Global Trends - Beverages

Holographic experience for Rémy Martin

Rémy Martin has introduced a mixed reality experience using Microsoft HoloLens. The brand activation will be launched during a premier in Los Angeles on June 15 before a global roll-out.

Consumers are invited to take part in an interactive experience, centered around a bespoke three-dimensional wooden table, on which the Cognac Grande Champagne and Cognac Petite Champagne vineyards are holographically displayed.

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Malt beer and flavoured alcoholic beverages trends

BMI research has released its recent research on the malt beer and flavoured alcoholic beverages, both of which show a decline in 2016.

- Flavoured alcoholic beverages saw a decline in 2015, which was followed by a further contraction in volumes in 2016. The category’s value increase for 2016 was attributed exclusively to an increase in the average product pricing rather than an increase in volume.
- The malt beer category is a mature market, recording limited volume growth year on year. The category’s increase in value was attributed more to the overall price increase than volume growth during the period under consideration. The category is believed to be losing share to craft beer and other beverage categories that are priced cheaper. In addition, it is believed that reduced consumer spending on particular food and beverage products influenced the volume movement negatively. The beer products and brands launched in 2015 and 2016 did not make any significant difference to the overall category’s volume growth.

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