomers' needs and preferences.

The IWSR's wide-ranging examination of global trends also includes product and category research broken down by region and market, and insights into each category's future outlook.

"We're proud that the global drinks industry relies upon IWSR data and analytics to make informed decisions every day about their companies and brands, but equally important is discerning consumer habits and market forces that are fuelling the industry and driving growth," says Mark Meek, CEO of IWSR Drinks Market Analysis. "That is what makes our trends research so valuable and essential to understanding the global drinks business."

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### **About the IWSR**

The IWSR is the leading source of data and intelligence on the alcoholic beverage market. The IWSR's database, essential to the industry, quantifies the global market of wine, spirits, beer, cider, and mixed drinks by volume and value in 157 countries, and provides insight into short- and long-term trends, including five-year volume and value forecasts. The IWSR tracks overall consumption and trends at brand, price segment and category level. Our data is used by the major international wine, spirits and beer companies, as well as financial and alcoholic beverage market suppliers. The IWSR's unique methodology allows us to get closer to what is actually consumed and better understand how markets work. Our analysts travel the world in order to meet over 1,600 local professionals to capture market trends and the 'why' behind the numbers.