



# Raising a Glass to the Future: Innovation in Alcoholic Drinks

April 2024

## INTRODUCTION

Scope

Key findings

## SETTING THE SCENE

Breaking down the cocktail of innovation in the era of “total beverage” portfolios

What are the drivers behind the key innovation themes?

New rituals, new flavours, democratisation, premiumisation: The usual suspects still relevant

Deconstructing the cocktail of innovation: Euromonitor’s Passport Innovation

Celebrity culture and “ drinktok ”: Parmesan espresso martini and negroni sbagliato

Raising a digital glass: Navigating TikTok

## NO/LOW: NORMALISATION, EXTENSIONS, PROXIES AND GOING FUNCTIONAL

From ethanol to GABA: The blurring of industry lines

Cheers to not drinking? From “never alcohol” to functionality and going full circle

Kin Euphorics : From moderation to “brain care”

Conclusions

## CROSS-INDUSTRY CROSS-POLLINATION: CROSS-DRESSING BRANDS?

Old meets... old: How trusted brands can join forces to break the mould

Blurring of industry lines?

Walk on beer? Heinekicks by Heineken and The Shoe Surgeon

Conclusions

## INDULGENCE, ESCAPISM AND A COCKTAIL OF NOSTALGIA WITH A TWIST

Beyond moderation: Indulgence as mindfulness

Guilty pleasures: An answer to permacrisis?

“Here’s to the skrewballs !”: Peanut butter whiskey shakes up the industry

Conclusions

## SUSTAINABILITY, PACKAGING AND THINKING OUTSIDE ALL BOXES

Sustainable, eco-friendly, green, organic, natural or just greenwashing?

Circularity, mycelium and rethinking categories

Embracing re-incarnation

Conclusions

## READY TO DOMINATE? RTDS ARE BACK

Spirit-based RTDs: Harder, better, faster, stronger?

From ready-to-drink to ready-to-serve

“Not a cocktail. Not a beer. Not a hard seltzer.”: Ready to disrupt?

Conclusions

## DO DRINKERS DREAM OF ELECTRIC BARTENDERS?

New digital frontiers: Beyond e-commerce

An analogue cocktail with a digital twist

“Meet the beer that made itself”: Will alcoholic drinks become self-aware?

Conclusions

## CONCLUSIONS AND RECOMMENDATIONS

Conclusion: Now and next

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