
#What'sTrending *in the Beverage Industry*

Let's face it:

Consumers are finicky. We should know! We are, after all, consumers ourselves! So we should know better than anybody that our tastes are always changing, our loyalties always shifting, and our standards always increasing. Here are a few trends (both industry and consumer) that beverage brands need to keep in mind in today's digitally driven world.

Trend 1: Interactive Packaging

Bringing Packaging to Life

Brands are using technologies like image recognition and augmented reality (AR) to bring a new dimension to their in-aisle experience.



of customers see **clear benefits** of AR¹



of **midmarket companies** are using AR²



of consumers are more inclined to shop with retailers using AR experiences³



19 Crimes.

brings criminals on their bottles to life



pepsi

made social sharing easy with #summergram QR codes

Jose Cuervo

shows a piece of history inside their bottles

Trend 2: Health/Alcohol Substitutes

The Switch to Sober

As “sober curious” lifestyles become more popular, even alcoholic brands are capitalizing with non-alcoholic alternatives.



of consumers want to **decrease alcohol consumption** for health reasons⁴



Since 2000, the **number of people who drink alcohol** has decreased by nearly 5 percent⁵

Coors
BREWING COMPANY

tapped social influencers to promote their new non-alcoholic beer, Coors Edge

TRADE MARK
Heineken[®]

reported a 33% jump in the desire for alcohol-free beer in Western Europe with the release of Heineken 0.0

DIAGEO

created their own “nonalcoholic spirits” company called Seedlip

Trend 3: Sustainability/Traceability

More Transparency

Consumers care about the environment, and they're willing to shell out more money for brands that are packaging and sourcing ingredients in eco-friendly ways.



of consumers say that sustainable packaging **builds brand trust**⁶



of consumers say they are **willing to pay more** to companies with positive social and environmental practices⁶



Millennials are the generation **most likely to respond** to eco-friendly practices⁷

ABSOLUT.[®]

uses image recognition to give consumers a virtual tour of how their vodka is made



enables consumers to scan product barcodes with their app to see where the ingredients came from

Trend 4: Not Just an App Making It Experiential

Consumers are increasingly compelled to buy from brands that are making drinking their beverages an experience in itself.



of US people surveyed say they've tried drinks that friends posted on Facebook⁸



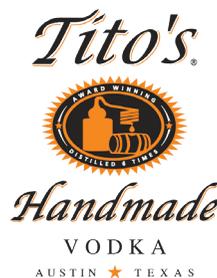
of millennials prefer spending money on experiences rather than things⁹



Over 1 in 3 people use Facebook or Instagram to post photos and opinions of their drinks⁸



offers Cider+Food pairings via their app



utilizes Facebook chatbots for personalized drink recipe recommendations



famous "Share A Coke" campaign led to 500,000 tagged photos on media¹⁰

¹<https://www.fool.com/investing/2016/11/27/10-augmented-reality-stats-that-will-blow-you-away.aspx>

²<https://www2.deloitte.com/us/en/pages/deloitte-private/articles/technology-trends-middle-market-companies-survey.html>

³<https://brpconsulting.com/virtual-and-augmented-reality-enter-retailers/>

⁴<https://www.arena-international.com/Journals/2018/05/18/k/w/w/3.-Kevin-Baker---GlobalData.pdf>

⁵<https://www.washingtonpost.com/business/2019/06/27/millennials-have-sparked-sober-revolution-alcohol-brands-are-starting-notice/>

⁶<https://www.nielsen.com/us/en/press-releases/2015/consumer-goods-brands-that-demonstrate-commitment-to-sustainability-outperform/>

⁷<http://www.gpi.org/sites/default/files/GPI-TheMillennials-11%206%2014-FINAL.pdf>

⁸<https://www.facebook.com/business/news/insights/the-thirst-for-mobile>

⁹<https://www.inc.com/anne-gherini/cash-in-on-experience-economy.html>

¹⁰<https://www.investopedia.com/articles/markets/100715/what-makes-share-coke-campaign-so-successful.asp>