



2023

# TRENDBOOK

# 2023: CALM , JOYFUL WELLBEING

In the face of global geopolitical, economic, and health-related evolutions, consumers will seek out restorative values and playful tweaks. 2023 will be under the auspices of calm, joyful wellbeing.



## (RE)JOY

PLAYFUL TWEAKS TO IMPROVE  
everyday LIVING



## off time

SUSTAINABLE SOOTHING FOR  
RESTORATIVE WELLBEING

Consumers are being pulled in many directions, between eco-responsible injunctions and pleasure. Aligning values and action is hard work, especially in an increasingly complex ecosystem.

In 2023, consumers will long for simpler, more playful guidance. They will want to know the real impact of their consumption, to recover a sense of pleasure and a convivial dimension.

## INCLUSIVE PLeasure

Encouraging a debit-and-credit approach to finding balance between pleasure and healthy living.

Developing inclusive packaging and communication that adapt to consumers, rather than the opposite.

**+30%**  
of no-low  
beverages by 2024<sup>1</sup>

## INTUITIVE Transmission

A shift from storytelling to story-proving, responding to a growing need for evidence.

Sharing information swiftly and easily, aligned with the thriving Planet-Score.

**-50%**  
trust sustainability  
promises on the  
alcohol market<sup>2</sup>

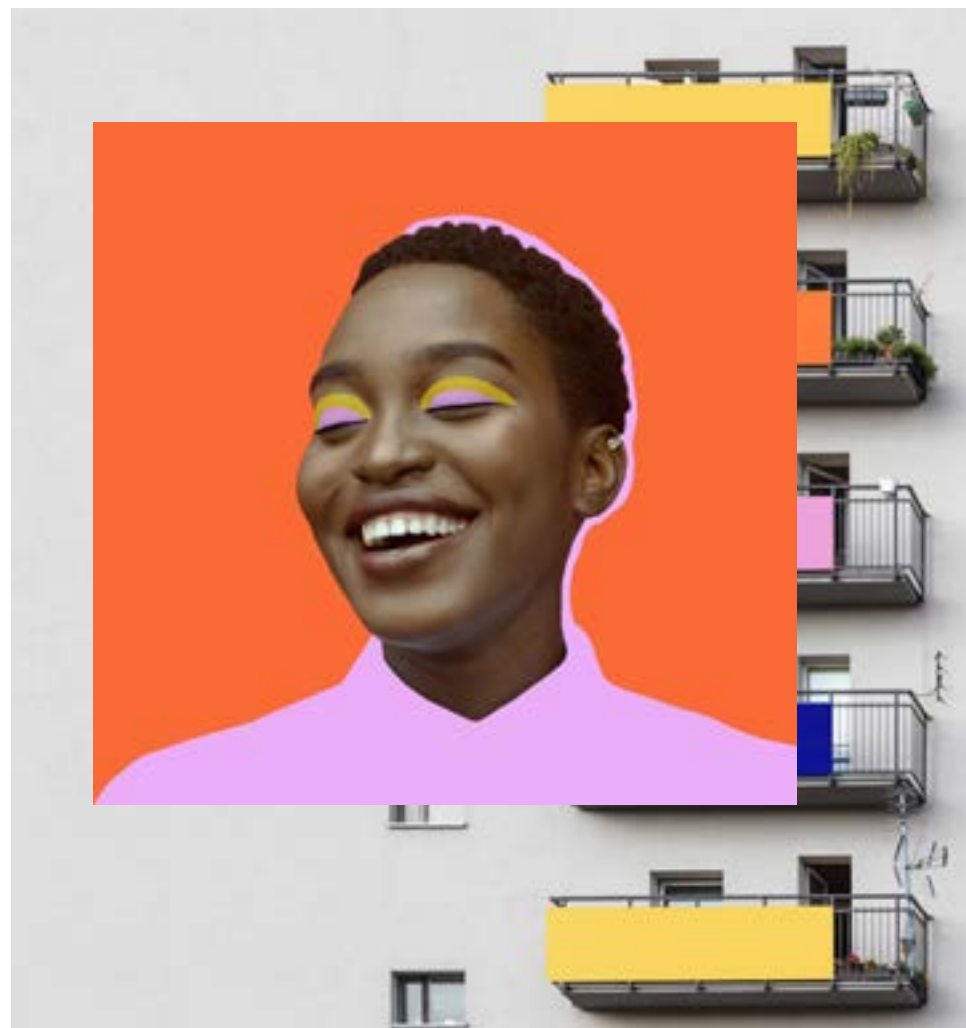
## CONVIVIAL SOLIDARITY

Developing solidarity events around empathy and friendly gatherings.

Shifting public conversations to more intimate, sincere circles.

**+40%**  
want to concentrate  
on others rather than  
on themselves<sup>3</sup>

# (RE)JOY



## PLAYFUL TWEAKS TO IMPROVE everyday LIVING



PLAYFUL



BRIGHT  
COLORS



Geometric



BOLD



FUNCTIONAL

# decoration

## Prosecco

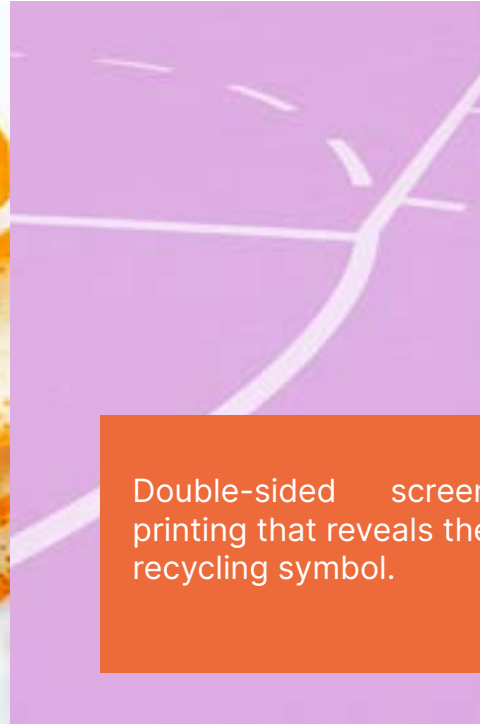


Screen-printed graphic overlays revealing the Prosecco reference in braille.

*Produced by Saga Décor  
based on the Céleste  
model (ref.: 8024847)*

CARLIN  
EXPERT DES TRAVAIL VERRE

## Jurasson



Double-sided screen printing that reveals the recycling symbol.

*Produced by Saga Décor  
based on the Bourgogne  
Opulence model  
(ref.: 8033021)*



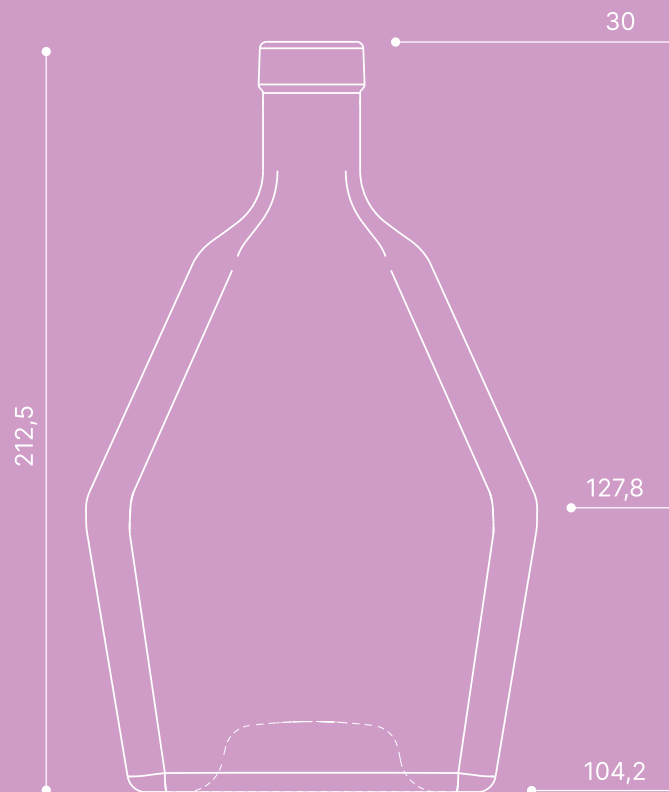
SELECTIVE LINE  
sélectionnée



# oaxaca

The Oaxaca shape features several flat surfaces, resulting in a bold premium geometrical design.

Capacity: 70 cl  
Finish type: BBP  
Height\*: 212.5 mm  
Filling level\*: 56 mm  
Max. diameter\*: 127.8 mm  
Weight\*: 675 g  
Color: Extra Flint



\* Non-contractual data based on Verallia Packaging in-house estimates



# BILBAO



The Bilbao shape stands out for its curvy charisma. Slender, tapered, and featuring double shoulders, its bold lines are charming.

Capacity: 75 cl  
 Finish type: Cork  
 Height\*: 316 mm  
 Filling level\*: 63 mm  
 Max. diameter\*: 78.4 mm  
 Weight\*: 500 g  
 Color: Extra Flint

\* Non-contractual data based on Verallia Packaging in-house estimates



Innovations are focusing on performance and speed, such as Q-commerce. But a discrepancy is growing as consumers turn to more sustainability. More than 50% of global consumers are more demanding when it comes to eco-responsibility and sustainability compared to 6 months earlier.<sup>4</sup>

In 2023, consumers will want to quell the ambient frenzy and return to a sense of wellbeing. Preferring products and services which encourage restorative values, they will want to step outside the world of algorithmic performance.

## SUSTAINABLE SLOWDOWN

Thinking long-term and shifting from disposables to sustainable products to be “good ancestors.”

Offering slow-living products to meet ad-hoc needs for changes of pace.

**500 M**  
consumers will have access to a neighborhood deposit-refund scheme by 2025<sup>5</sup>

## FREE EXPLORATION

Returning to the simplicity of nature, an open invitation to disconnecting.

Developing products that feature lesser-known, bitter flavors that leads to exploration.

**-50%**  
of yearly growth on the Baiju market<sup>6</sup>

## SERENE WELLBEING

Enhancing quality communication, to avoid adding noise on top of noise.

Focus development on overall wellbeing, with functional drinks that boost the immune system.

**\$208 billion**  
market assessment for functional drinks in 2024<sup>7</sup>

# off time



## SUSTAINABLE SOOTHING FOR RESTORATIVE WELLBEING

Confidential - Property of Verallia Packaging



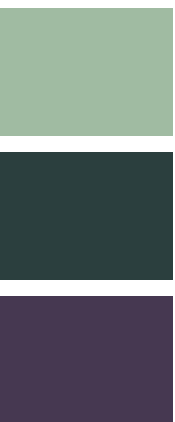
# SERENITY



## SOFT COLORS



## ORGANIC



## SINGULAR ELEGANCE

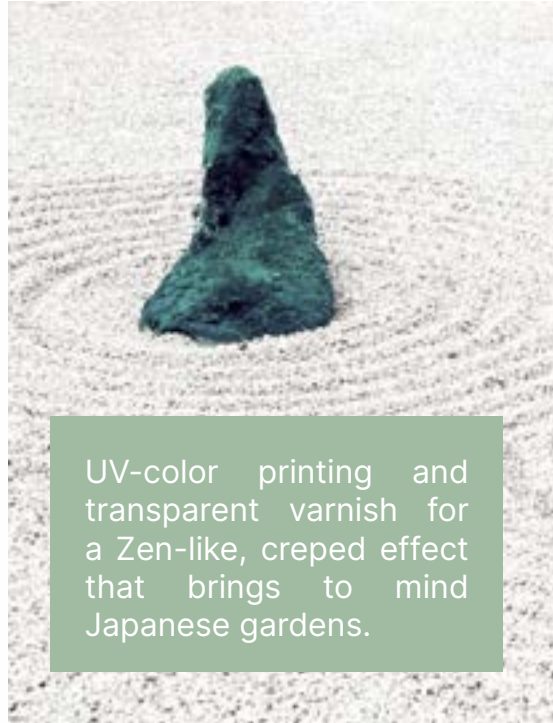


## LIGHT & AIRY

# DECORATION



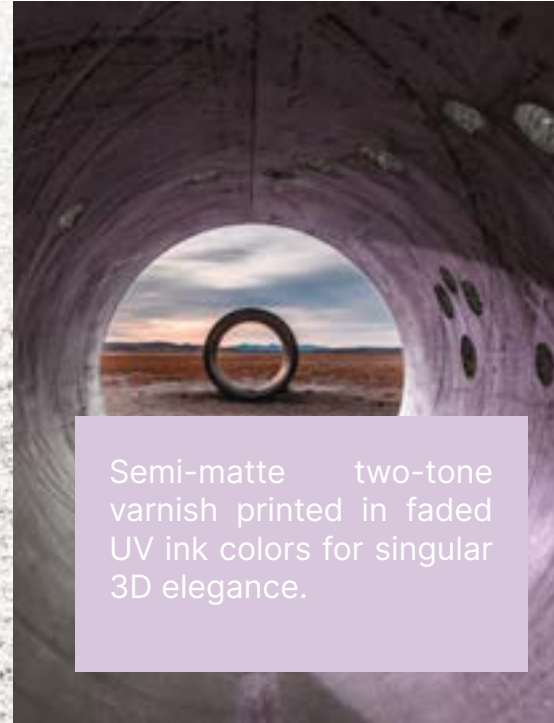
## SHISAKEZEN



UV-color printing and transparent varnish for a Zen-like, creped effect that brings to mind Japanese gardens.

*Produced by Verallia Polska based on the Futura model (ref.: 8024156)*

## FRESH GIN



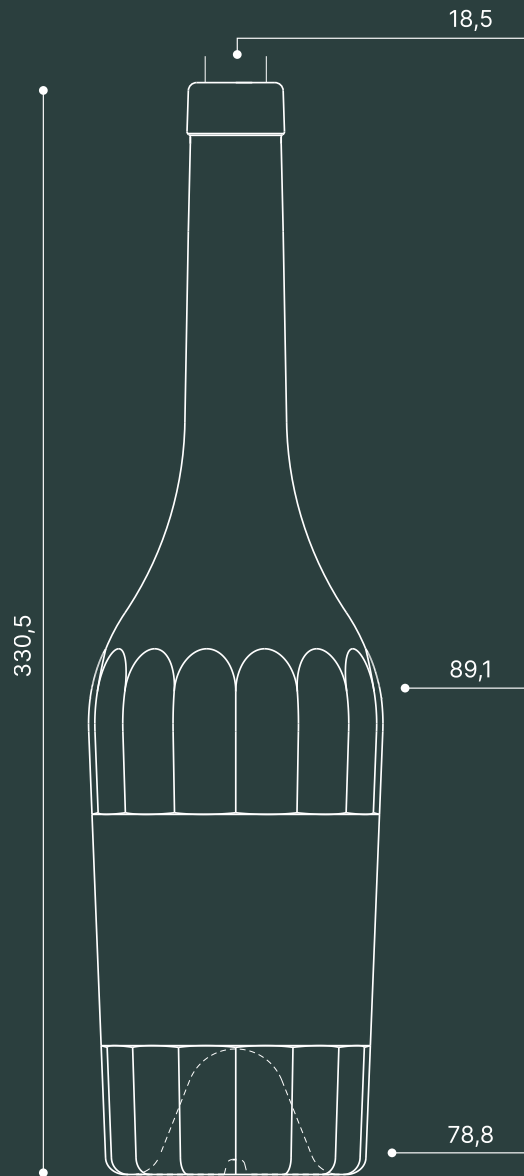
Semi-matte two-tone varnish printed in faded UV ink colors for singular 3D elegance.

*Produced by Verallia Polska based on the Oxford model (ref.: 8020685)*





# RIDGED YS



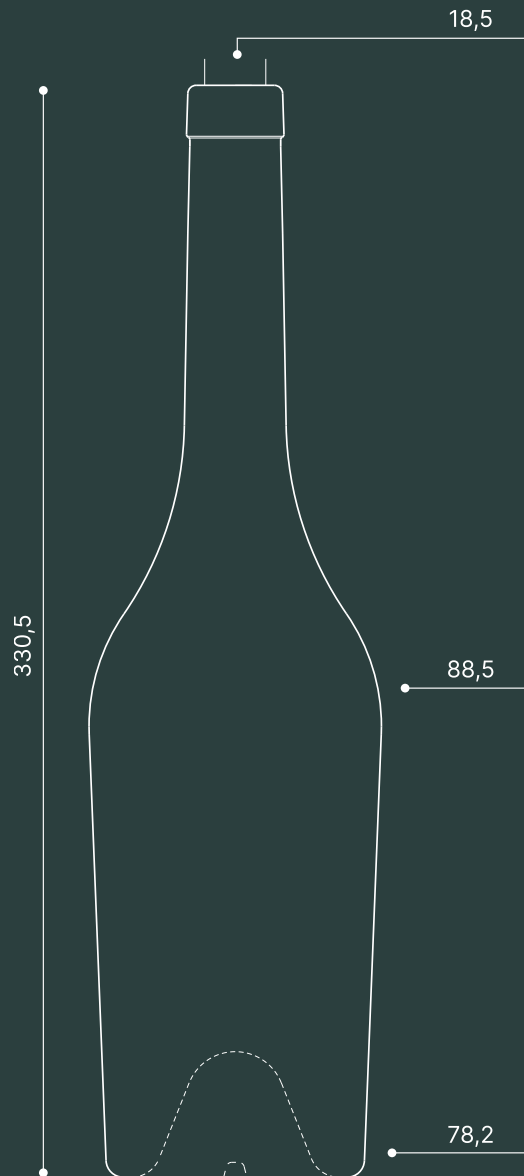
Ys has all the makings of a high-end showcase for still wines. It harmoniously combines slender, generous lines, with a tall neck, tall shoulders, and elongated push-up.

Capacity: 75 cl  
 Finish type: Cork, compatible with Vinolok  
 Height\*: 330.5 mm  
 Filling level\*: 63 mm  
 Max. diameter\*: 89.1 mm  
 Weight\*: 650 g  
 Colors: Extra Flint, Cinnamon

\* Non-contractual data based on Verallia Packaging in-house estimates



# SLEEK YS



Ys also comes in a smooth version.

Capacity: 75 cl  
 Finish type: Cork,  
 compatible with Vinolok  
 Height\*: 330.5 mm  
 Filling level\*: 63 mm  
 Max. diameter\*: 88.5 mm  
 Weight\*: 650 g  
 Colors: Extra Flint,  
 Cinnamon

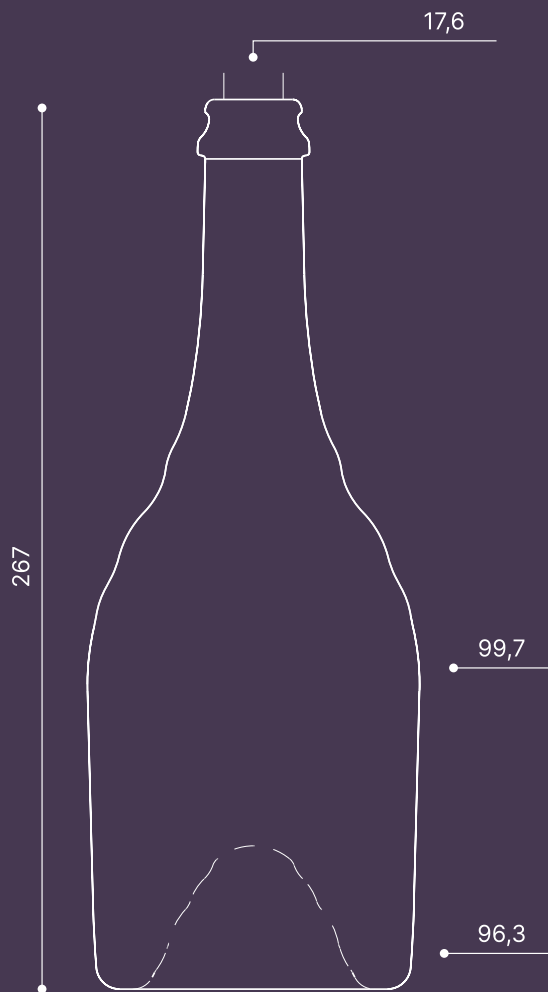
\* Non-contractual data based on Verallia Packaging in-house estimates





# COMO

The Como shape subtly replicates rippling water around the shoulders. It brings an ergonomic, new formal standard to sparkling wines such as Prosecco.



Capacity: 75 cl  
Finish type: 29H17 Crown  
Height\*: 267 mm  
Filling level\*: 90 mm  
Max. diameter\*: 99.7 mm  
Weight\*: 700 g  
Colors: Extra Flint, Noble Green

\* Non-contractual data based on Verallia Packaging in-house estimates



SELECTIVE LINE  
verallia



## SOURCES

### Page 4

1: +30% consumption for beverages with a low or zero-alcohol content by 2024, across all markets. Worldwide, ISWR, 2021

2: -50% of consumers trust sustainability promises made on the alcohol market. Worldwide, FMCG Guru, 2021

3: +40% of consumers say the pandemic made them realize that they need to focus more on others rather than themselves. Worldwide, Accenture, 2021

### Page 14

4: More than 50% of global consumers are more demanding when it comes to eco-responsibility and sustainability compared to 6 months earlier. Worldwide, PwC, Dec. 2021

5: By 2025, 500 million consumers will be living in a territory that features a deposit-refund system. Worldwide, Reloop, Changing Market Foundation, 2021

6: The Baiju market has a yearly growth estimated at 6.9% for the 2019-2025 period. Industry Arc, 2021

7: \$208 billion is the market assessment for functional drinks in 2024. Worldwide, Research Dive, 2021

\* Non-contractual data based on Verallia Packaging in-house estimates

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