

Today's trends in drinks: **VERALLIA** offers its key insights

As European glass packaging leader, VERALLIA annually examines market trends – especially in the wine and spirits sector. Identifying environmental impact, local sourcing, authentic storytelling and the ready-to-drink market as key drivers, the company report was developed jointly this year with Carlin Creative.

Verallia UK - New Ascot bottle, for spirits



Noting how light, entertaining products signifying 'pure pleasure' have become all the rage nowadays, Verallia's Selective Line Marketing Director Elena Andia recently pinpointed a growing demand for lower alcohol content, coupled with continued concern for nature conservation. Says Andia: "The first thing we looked at was the impact upon demand that's traceable to inflation. Growth is slowing. However, we're also seeing an increase in demand for premium and ultra premium goods. That said, what's clear is that both artificial intelligence and the climate crisis are pushing brands to innovate in quite a disruptive manner."

MARKET RESEARCH

FIRST KEY DRIVER: A RETURN TO THE ROOTS

Respecting nature and the local ecosystem is now vital. Consumers want brands that work on their impact, that prioritize local ties and resources, and that adopt a new outlook on the transmission of traditions.

POSITIVE IMPACT

Individuals expect brands to work on having a positive impact, either through regenerative agriculture, through initiatives that cut carbon, encourage bees, or through upcycled ingredient use.

Verallia and Carlin Creative jointly created the delightful bee design to promote this cause to consumers.



Verallia UK - Silkscreen print design on the Titus bottle

LOCAL RESOURCES

Local production has become a key advantage for consumers who see it as both a sign of quality and a way to support the local ecosystem. Here producers are adapting their recipes to use as many local ingredients as possible.

Verallia and Carlin Creative jointly developed a design inspired by local codes like a

handwritten note that appears straight on the bottle.



Verallia and Saga Décor - Silkscreen print design on the Treviso by Selective Line bottle

TRANSMISSION

Authenticity is no longer a watchword. Now it's all about traditional stories passed down through generations and adapted to our time - by switching ingredients and adapting the way drinks are served.

Verallia and Carlin Creative designed Elba: a bottle with a slender, minimalist figure which modernizes codes for both traditional methods and sparkling wines.



Verallia - New Elba bottle, for sparkling wines

SECOND KEY DRIVER: INSTANT PLEASURE

Today's consumers begin to expect a light touch and pleasure, with an affinity for sophisticated products that are ready to drink, creative aesthetics, and a promise of entertainment.



READY-TO-DRINK

The ready-to-drink (RTD) market is growing thanks to a product range that's bold, tasty and of premium quality. Each strives to offer pleasure that's light touch with alcohol contents that can suit new tastes.

CREATIVITY

With the arrival of generative artificial intelligence, creative aesthetics is changing and consumers are used to seeing highly creative content posted on social media.

Verallia and Carlin Creative designed a fresh and colourful bottle to meet these expectations.



Verallia Polska - Silkscreen print design on the Paris by Selective Line bottle

Paris by Selective Line bottle
Verallia and Carlin Creative also created Valparaíso: shaped on the elegant codes of a wine bottle with a slender neck, the bottle provides a touch of freshness with its rounded base.



Verallia – New Valparaíso bottle, for still wines

ENTERTAINMENT

Brands and distributors are working on products that combine experience and taste, targeting fans of entertainment through video games and art.

THIRD KEY DRIVER: BEST OF THE BEST

Consumers want the best. Expectations are turning to alcohol-free alternatives, quality ingredients, and exclusive ranges, in both the premium and ultra premium sectors.

HEALTH

Individuals, particularly Gen Z, are seeking moderation to preserve their health. This is bringing about a democratization of alcohol-free products and functional drinks with nootropic or adaptogenic ingredients.

TRANSPARENCY

More and more consumers are demanding transparency with regards to ingredients and production processes. Drawing on the codes used by the cosmetics



MARKET RESEARCH

sector, wine brands are starting to provide detailed and clear information about each ingredient and its function.

Verallia and Carlin Creative came up with a design where each strip represents a grape variety and its proportion.



Verallia Polska - Silkscreen print design on the Burdigala by Selective Line bottle

ABOUT VERALLIA

Re-imagining glass for a sustainable future is considered key to Verallia's purpose. As such the company seeks to redefine how glass is produced, reused and recycled with the aim of making it the world's most sustainable packaging material. Here Verallia works in common cause with its customers, suppliers and other partners across the value chain - all with a view to developing new healthy and sustainable solutions for all.

With around 10,000 employees and 34 glass production facilities in 12 countries, the company is a leading European producer of glass containers for food and beverages and the third largest globally - providing innovative, customized and environmentally-friendly solutions to more than 10,000 businesses around the world.

In 2022 Verallia produced more than 17 billion bottles and jars and achieved revenues of €3.4 billion. It is listed on compartment A of the Euronext Paris stock exchange (Ticker: VRLA - ISIN: FR0013447729) and belongs to the CAC SBT 1.5°, STOXX600, SBF 120, CAC Mid 60, CAC Mid & Small et CAC All-Tradable indexes

THAT TWIST OF SPLENDOR

Exclusivity and a twist of splendour are ever present as twin expectations: tiny batches, luxury perfume codes and NFTs are all used for these booming ultra premium ranges. Verallia UK and Carlin Creative have jointly designed Ascot: a rounded bottle with a flat surface evoking codes that bear associations with elixirs.

FOURTH KEY DRIVER: DISRUPTION

The climate crisis and the development of artificial intelligence are forcing the market to diversify and explore new options.

TECH-ORIENTED

AI hardly plays a role in aesthetics alone. It can be used in production too, creating new



recipes and even sorting them by order of probability to ensure they're appealing.

EXPLORATION

Climate change is shifting the boundaries: from Scandinavia to space, new winegrowing regions are now being explored. Laboratories are also being asked to convert carbon into vodka or to produce wine and spirits directly from molecules.

THE CARBON FOOTPRINT OF PACKAGING

Brands and glass packaging manufacturers are working together to adopt strategies that can reduce both weight and volume while introducing reuse systems.

ABOUT CARLIN CREATIVE TREND BUREAU

Since 1947, Carlin has used its expertise to forecast international consumer trends and translate them into creative solutions. Brands that place their trust in Carlin include L'Oréal, Oenobiol, and Weleda in the beauty sector; Samsung, LG, and Mitsubishi in High Tech. Verallia added its name to these big names in 2016.

Conducted by the glass packaging manufacturer and trend agency, this study assists Verallia employees in advising customers according to current market realities in real time - which is why it's also been presented to customers at various webinars. ■



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