

MARKET NEWSLETTER

Beers

OCT 2023



YOUR MARKETS IN FIGURES

Find out about the health of your markets in figures and estimated projections.

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LAUNCHES IN MORE DETAIL

Find the detail of the launches of Beers in Europe.

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THE FLAVORS OF THE MARKET

What are the top flavors per type of product in Europe in the 1st semester?

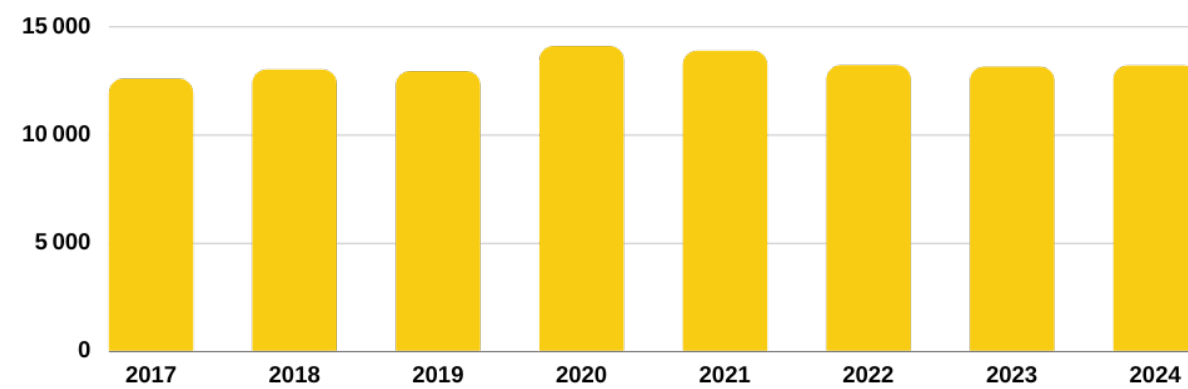
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YOUR MARKETS IN FIGURES

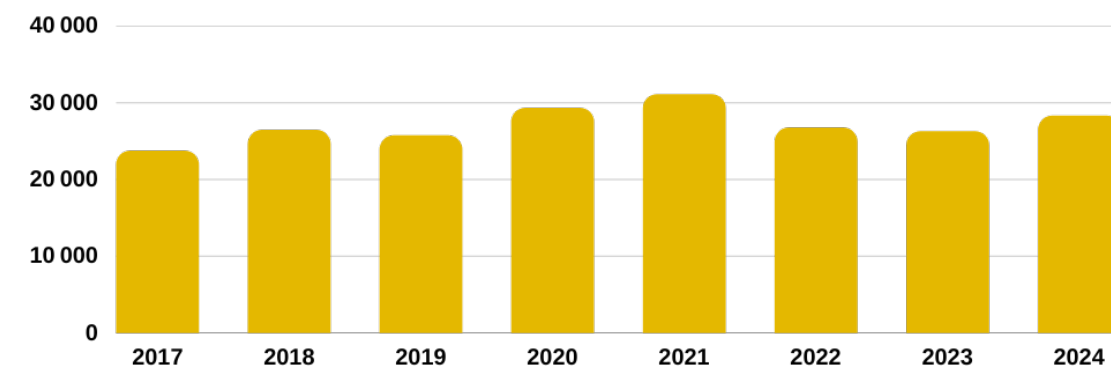
Retail markets by volume (in millions of liters)

	2017	2018	2019	2020	2021	2022	2023	2024
France	1 636	1 731	1 721	1 715	1 790	1 744	1 728	1 749
Germany	6 276	6 388	6 219	6 600	6 398	6 099	6 030	6 010
Europe*	12 574	13 002	12 926	14 089	13 877	13 198	13 135	13 189
World**	63 924	65 388	66 351	71 518	70 438	71 246	71 245	72 024



Retail markets by volume (in millions of \$US)

	2017	2018	2019	2020	2021	2022	2023	2024
France	4 436	5 034	4 985	5 240	5 869	5 132	5 134	5 497
Germany	8 616	9 624	9 149	10 022	10 389	9 099	8 829	9 283
Europe*	23 707	26 403	25 679	29 295	31 050	26 706	26 217	28 244
World**	143 659	149 106	149 827	161 936	166 448	161 900	163 643	173 957



*Europe is statistically analyzed over 5 countries of reference (France, Germany, UK, Italy, Spain)

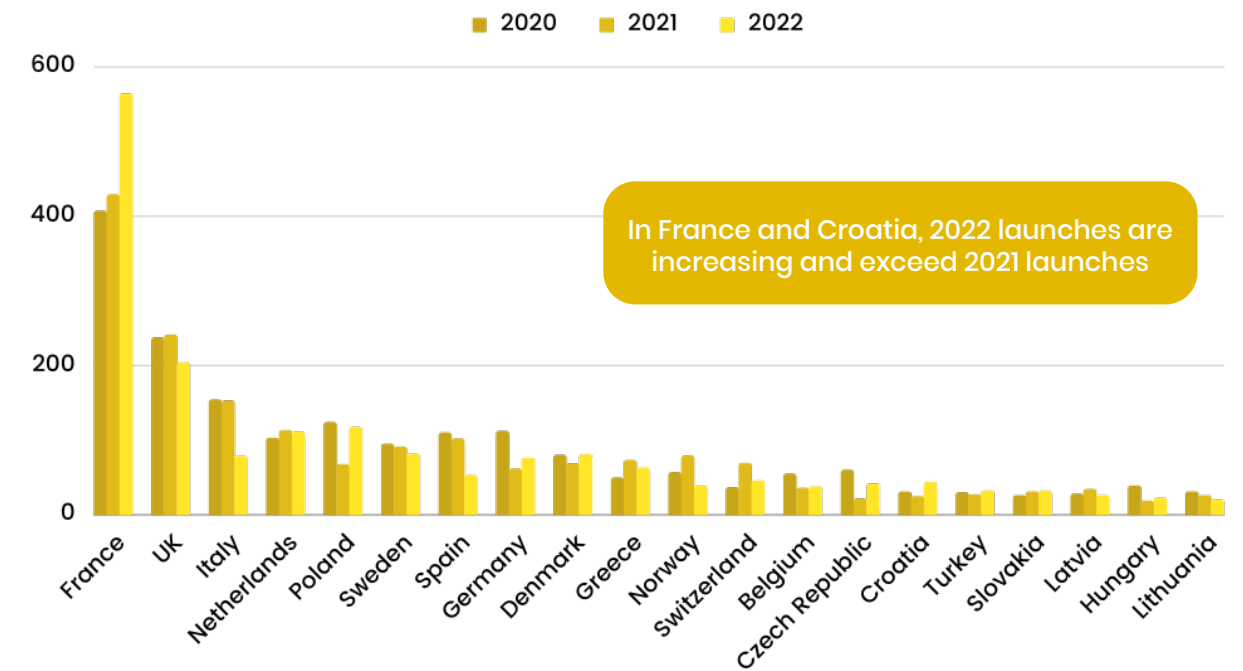
** the World is statistically analyzed for 16 countries of reference in 5 continents (list of countries on request from request to marketing@metarom.fr)

Source : Mintel Market Size 2023. Depending on the country and the year, some data are forecasts

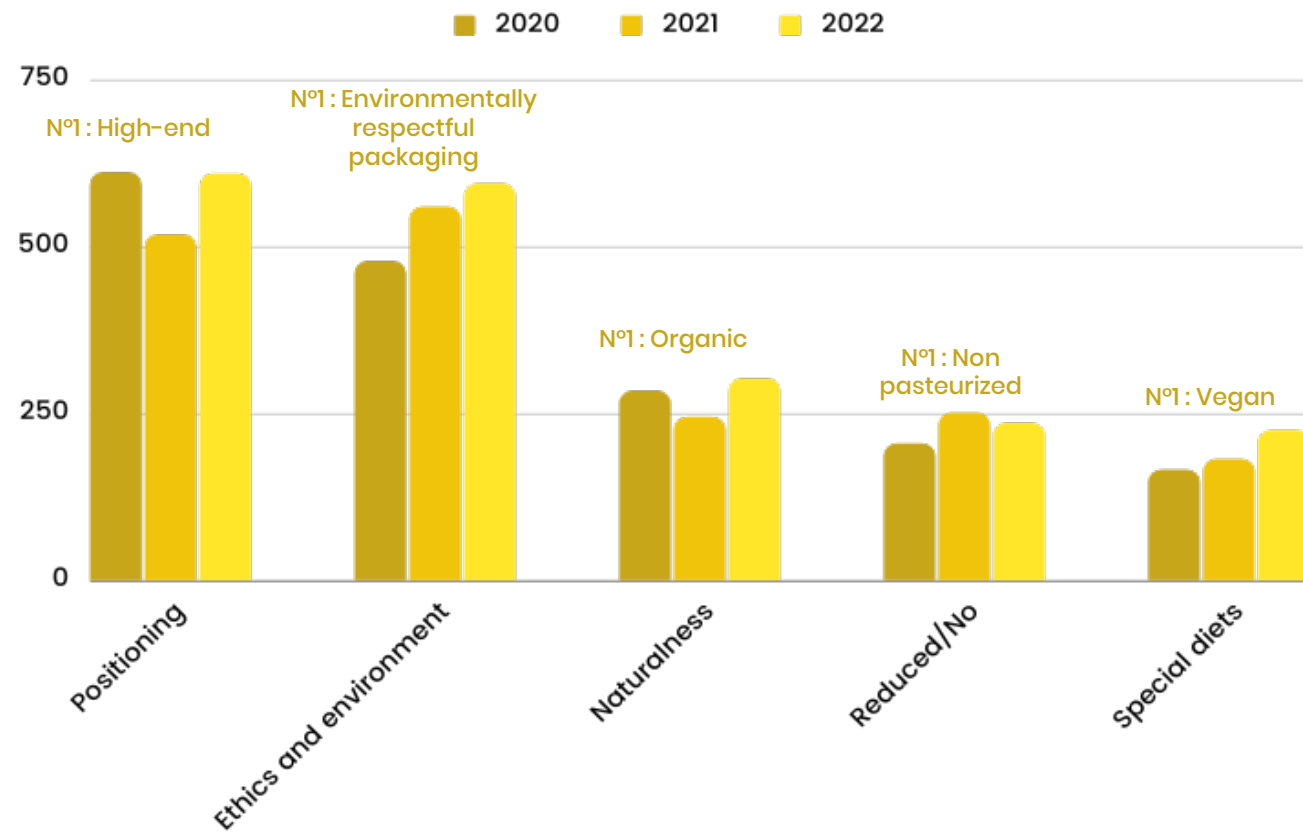
LAUNCHES IN MORE DETAIL

The launches of Beers in Europe between 2020 and 2022

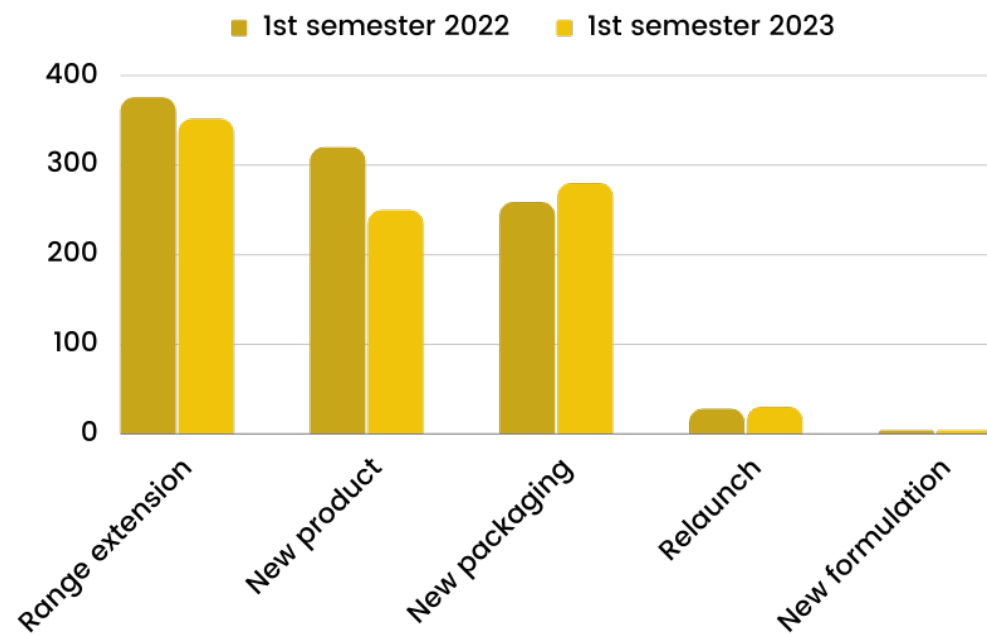
Dynamic per country (5 910 products launched)



The evolution of marketing claims in Beer launches in Europe
Dynamics by claim category (5 910 products launched)



Beer launch types in S1 2022 vs 2023
(Europe - 2 957 products launched)



THE FLAVORS OF THE MARKET

Top 5 of flavors of beers launched in Europe
(between January 2022 and July 2023)

TOP 5

BEERS

1. Lemon
2. Mango
3. Raspberry
4. Citrus fruit
5. Grapefruit

The notes which leave the Top 20 in 2023: **Spicy, Orange, Honey, Coffee**

The notes which enter the Top 20 in 2023: **Strawberry, Blackcurrant, Blueberry, Mojito**

Some figures for France?

Types of alcoholic beverages preferred by the French
(several answers possible), in %



Percentage of interviewees who like this type of alcohol
(several answers possible), in %



Discovering 0.0 beers

THE REFRESHING ALTERNATIVE TO TRADITIONAL BEER

In 2023, beer will top the list of France's favorite beverages, ahead of wine and champagne.

Since 2020, France has seen its 0.0% beer market grow from strength to strength. Concerned about their health and well-being, consumers are looking for alternatives to alcoholic beverages. Alcohol-free beer has found its place in the beverage market.

The major groups have had to adapt to changing consumer trends. Beer manufacturers are striving to find flavors that mimic the taste of traditional beer in alcohol-free versions. As a result, these companies are also offering flavored versions with fruit or spices to give consumers a unique tasting experience. Thanks to the development of 0.0% beers, we are seeing the emergence of collaboration between traditional breweries and alcohol-free beer producers, offering limited editions that are very appreciated by beer drinkers.

Alcohol-free beer is revolutionizing the brewing world by offering a healthy, tasty alternative to traditional beer. Thanks to the development of this range, it has never been easier to offer consumers multiple variations of flavors.

This means beer lovers can enjoy the taste of beer without the effects of alcohol, an attractive alternative for many occasions.



Had you identified them?

Here is a panorama of flavored beers launched in Europe in 2023

FRUITY

In 2023, fruity beers continue to grow in popularity. Lemon, passion fruit and peach are the notes undergoing the greatest evolution. However, more atypical notes such as rhubarb and melon are making an appearance.



Company : Carlsberg
Brand : Seth & Riley's Garage
April 2023 - Poland

Flavored beer **Melon, Lime**



Company : To Øl City
Brand : To Øl
April 2023 - Denmark

Flavored beer **dragon fruit, Litchi, Hibiscus**



Company : BK
Brand : Tourtel Twist
July 2023 - France

Flavored beer **Strawberry, Rhubarb**



Company : Åben
Brand : Åben
April 2023 - Denmark

Flavored beer **Passion fruit, Guava, Raspberry**



Company : Carlsberg
Brand : Twist Radler
July 2023 - Serbia

Flavored beer **Pineapple, Lime**

SPIRITS & COCKTAILS

Spirits & Cocktail flavored beers remain very much in vogue, offering a diversity of flavors. These drinks offer consumers a unique experience.



Company : Feldschlössen Getränke
Brand : Eve
March 2023 - Switzerland

Beer infused with **Tropical, Daiquiri**



Company : Ab inBev
Brand : Camden Town Brewery
July 2023 - United Kingdom

Flavored beer **Bellini**



Company : Van Pur
Brand : Solveza
April 2023 - Poland

Non-alcoholic flavored beer **Wine (Rosé)**



Company : BrewDog
Brand : BrewDog
April 2023 - United Kingdom

Flavored beer **Pina Colada**



Company : Bavaria St. Pauli
Brand : Astra
July 2023 - Germany

Flavored beer **Vanilla and Rum**



Company : Skovlyst Production
Brand: Skovlyst Vintage Selection
 April 2023 – Demark

Flavored beer **Rum**



Company : Volfas Engelman
Brand: Sherwood
 July 2023 – Lithuania

Flavored beer **Strawberry, Margarita**

SPICY NOTES

Beers with complex flavoring combinations offering a balance of sweet, spicy, bitter and, more rarely, fruity notes.



Company : BBB
Brand: Bjarke & The Beerbellys x Bryg Bryg Bryg
 July 2023 – Demark

Non-alcoholic flavored beer
Nutmeg, Orange, Coriander, Cinnamon



Company : Browar Maryensztadt
Brand: Maryensztadt Craft Brewery
 Feb 2023 – Poland

Flavored beer **Vanilla, Pear, Mango, Yuzu**



Company : Sainsbury's
Brand: Taste the difference
 Feb 2023 – United Kingdom

Flavored beer **Nutmeg, Cinnamon**



Company : Aldi
Brand: The Hop Foundry
 July 2023 – United Kingdom

Flavored beer **Ginger**



Company : RPS Brewing
Brand: Rock Paper Scissors
 Jan 2023 – Poland

Flavored beer **Vanilla, Pear, Mango, Yuzu**

0.0 BEERS

0.0% beer is increasingly gaining market share in response to the new trend. Reduced alcohol consumption is a key trend. To counter this, brewers are launching more and more low-alcohol beers.



Company : Guinness
Brand: Guinness 0.0
 August 2023 – United Kingdom

Dark beer with **roasted notes of coffee and caramel**



Company : KSC
Brand: Kronenbourg 1664 Blanc 0.0%
 August 2023 – Demark

White beer with **citrus notes**



Company : InBev
Brand: Corona Cero
 August 2023 – Spain

Corona Cero is a good **alternative to this iconic blonde beer**



Company : Krombacher Brauerei
Brand: Krombacher 0.0
 August 2023 – Germany

0.0 beer, naturally refreshing with its **malt and hop flavors**



Company : Brulo
Brand: Brulo
 August 2023 – France

Flavored beer **Mango, Passion Fruit, Apricot, Orange and Guava**



Company : Carlsberg
Brand: Munkholm
 May 2023 – Norway

0.0 flavored beer **Mango & Passion fruit**



Company : Volfas Engelman
Brand: Volfas-Engelman Radler 0%
 Mar 2023 – Lithuania

Carbonated alcohol-free beer
Mojito flavored



Company : Mattoni
Brand: Birgo Nealko
 May 2023 – Czech Republic

0.0 Beer fortified with vitamins and **Apricot flavoring**



Company : Grans Bryggeri
Brand: Helt Fri
 May 2023 – Norway

0.0 Beer IPA with **tropical flavors**



Company : Metro
Brand: Kaiserdom
 May 2022 – Greece

0.0 flavored beer **Pink grapefruit**



The references

Flavors	References
Lemongrass (NF)	PE 16 956
Clementine (NF)	PE 17 450
Kiwi (NF)	PE 17 168

Flavors	References
Pitaya (NF)	PE 17 066
Whisky (NF)	PE 16 615
Gin (NF)	LM 8596

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