

Is Coronavirus the End for Craft Beer and Spirits?

September 2020

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Scope

Key findings

THE STORY SO FAR

What is craft?

Being seen as “independent” is more important than ever

Identifying leading craft markets: beer

Identifying leading craft markets: spirits

Innovations in flavour have an ongoing role to play in beer

White versus brown spirits: reluctance to commit to aged variants?

CURRENT SITUATION

Global GDP is likely to contract in 2020 under the baseline scenario

A gloomy forecast for global beer...

... and trading down will shape the outlook for spirits too

Considerable uncertainty remains

CHALLENGES

Initial expectations looked bleak for craft

Micro producers are acutely exposed to on-trade shutdowns

Expected closures to drive a reversal of fragmentation trends in beer

Cost advantages for crafty brands

Growing focus on core lines amid metal beverage can shortage

OUTLOOK AND OPPORTUNITIES

Calling time on craft's on-trade reliance?

Setbacks expected in emerging craft markets

Where does craft fit as consumers trade down?

Novel engagement initiatives for a “new normal”

Homebrewing as an opportunity for craft?

Post-lockdown, sustainability expectations will accelerate

Cannabis developments open up alternative occasions

Long-term opportunities in moderation trends

CONCLUSIONS

Conclusions

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