

56 Degree Insight Launch Week: Aff it? How moderation and innovation is driving growth in alcohol free beers



WEDNESDAY 19th JUNE 2019:

To mark the official launch of 56 Degree Insight this week, each day we will be sharing some thoughts on topics close to our heart which are impacting on the sectors that we are passionate about. Today, let's look at the booming popularity of low and non-alcoholic drinks and the factors driving this trend...

While it's been hard to miss the booming popularity of gin, prosecco and craft beer in recent years, another area of the drinks market where growth is accelerating is low and non-alcoholic drinks. There are a number of factors driving this growth.

Firstly, we see a trend towards moderation as consumers generally become more health conscious in their food and drink choices, -counting calories and aware of the potential longer term effects of over consumption. Recent data (from GlobalData) suggested that well over half of alcohol drinkers would like to moderate their intake for these reasons.

Secondly, we see a shift in attitudes amongst younger generations. So called 'sober millennials' are drinking less than their parents did, seeking health benefits plus the other positives that come with moderation including more memorable, authentic experiences and greater productivity the next day! For this younger generation, getting drunk is no longer 'cool' while choosing low alcohol drinks on a night out is completely acceptable. And this trends looks set to continue to the next generation - Public Health England data shows a significant decline in underage drinking in the last 15 years as drunkenness has become unfashionable.

Thirdly, we see unprecedented innovation in the sector as manufacturers respond to consumer trends, making the choices of non-alcoholic drinks available much more appealing. This is particularly the case in the beer sector where non-alcoholic options have long been seen as a poor tasting, inferior product to be endured rather than enjoyed! Brewers are working hard to improve the quality and range of non-alcoholic options, investing in new techniques to create products with a taste and texture very close to higher ABV alternatives. BrewDog now offer a number of non-alcoholic options including their recently launched AF Punk IPA (*"huge tropical aromas and a hoppy nature that belies it's incredibly low ABV"*) and we see the rise of breweries that focus entirely on low alcohol options. In my experience the range of beers from Big Drop brewing including lagers, pale ales, sours and stouts are hard to distinguish from the boozier alternatives yet make a much smarter choice on a 'school night' (and no we are not on commission!)

You can read more about our experience in food and drink research and insights on our website: www.56degreeinsight.com
Please get in touch to discuss how we might be able to help you.



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