Global Trends - Beverages

Zero alcohol drinks: The European picture

Demand for zero alcohol drinks has been growing across Europe. But market dynamics are very different between Western Europe and Eastern Europe, according to Zenith Global. Zero alcohol – defined here as those containing less than 0.5% ABV – is dominated by zero alcohol beer.

The zero alcohol market is much more developed in Western Europe than Eastern Europe, accounting for 81% of total European volumes in 2018. Top markets are Germany, Spain, and Russia. Germany alone accounted for almost a third of total European volumes with Spain accounting for a further 29.5%.

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Global Trends - Wine Industry Key Elements

Connecting with customers in times of crisis

During the COVID-19 pandemic, companies that lead with empathy and genuinely address customer needs can strengthen relationships.

1. Minimize risk by reducing physical interaction
2. Actively contribute to safety by innovating the product portfolio
3. Provide pragmatic help to customers in financial distress
4. Bring joy and support the emotional needs of customers ‘trapped at home’
5. Actively shift customers to online channels
6. Stay reachable and treat customers with care in personal interactions
7. Demonstrate care for the community through company values

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Will Covid-19 Change Online Wine Forever?

Rabobank beverage analyst Bourcard Nesin argues that the impact of the pandemic on buying habits will be a lasting one. Even as the "stock-up" boom starts to subside, many e-commerce channels continue to grow at unprecedented rates. While it is still too early to determine if and to what extent consumers will continue buying alcohol online at these elevated levels once the Covid-19
pandemic has passed, this crisis will permanently change the alcohol e-commerce landscape. 
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