BI Daaglik - BI Daily

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Consumer Countries/Markets

**Brazilians’ need to disconnect is driving premium beverage growth, says Euromonitor**

Brazilian consumers are embracing JOMO - the joy of missing out – and this is helping premium beverage brands find their mojo. "Consumers want to disconnect... and this is impacting the brands they consume," says one analyst.

One of the biggest changes currently shaping the beverage industry is the move from in-bar to at-home consumption, according to Euromonitor analyst Angélica Salado. She attributed this to consumers’ desire to disconnect from the pull of social media and smartphones and find ‘the joy in missing out’, known as JOMO. Premium-positioned, craft or artisan beverages allow them to recreate the experience of drinking in bars or restaurants in a more intimate setting.

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Global Trends - Wine Industry Key Elements

**Spirits producers to put age restrictions on labels**

Twelve leading alcohol companies, including Diageo, Pernod Ricard and Beam Suntory, have pledged to include age restriction symbols across their products as part of a joint effort to reduce underage drinking. The measure, which will also be introduced across alcohol-free products, will be rolled out globally with compliance across all markets by 2024.

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**Is wine facing the perfect storm? Hard seltzers & cannabis threaten to entice younger drinkers away**

Hard seltzers are soaring, attracting consumers with their low cal image and bright branding. Cannabis drinks look set to battle wine for the attention of younger consumers. And this is all against the backdrop of declining wine volumes. Is wine
facing the perfect storm in the US?
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How to effectively communicate winemaker credentials: organic, sustainable, and biodynamic
Organic. Sustainable. Biodynamic. For wine consumers, these terms are often misinterpreted or conflated. In fact, they are all very distinct: both in terms of the processes involved and the objectives producers are seeking to achieve.
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