

## Beverage Packaging Trends - US - January 2017

Report Price: £3239.54 | \$3995.00 | €3796.74

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61% of US adults aged 22+ purchase alcohol for off-premise consumption. While dollar sales in most alcohol segments are on the rise, securing appeal in a competitive marketplace requires aligning with consumer preferences.

This report looks at the following areas:

- Two thirds of alcohol buyers pay attention to packaging
- Good taste, high quality lead as alcohol purchase factors
- Six in 10 alcohol buyers want to see nutritional information

Two thirds of alcohol buyers indicate paying attention to package format, and 64% pay attention to label design, meaning packaging is more than simply the thing that holds what's inside. Product quality is second only to taste as a purchase driver, meaning communicating quality will be important to resonating with shoppers. Consumers identify multiple quality cues, including glass containers, product price, clean labels, and brand story.

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### DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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## Table of Contents

### Overview

What you need to know

Definition

### Executive Summary

The issues

Two thirds of alcohol buyers pay attention to packaging

Figure 1: Statements related to alcoholic beverage packaging – Attention – Agree, October 2016

Good taste, high quality lead as alcohol purchase factors

Figure 2: Purchase factors, October 2016

Six in 10 alcohol buyers want to see nutritional information

Figure 3: Statements related to alcoholic beverage packaging – Nutritional information – Agree, October 2016

The opportunities

Glass containers lead as an indicator of quality

Figure 4: Indicators of quality, October 2016

Clean label, brand play a strong role in the perception of quality

Figure 5: Indicators of quality – Label, October 2016

Four in 10 alcohol buyers purchase single-serving formats

Figure 6: Statements related to alcoholic beverage packaging – Format – Agree, October 2016

What it means

### The Market – What You Need to Know

61% of US adults aged 22+ purchase alcohol for off-premise consumption

Alcohol launch activity points to strong innovation

Four in 10 alcohol buyers purchase single-serving formats

### Market Factors

61% of US adults aged 22+ purchase alcohol at retail

Figure 7: Alcoholic beverage purchase, October 2016

The majority of drinkers do so for relaxation

Figure 8: Motivations for drinking alcoholic beverages, October 2015

The majority of alcohol categories post sales growth

Alcohol launch activity points to strong innovation

Figure 9: Share of alcoholic beverage launches, by launch type, 2012-16\*

Close to half of off-premise alcohol buyers do so at supermarkets

Figure 10: Purchase location, October 2016

### Key Players – What You Need to Know

Bottles dominate alcohol launches

Environmentally friendly packaging claims rise across categories

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Glass loses share to other material types  
Caps lead closure types, but lose slight share

## What's Working?

**Bottles dominate alcoholic beverage launches**

Figure 11: Beer launches, by leading pack type, 2012-16\*

Figure 12: Wine launches, by leading pack type, 2012-16\*

Figure 13: Spirits launches, by leading pack type, 2012-16\*

Figure 14: RTD alcoholic beverage launches, by leading pack type, 2012-16\*

**Environmentally friendly packaging claims up across alcohol categories**

Figure 15: Beer launches, by leading claims, 2012-16\*

Figure 16: Wine launches, by leading claims, 2012-16\*

Figure 17: Spirits launches, by leading claims, 2012-16\*

Figure 18: RTD alcoholic beverage launches, by leading claims, 2012-16\*

## What's Struggling?

**Glass loses share to other material types**

Figure 19: Beer launches, by leading pack material, 2012-16\*

Figure 20: Wine launches, by leading pack material, 2012-16\*

Figure 21: Spirits launches, by leading pack material, 2012-16\*

Figure 22: RTD alcoholic beverage launches, by leading pack material, 2012-16\*

**Caps lead closure types, but lose slight share**

Figure 23: Beer launches, by leading closure type, 2012-16\*

Figure 24: Wine launches, by leading closure type, 2012-16\*

Figure 25: Spirits launches, by leading closure type, 2012-16\*

Figure 26: RTD alcoholic beverage launches, by leading closure type, 2012-16\*

## What's Next?

**Smaller formats may drive purchase**

Figure 27: Statements related to alcoholic beverage packaging – Format – Agree, October 2016

**Single-serve is of particular interest to younger shoppers**

Figure 28: Statements related to alcoholic beverage packaging – Format – Agree, by generation, October 2016

**Getting specific about what's inside**

**Craft focus boosts perception of quality**

## The Consumer – What You Need to Know

Good taste, high quality lead as alcohol purchase factors

Two thirds of alcohol buyers pay attention to packaging

More than half of alcohol buyers have shared their packaging opinions

Glass containers lead as an indicator of quality

Brand plays a strong role in the perception of quality

## Purchase Factors

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Good taste, high quality lead as alcohol purchase factors

Figure 29: Purchase factors, October 2016

Six in 10 alcohol buyers purchase alcohol in high-quality packaging

Figure 30: Statements related to alcoholic beverage packaging – Quality – Agree, October 2016

Men are more likely than women to be drawn to high quality

Figure 31: Purchase factors, by gender, October 2016

Younger shoppers prioritize elements other than taste

Figure 32: Purchase factors, by generation, October 2016

Millennials are most likely to spend more for attractive packaging

Figure 33: Statements related to alcoholic beverage packaging – Quality – Agree, by generation, October 2016

Quality is more important to higher income earners

Figure 34: Purchase factors, by HH income, October 2016

### Beverage Packaging Awareness

Two thirds of alcohol buyers pay attention to packaging

Figure 35: Statements related to alcoholic beverage packaging – Attention – Agree, October 2016

Women are more package aware

Figure 36: Statements related to alcoholic beverage packaging – Attention – Agree, by gender, October 2016

Younger shoppers pay closer attention to packaging design/format

Figure 37: Statements related to alcoholic beverage packaging – Attention – Agree, by generation, October 2016

More than half of consumers spread the word

Figure 38: Statements related to alcoholic beverage packaging – Opinion – Agree, October 2016

Millennials are most likely to share their opinions about alcohol packaging

Figure 39: Statements related to alcoholic beverage packaging – Opinion – Agree, by generation, October 2016

### Indicators of Quality

General

Glass containers lead as an indicator of quality

Figure 40: Indicators of quality, October 2016

A quarter of younger shoppers say chilled implies quality

Figure 41: Indicators of quality, by gender, October 2016

Label

Clean label, brand play a strong role in perception of quality

Figure 42: Indicators of quality – Label, October 2016

Ingredients are particularly important to women

Figure 43: Indicators of quality – Label – Any rank, by gender, October 2016

Brand story communicates quality to Millennials

Figure 44: Indicators of quality – Label – Any rank, by generation, October 2016

### Identifying Quality

Pair 1 – Beer: glass helps Coors appear more premium than craft

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Pair 2 – Wine: glass bottles communicate quality in wine

Pair 3 – Spirits: bottle shape can communicate quality

### Statements Related to Alcoholic Beverage Packaging

Nutritional information

Six in 10 alcohol buyers want to see nutritional information

Figure 45: Statements related to alcoholic beverage packaging – Nutritional information – Agree, October 2016

Nutritional information is particularly important among younger drinkers

Figure 46: Statements related to alcoholic beverage packaging – Nutritional information – Agree, by generation, October 2016

High-quality/attractive packaging

High-quality packaging communicates environmental responsibility over health

Figure 47: Statements related to alcoholic beverage packaging – What quality communicates – Agree, October 2016

Feel good purchases

Health generates stronger positive sentiment than quality

Figure 48: Statements related to alcoholic beverage packaging – Feel good – Agree, October 2016

### Appendix – Data Sources and Abbreviations

Data sources

Consumer survey data

Consumer qualitative research

Abbreviations and terms

Abbreviations

### Appendix – Market

Figure 49: Share of alcoholic beverage launches, by launch type, 2012-16\*

### Appendix – Key Players

Figure 50: Beer launches, by leading pack type, 2012-16\*

Figure 51: Wine launches, by leading pack type, 2012-16\*

Figure 52: Spirits launches, by leading pack type, 2012-16\*

Figure 53: RTD alcoholic beverage launches, by leading pack type, 2012-16\*

Figure 54: Beer launches, by leading claims, 2012-16\*

Figure 55: Wine launches, by leading claims, 2012-16\*

Figure 56: Spirits launches, by leading claims, 2012-16\*

Figure 57: RTD alcoholic beverage launches, by leading claims, 2012-16\*

Figure 58: Beer launches, by leading pack material, 2012-16\*

Figure 59: Wine launches, by leading pack material, 2012-16\*

Figure 60: Spirits launches, by leading pack material, 2012-16\*

Figure 61: RTD alcoholic beverage launches, by leading pack material, 2012-16\*

Figure 62: Beer launches, by leading closure type, 2012-16\*

Figure 63: Wine launches, by leading closure type, 2012-16\*

Figure 64: Spirits launches, by leading closure type, 2012-16\*

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Figure 65: RTD alcoholic beverage launches, by leading pack material, 2012-16\*

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