

ALCOHOL INDUSTRY TRENDS

A quick understanding of some of the key trends that are shaking and stirring the alcohol business, and the tips you'll need in order to thrive.

SOME FACTS

Revenue in the Alcoholic Drinks market in 2021:



And is expected to grow annually by over 9% (CAGR 2021-2025).

From August 2019 to 2020, frequency of alcohol consumption increased:



During COVID-19, alcohol consumption increased across all generations.

Online sales drastically increased with lockdowns & restaurant/bar closures



Up 115.4% from 2019

The market's largest segment is Beer, with a market volume of over



Wine and spirits are nearly tied for second place, in part due to growing bargain wine brands and spirit flavor varieties.

The beer market saw an overall drop in revenue from \$116 B in 2019



The craft beer movement now controls 24% of the beer industry

TRENDS



DRINK RESPONSIBLY, STAY HOME

Drinking at home is cheaper, more personal, and relaxing.



of Americans of legal drinking age prefer to drink at home (28% of young Millennials)

Cocktails go Virtual.



Many breweries and distilleries offer curbside pick-up for pre-made cocktails and at-home mixing kits, as well as online mixology experiences.



HARD SELTZER, HEALTH CONSCIOUS & PREMIUM DRINKS

In 2019, the global hard seltzer market was valued at



with a projected compound annual growth rate (CAGR) of 16.2% from 2020 to 2027.

Trading up beer for seltzer: Consumers see hard seltzers and lemonades as an elevated drink option to traditional beer.



In addition to its lower calorie and sugar content, hard seltzers also offer ranges of flavors.



MILLENNIALS & GEN Z VALUE QUALITY OVER QUANTITY

Gen Zers drink



than millennials, and millennials also drink less than gen x and baby boomers did at the same age.

While younger groups tend to drink less by volume, they are more likely to shell out for the good stuff.



As seen in the craft beer movement and the exploding hard seltzer market.

BEST PRACTICES



Share Values with Consumers

Brands who actively invest in the issues that their customers care about can gain additional sales and brand loyalty both online and off.



Using the Snipp platform, Constellation Brands implemented a campaign to drive awareness and donations via text to connect consumers directly with their non-profit partner, Operation Homefront.



Embrace New Drinking Lifestyle

Alcohol brands have long aligned their marketing with 'lifestyle' - with the culture around drinking changing, brands have an opportunity to embrace the 'new' lifestyle.



Guinness created a tongue-in-cheek television and social media campaign where the company marketed their "new" product, Guinness Clear (a.k.a. water), to promote responsible drinking habits.



Leveraging Tech to Engage the Targeted Consumer

Leveraging tech can help brands run industry compliant and targeted programs focusing on an enhanced CX & engagement and online orders can help grow sales.



Radeberger is running a number of promotions across their portfolio, including digitized rebates on Snipp's mar-tech platform and collecting invaluable first party data for further personalization.



Reward Consumers in Relevant & Meaningful Ways

Offer consumers "experiential" rewards that integrate and expand upon a "desirable lifestyle."



Beam Suntory ran a Father's Day program to drive customer engagement via an age and state-gated sweepstakes where consumers were eligible to win gift-cards and a trip to a popular resort.

[Click here to read more in our detailed guide: CPG ALCOHOL INDUSTRY TRENDS 2021](#)

Over the last 10 years, Snipp's technology and marketing solutions have helped hundreds of brands in highly regulated industries of beer, wine, and spirits run successful, compliant promotions and loyalty programs. Snipp's modular CUSTOMER ACQUISITION RETENTION & ENGAGEMENT HUB enables brands in these regulated industries implement industry compliant, omni-channel, device agnostic, programs that are ROI-driven and data-rich. Our engines capture unique zero party data in real time to build robust, proprietary data sets that enable intelligent decision making to drive personalization and brand loyalty. [Click here to know more.](#)