

Press release

Paris, 12 July 2023

Ultra premium, creativity, local resources, health: current trends in the drinks market, explained by Verallia

Each year, Verallia, Europe's leading supplier in the glass packaging sector, deciphers market trends in a move to provide optimum support to its customers. This year, the trends report comes in the form of a comprehensive study into the wine and spirits market.

Verallia and the agency Carlin Creative worked together to produce an overview of the market cross-referenced with consumer trends. The result is four key drivers: important long-term trends in the wine and spirits market, each addressing precise consumer expectations that are set to last.

"The first thing we looked at was the impact of inflation on demand. Growth is slowing, but rather surprisingly we are seeing an increase in demand for premium and ultra premium goods. We are also seeing demand for light, entertaining products: pure pleasure. At the same time, there is a growing demand for lower alcohol content and continued concern for preserving nature. Finally, we can see that artificial intelligence and the climate crisis are pushing brands to innovate in quite a disruptive manner."

Elena Andia, Selective Line Marketing Director

KEY DRIVER #1: BACK TO THE ROOTS



Respecting nature and the local ecosystem is now vital. Consumers want brands that work on their impact, that prioritise local ties and resources, and that adopt a new outlook on the transmission of traditions.



Positive impact

Individuals expect brands to work on having a positive impact. This may be through regenerative agriculture, initiatives to cut carbon or encourage bees, or by using upcycled ingredients.

Verallia and Carlin Creative created an exquisite bee design to promote this cause to consumers.

*Verallia UK
Silkscreen print design on the Titus bottle*



Local resources

Local production has become a key advantage for consumers: they see it as both a sign of quality and a way to support the local ecosystem. Producers are adapting their recipes to use as many local ingredients as possible.

Verallia and Carlin Creative developed a design using local codes, like a handwritten note straight on the bottle.

*Verallia and Saga Décor
Silkscreen print design on the Treviso by Selective Line bottle*

Transmission

Authenticity is no longer a watchword. Now it is all about traditional stories passed down through the generations and adapted to our time, by switching ingredients and adapting the way drinks are served.

Verallia and Carlin Creative designed Elba: a bottle with a slender, minimalist figure, which modernises the codes for traditional methods and sparkling wines.



Verallia – New Elba bottle, for sparkling wines

KEY DRIVER #2: INSTANT PLEASURES



Consumers expect a light touch and pleasure, with an affinity for sophisticated products that are ready to drink, creative aesthetics, and a promise of entertainment.

Ready to drink

The ready to drink (RTD) market is growing thanks to a range of bold, tasty and premium products. They offer pleasure and a light touch, with alcohol contents suited to new tastes.



Creativity

With the arrival of generative artificial intelligence, creative aesthetics is changing and consumers are used to seeing highly creative content posted on social media.

Verallia and Carlin Creative designed a fresh and colourful bottle to meet these expectations.

*Verallia Polska
Silkscreen print design on the Paris by Selective Line bottle*

Verallia and Carlin Creative also created Valparaiso: shaped on the elegant codes of a wine bottle with a slender neck, the bottle provides a touch of freshness with its rounded base.



Verallia – New Valparaiso bottle, for still wines

Entertainment

Brands and distributors are working on products that combine experience and taste, targeting fans of entertainment through video games and art.

KEY DRIVER #3: BEST OF THE BEST



Consumers want the best. Expectations are turning to alcohol-free alternatives, quality ingredients, and exclusive ranges, in both the premium and ultra premium sectors.

Health

Individuals, particularly Gen Z, are seeking moderation to preserve their health. This is bringing about a democratisation of alcohol-free products and functional drinks with nootropic or adaptogenic ingredients.

Transparency

More and more consumers are demanding transparency with regards to ingredients and production processes. Drawing on the codes used by the cosmetics sector, wine brands are starting to provide detailed and clear information about each ingredient and its function.

Verallia and Carlin Creative came up with a design where each strip represents a grape variety and its proportion.



*Verallia Polska
Silkscreen print design on the Burdigala by Selective Line bottle*

Preciosity

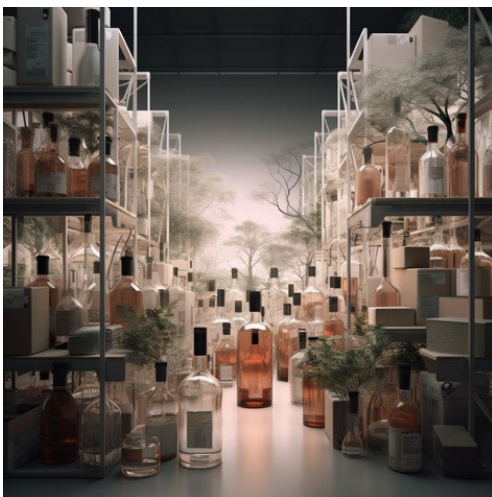
Exclusivity and preciosity are ever present expectations: tiny batches, luxury perfume codes, and NFTs are used for these booming ultra premium ranges.

Verallia UK and Carlin Creative designed Ascot: a rounded bottle with a flat surface evoking the codes associated with elixirs.



Verallia UK – New Ascot bottle, for spirits

KEY DRIVER #4: DISRUPTIVES



The climate crisis and the development of artificial intelligence are forcing the market to diversify and explore new options.



Tech-oriented

AI doesn't only play a role in aesthetics; it can also be used in production. It can create new recipes and sort them by order of probability that they will appeal.

Exploration

Climate change is shifting the boundaries: from Scandinavia to space, new winegrowing regions are now being explored. Laboratories are also being asked to convert carbon into vodka or make wine and spirits straight from molecules.

Packaging's carbon footprint

Brands and glass packaging manufacturers are working together to adopt strategies to reduce weight and volume and to introduce reuse systems.

This collaborative study carried out by the glass packaging manufacturer and the trend agency helps Verallia's employees advise their customers according to market realities. It has also been presented to customers during a number of different webinars.

About Verallia

At Verallia, our purpose is to re-imagine glass for a sustainable future. We want to redefine how glass is produced, reused and recycled, to make it the world's most sustainable packaging material. We work in common cause with our customers, suppliers and other partners across the value chain to develop new healthy and sustainable solutions for all.

With around 10,000 people and 34 glass production facilities in 12 countries, we are the leading European and the third largest producer globally of glass containers for food and beverages, providing innovative, customized and environmentally friendly solutions to more than 10,000 businesses around the world.

Verallia produced more than 17 billion bottles and jars and achieved revenues of €3.4 billion in 2022. Verallia is listed on compartment A of the Euronext Paris stock exchange (Ticker: VRLA – ISIN: FR0013447729) and belongs to the CAC SBT 1.5°, STOXX600, SBF 120, CAC Mid 60, CAC Mid & Small et CAC All-Tradable indexes.

About Carlin Creative Trend Bureau

Since 1947, Carlin has used its expertise to forecast international consumer trends and translate them into creative solutions. Some of the brands that place their trust in Carlin: L'Oréal, Oenobiol, and Weleda in the beauty sector; Samsung, LG, and Mitsubishi in High Tech. And Verallia since 2016.

Press contacts

Annabel Fuder, Anne Mauvieux & Isabelle Fillaud
verallia@wellcom.fr | +33 (0)1 46 34 60 60