

MARKET INNOVATION OVERVIEW

CATEGORY: Alcoholic Beverages | **COUNTRY:** Switzerland

Este documento foi elaborado no âmbito do projeto PortugalFoods Qualifica, com o objetivo de criar informação de alto valor acrescentado para as PME e restantes entidades do setor agroalimentar nacional, para que estas se possam posicionar estrategicamente no contexto do mercado global.

A informação contida neste documento provém do Observatório da PortugalFoods que, com recurso à plataforma Mintel, permite contribuir para a qualificação e sensibilização do setor agroalimentar, tanto ao nível do conhecimento sobre novos produtos e técnicas de produção, como ao nível do acompanhamento da evolução tecnológica e da evolução das preferências do consumidor.

A Mintel cataloga mais de 38 000 novos lançamentos de produto por mês, provenientes dos 86 mercados que monitoriza, analisando e categorizando todos os seus atributos, tais como os ingredientes, posicionamento e comunicação ao consumidor.

O Observatório da PortugalFoods constitui-se assim como uma ferramenta de grande importância para alicerçar o conhecimento das empresas do Setor Agroalimentar.

A REGIONAL INTRODUCTION:

ALCOHOLIC BEVERAGES IN EUROPE, MIDDLE EAST AND AFRICA

BEER AND CIDER

Diversify sustainability credentials: Beer and cider brands need to extend their environmental credentials beyond recyclable packaging and embrace a more holistic approach to sustainability, from local and organic ingredient sourcing to renewable energy sourcing.

Create beers to suit particular foods: Brands can raise the profile of beer as an accompaniment to food with speciality “table” beers, along with innovating with taste and mouthfeel profiles which are suited to consuming with certain food types.

WINE AND FORTIFIED & OTHER WINE

Organic wines can win over younger consumers: Contemporary graphics and transparent ingredient sourcing can help organic wines to stand out on-shelf and appeal to younger consumers.

Veganism symbolises more than a dietary choice: Many consumers may not be specifically seeking out vegan wines, but the claim will resonate with those consumers who associate the vegan logo with sustainable and ethical credentials.



ALCOHOLIC BEVERAGES IN SWITZERLAND

Market Overview

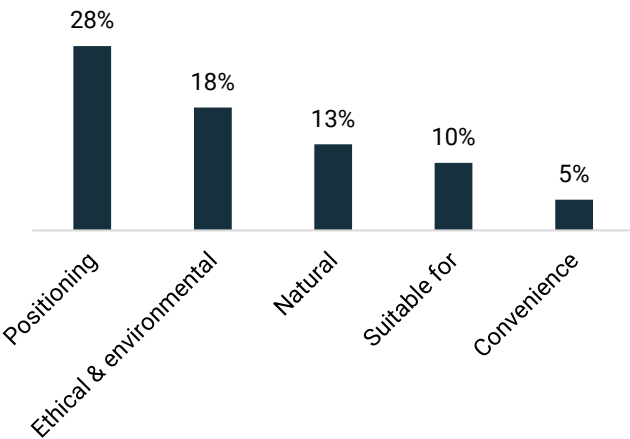
The Swiss alcoholic beverages sector is expected to grow from €8.44 billion in 2019 to €8.62 billion by 2024, at a CAGR of 0.4%. In volume terms, the sector is expected to decrease from 810.4 million L in 2019 to 766.4 million L by 2024, registering a CAGR of -1.1%.

Per capita consumption of alcoholic beverages in Switzerland stood at 93.9L in 2018 and is expected to decline to 85.2L by 2024. Per capita expenditure stood at €977.7 in 2019 and is expected to decrease to €958.0 by 2024. (GlobalData, 2021)

New Product Development Analysis

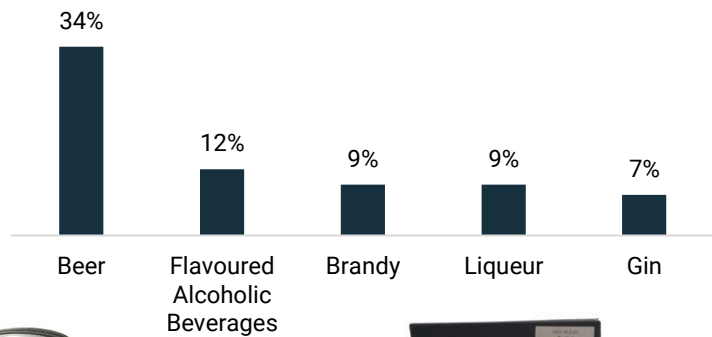
24% of drink products launched in Switzerland in 2020 were Alcoholic Beverages.

Top 5 Claim Categories in Alcoholic Beverages products launches, 2020



In this sector, the 'Limited Edition' and the 'Premium' claims drove the 'Positioning' category to the first place. The 'Ethical & environmental' category was pushed by the 'Recycling' claim. The 'Natural' claim category saw the rise of the 'No Additives/Preservatives' claim.

Top 5 Sub-Categories in Alcoholic Beverages product launches, 2020



More than a third of the alcoholic beverages launched in the Swiss retail market belonged to the 'Beer' sub-category. The 'Favoured Alcoholic Beverages' took the 2nd place, while the 3rd was contested by 'Brandy' and 'Liqueur'.



This limited edition refreshing beer has been cold filtered, and retails in a pack containing 6 x 50cl cans.



This product provides 72 calories and retails in a recyclable 250ml can.



This product has been relaunched with an updated pack design and a new blend that is said to be more delicate.



THE SWISS CONSUMER

80%

Of swiss consumers drink alcohol (2019)



52%

Of swiss consumers proactively seek alcoholic beverages that contain some natural ingredients (2019)

How often do you consume the following drinks? (2018)

Beer



23%

1-2 times a week

Cider



32%

Once per month or less

Spirits



34%

Less than once a week/A few times per month

Wine



25%

(GlobalData, 2021)

A GLOBAL LOOK INTO THE FUTURE

BEER AND CIDER

Commit to sustainable credentials beyond recycling: Consumers want brands to demonstrate more leadership regarding sustainability issues, presenting an opportunity for breweries to move beyond recyclable packaging and offer more impactful innovations with a view to a more circular product lifecycle.

Recipes are formulated to match to specific foods: The trend towards food matching continues to present opportunities for beer and cider brands to not just offer pairing suggestions on pack, but to brew specifically to pair with food styles and varieties.

WINE AND FORTIFIED & OTHER WINE

Respond to environmental challenges: The climate crisis is encouraging consumers to choose wines which address their environmental concerns, whether through the use of recycled packaging materials, renewable energy or organic farming.

Innovate around textures and flavours: Brands can drive consumer engagement by experimenting with novel textures, such as nitrogen infused rosé or frozen sake, and also new flavours, such as flavoured sparkling meads.

Para mais informações acerca do Observatório da PortugalFoods, por favor contactar knowledge.division@portugalfoods.org

