

Trends

# In search of new horizons





# Overview:

Quilt.AI uses multiple data sources and artificial intelligence to execute human insights and anthropology at global scale. Our trends series aims to inspire and inform organizations regarding certain industries or products in scope.

Here, we present recent observations on Emerging Shifts, with a particular focus on Alcoholic / Recreational industries and products.

Our research, combining Artificial Intelligence, Big Data and Anthropological prowess, has identified a number of key trends to provide a snapshot of market movements.



# Setting the scene

## In search of new horizons

As Summer draws to a close, we observe an almost obvious need to go out, explore, wander and become lost again. With airports reopening for some parts of the world, and netizens sharing new experiences/ travels, the alcohol category too has been no stranger to new experiences.

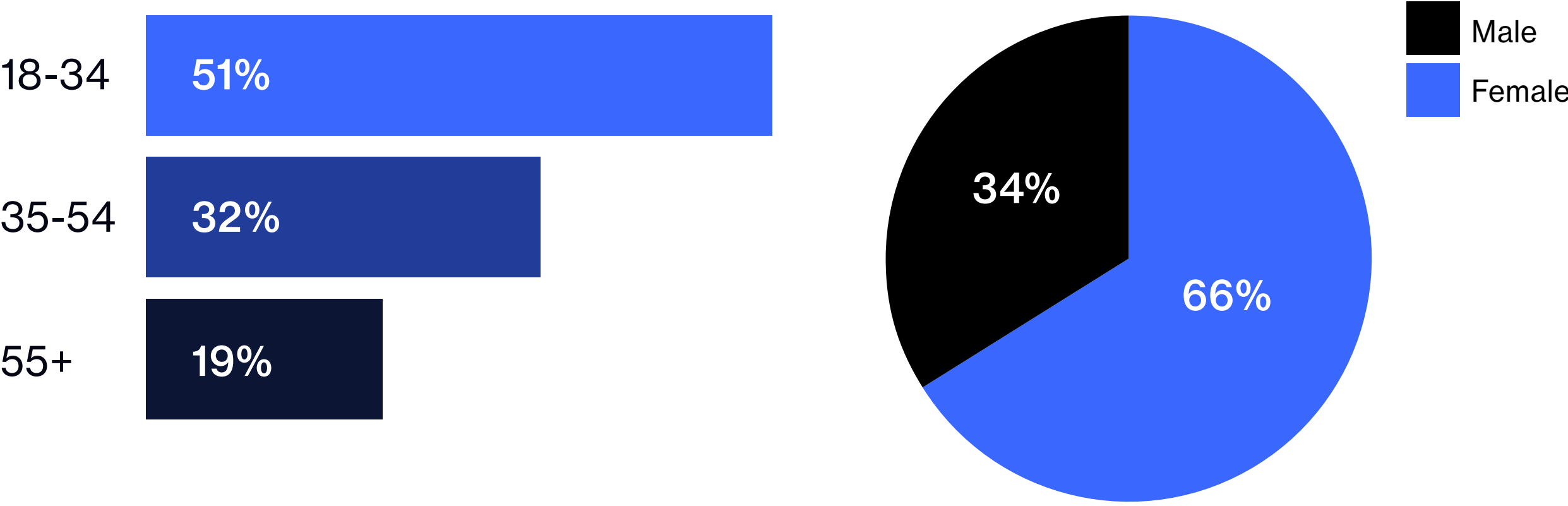
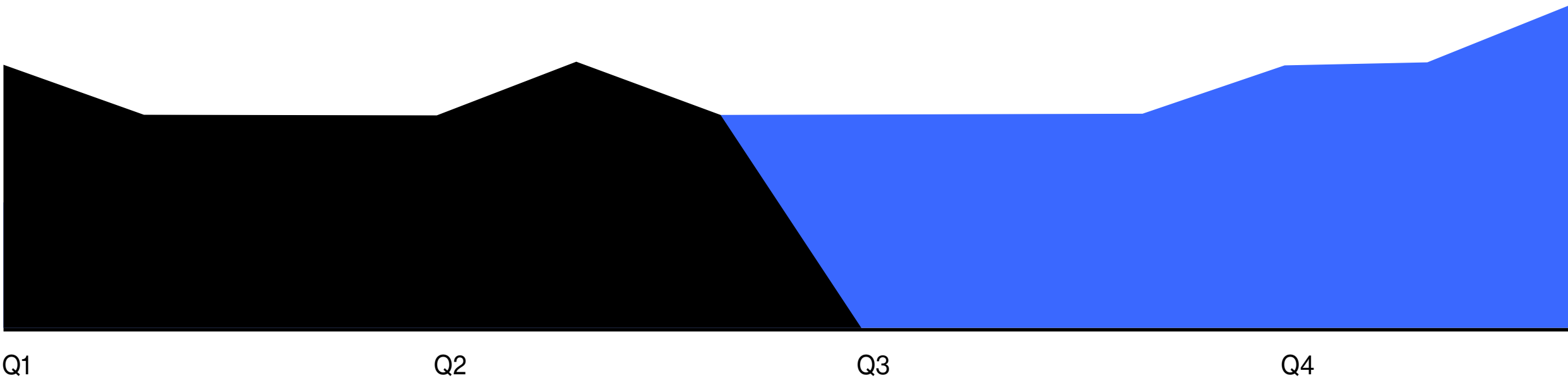
So how does this innate need to conquer and quest in new environments play out in the alcoholic / substances space?

In this report, we invite you to explore new category shifts and what these developments mean for your business.



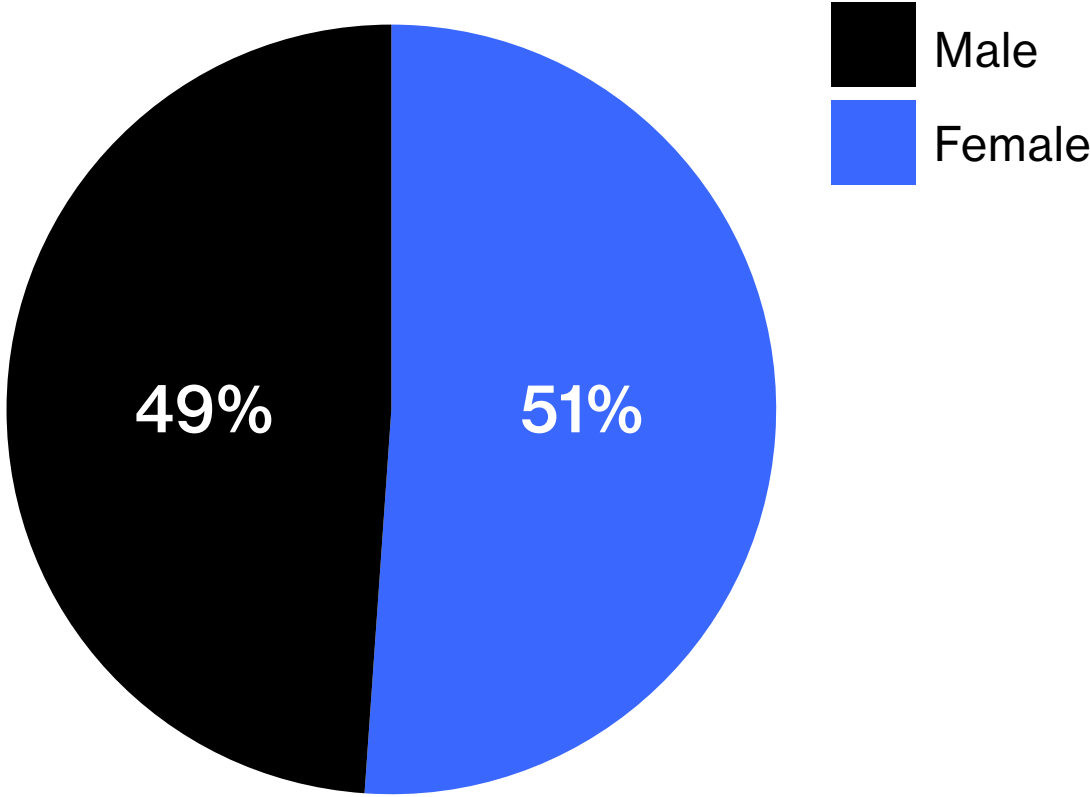
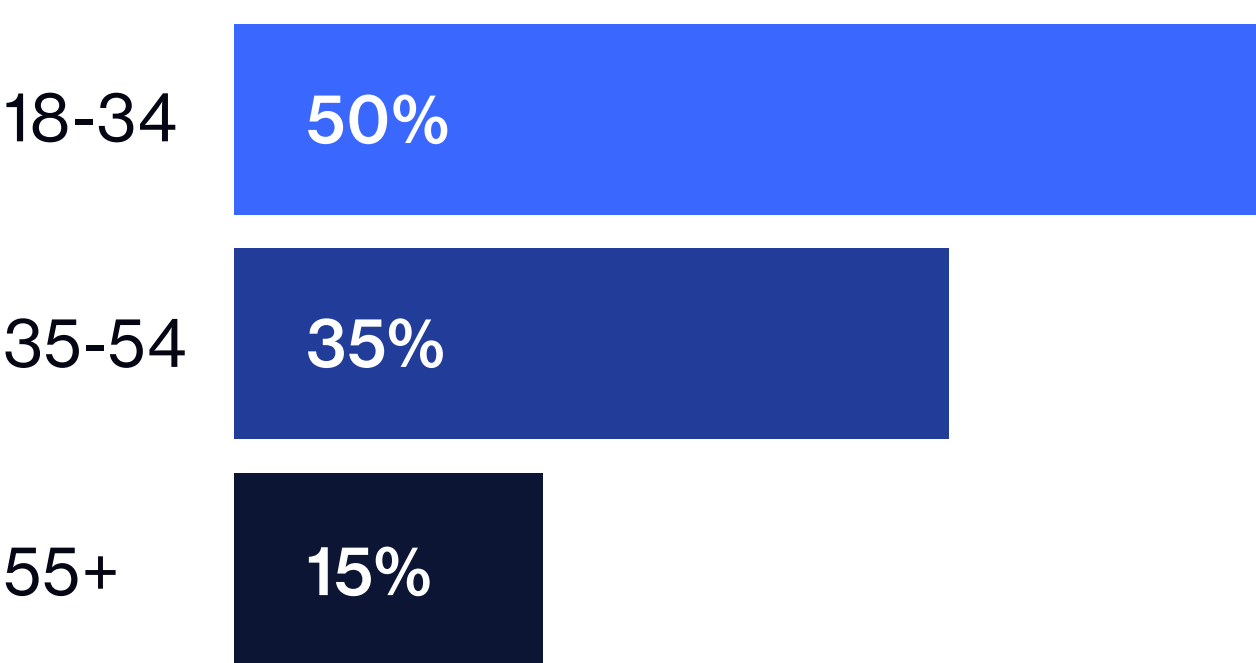
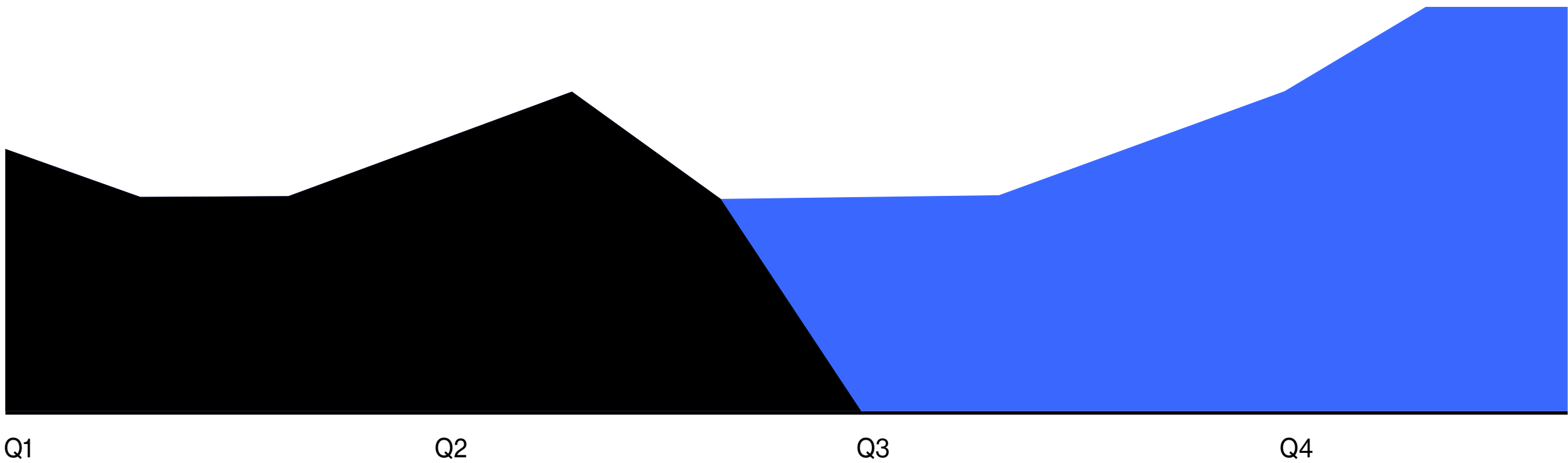
# Consumers look ‘offshore’ for new pale ale offers, tapping into an apparent need for more exploration

Indian pale ale: 1H – 2H 7.69% growth



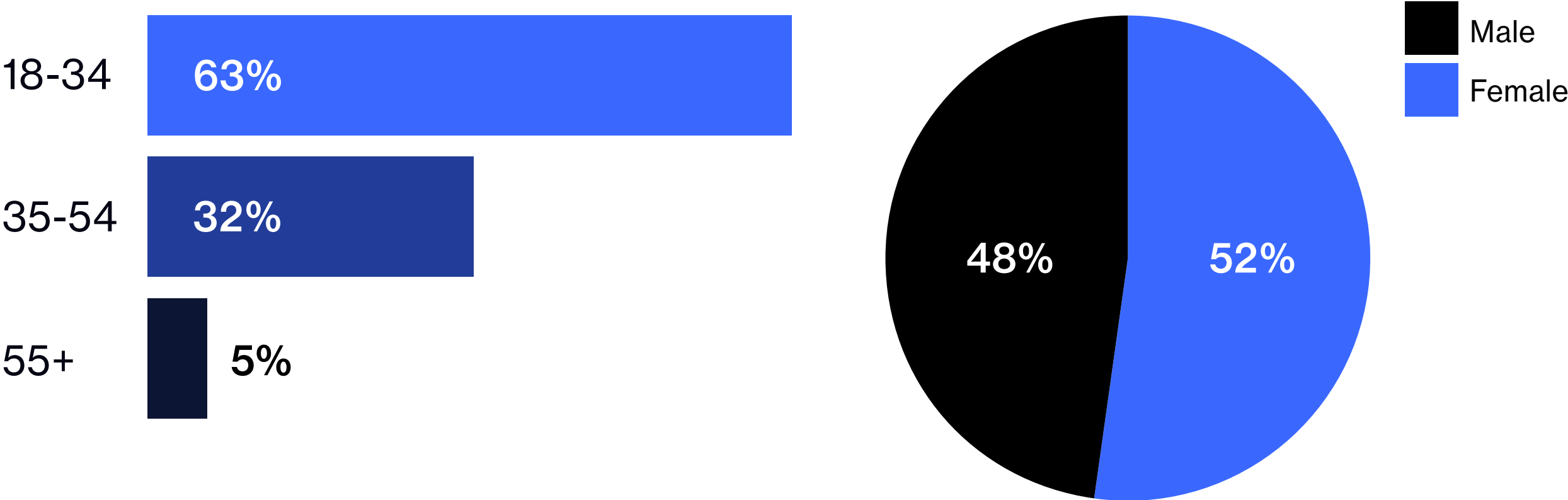
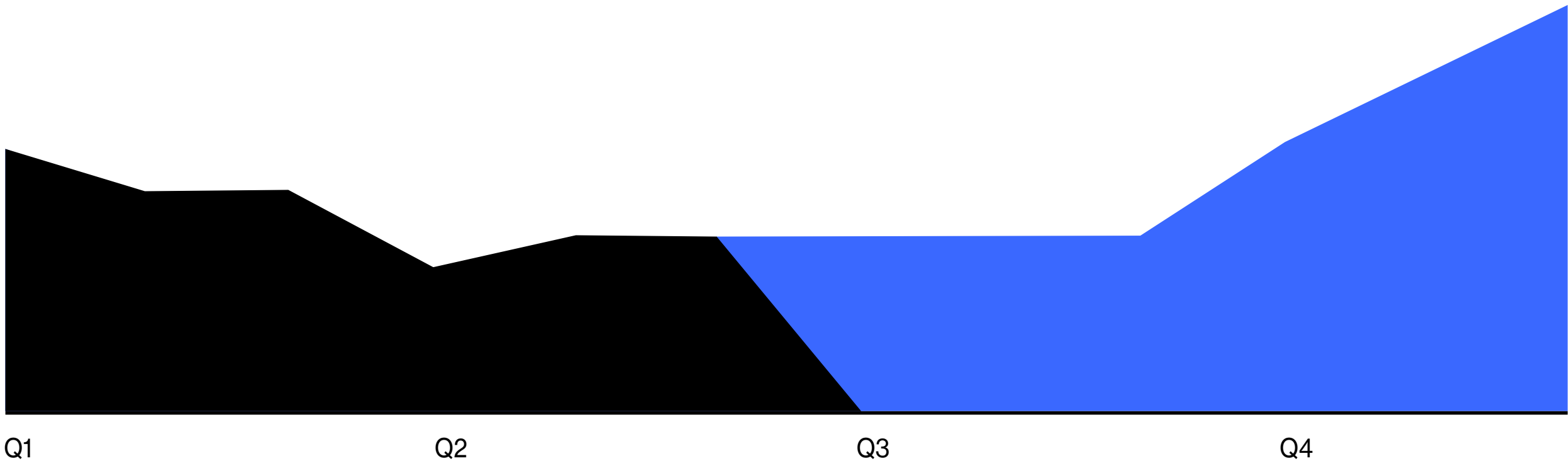
# Increases for Shipyard Pale Ale further exemplify the notion of exploring new horizons

Shipyard pale ale: 1H – 2H 25.29% growth



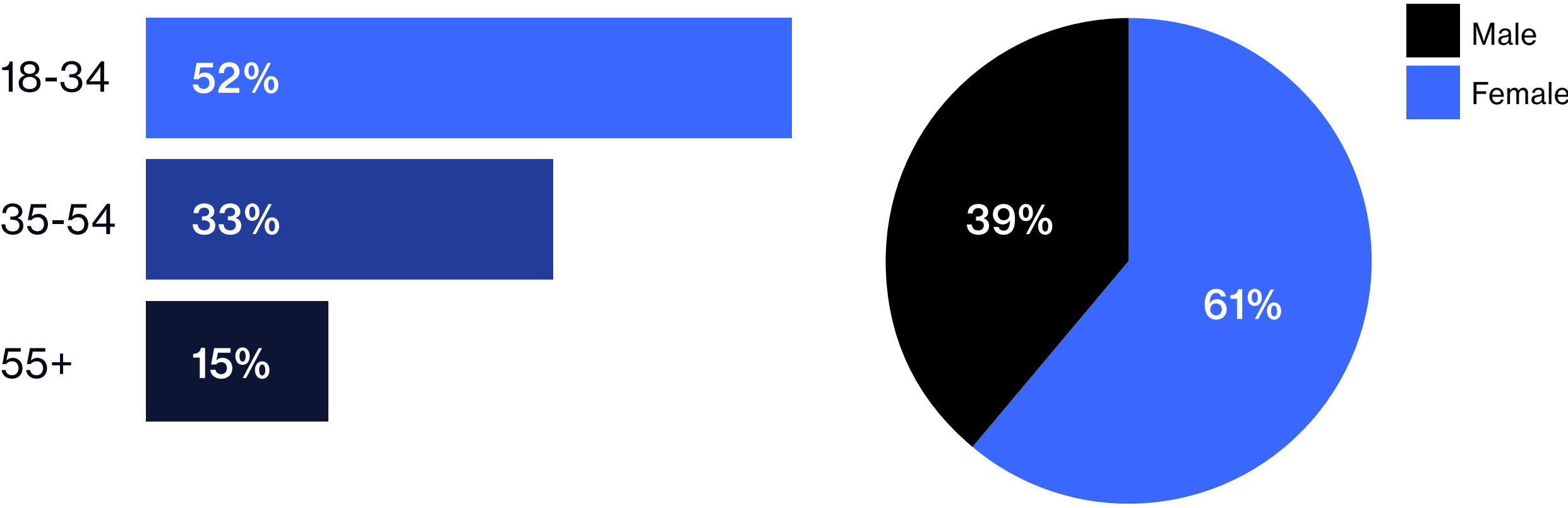
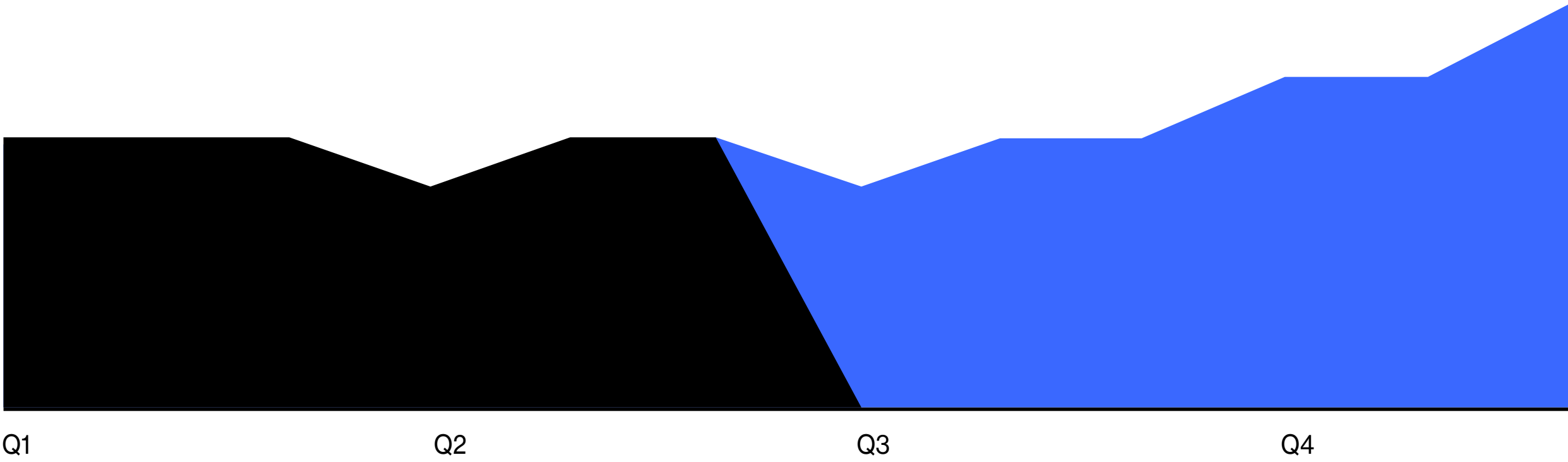
# Netizens also begin exploring with the ‘familiar’, with new beer formats seeing strong growth

Beer ice cream: 1H – 2H 26.72% growth



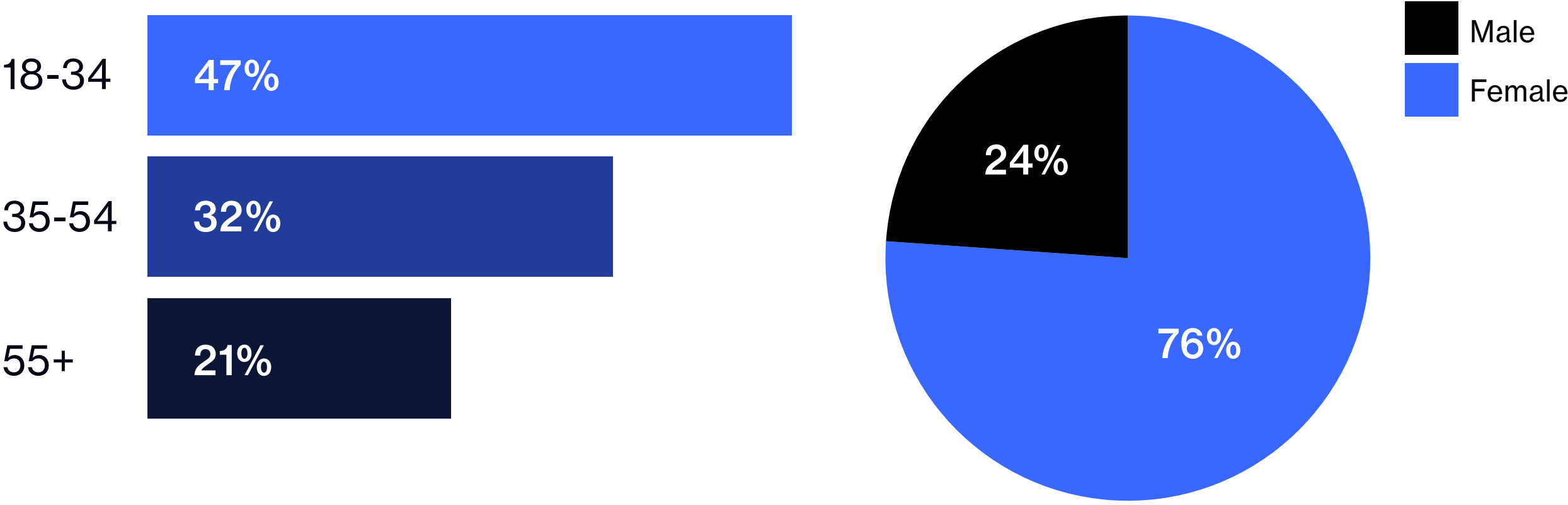
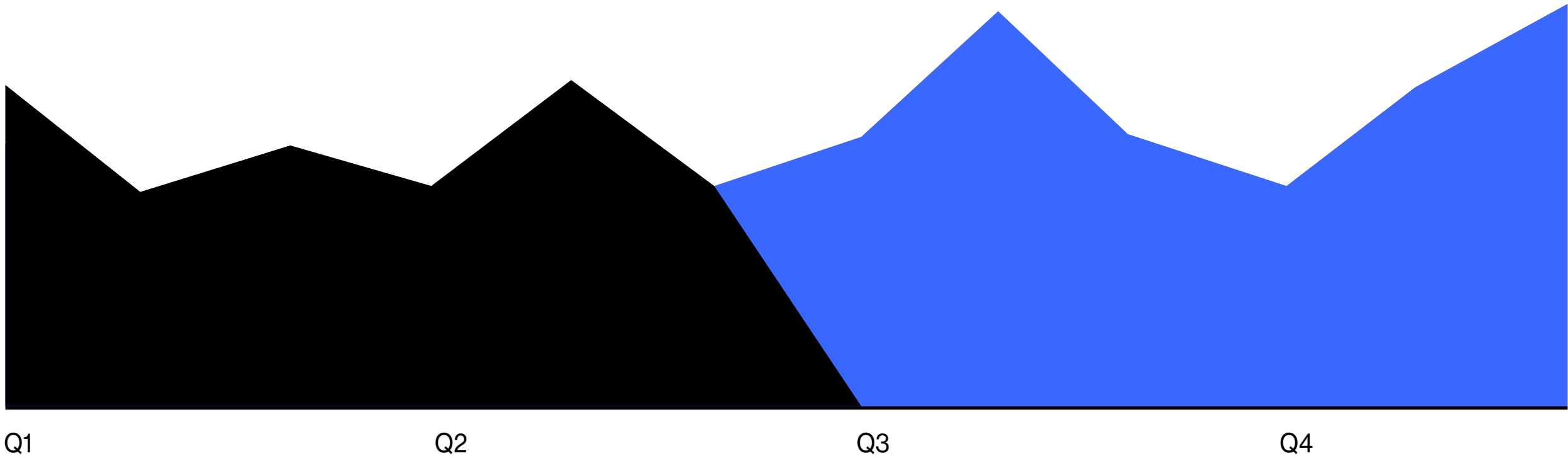
# Beyond Beer Ice Cream, Beer Salts also show that beer is no longer primarily of interest in liquid form

Beer salt: 1H – 2H 16.41% growth



# As ‘regular’ alcohols fade, new usage applications and flavors excites experimental consumers in the search for the ‘exotic’

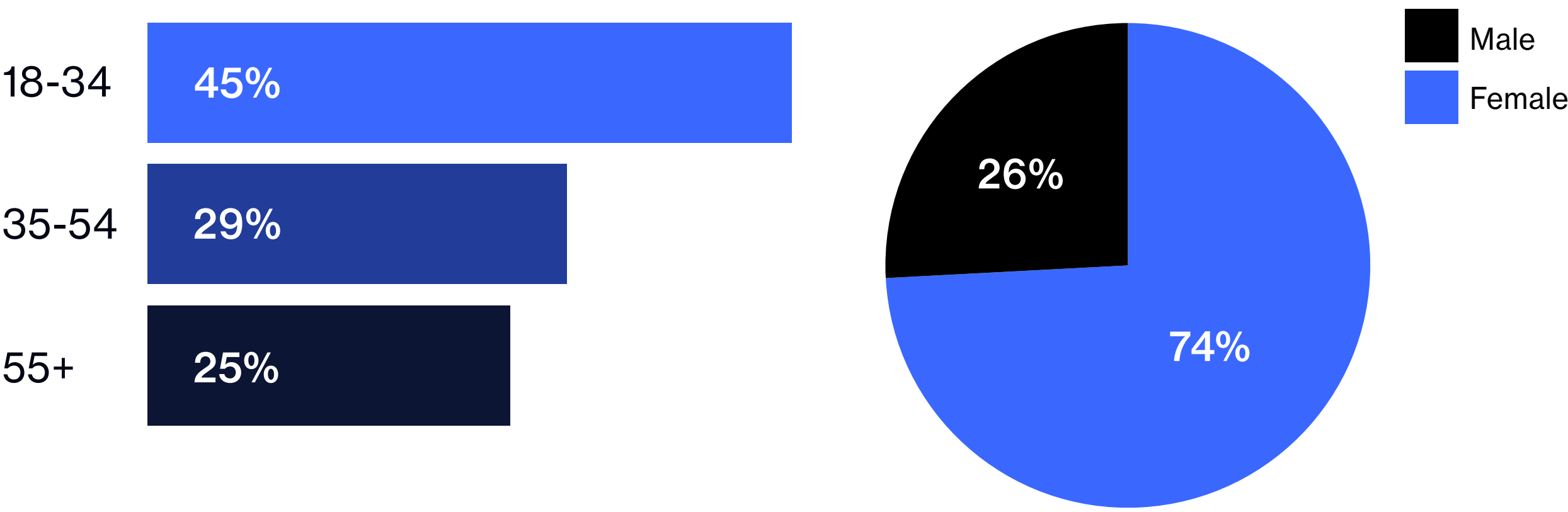
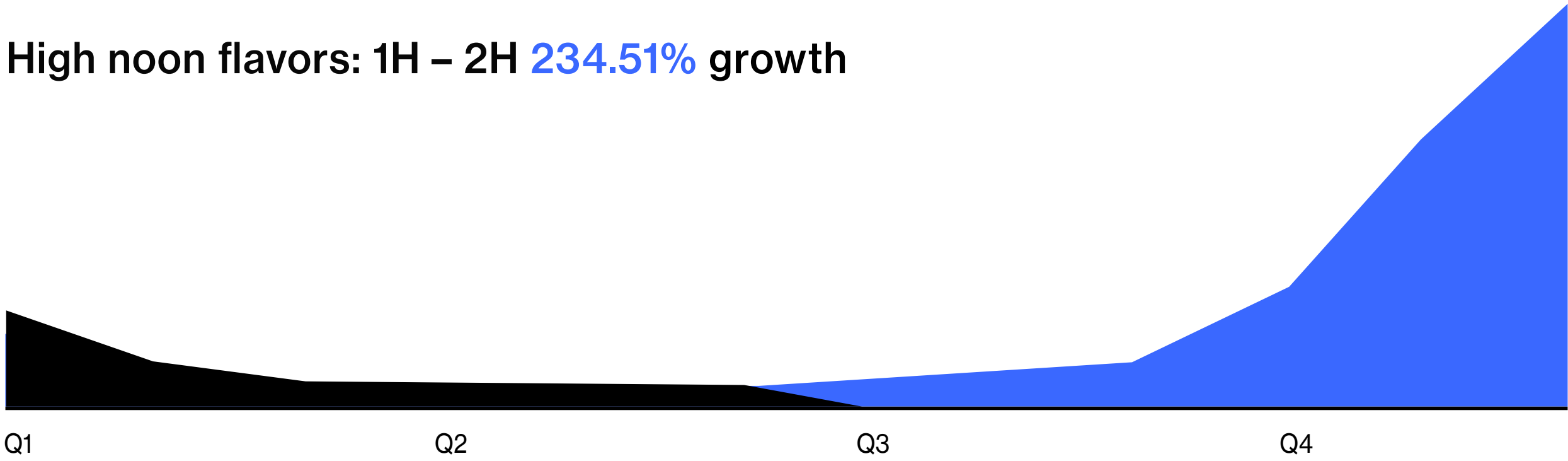
Whipped cream vodka: 1H – 2H 19.18% growth





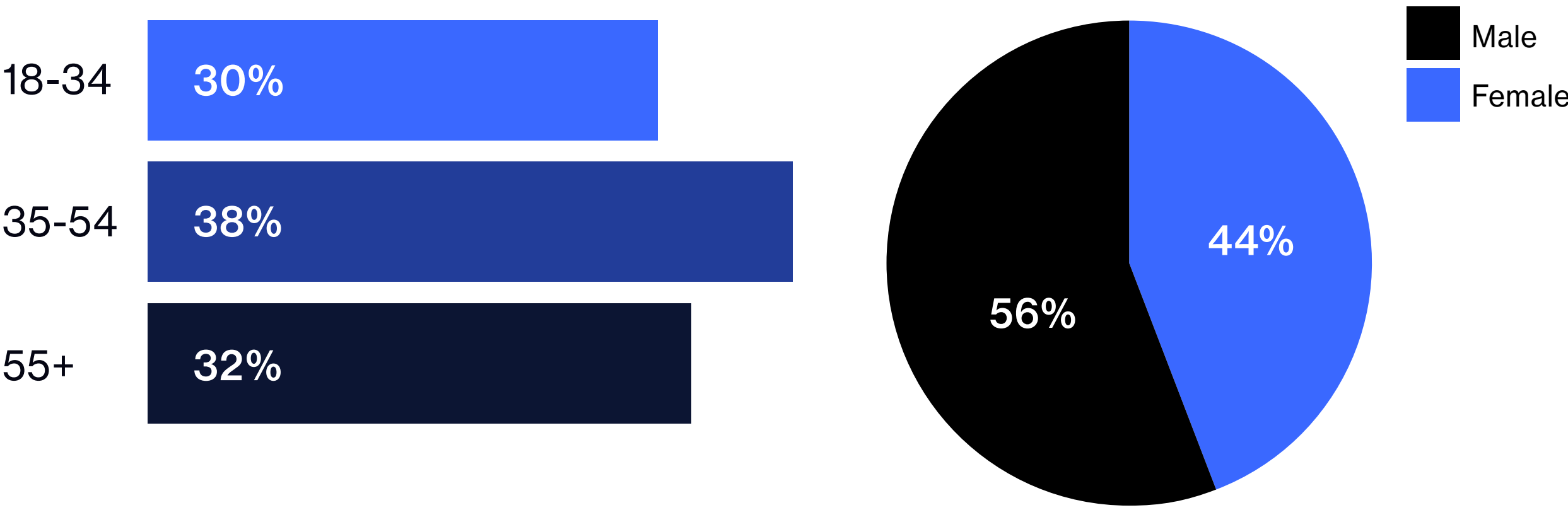
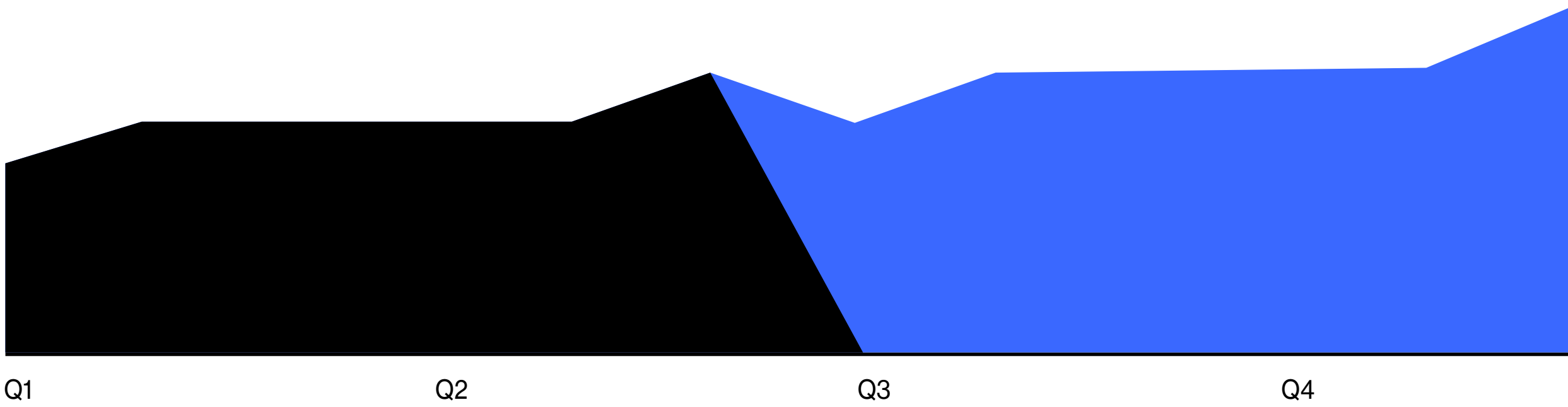
# Strong growth interest in High Noon Flavors emphasises the opportunity for brands to deliver new and exciting flavour combinations

High noon flavors: 1H – 2H 234.51% growth



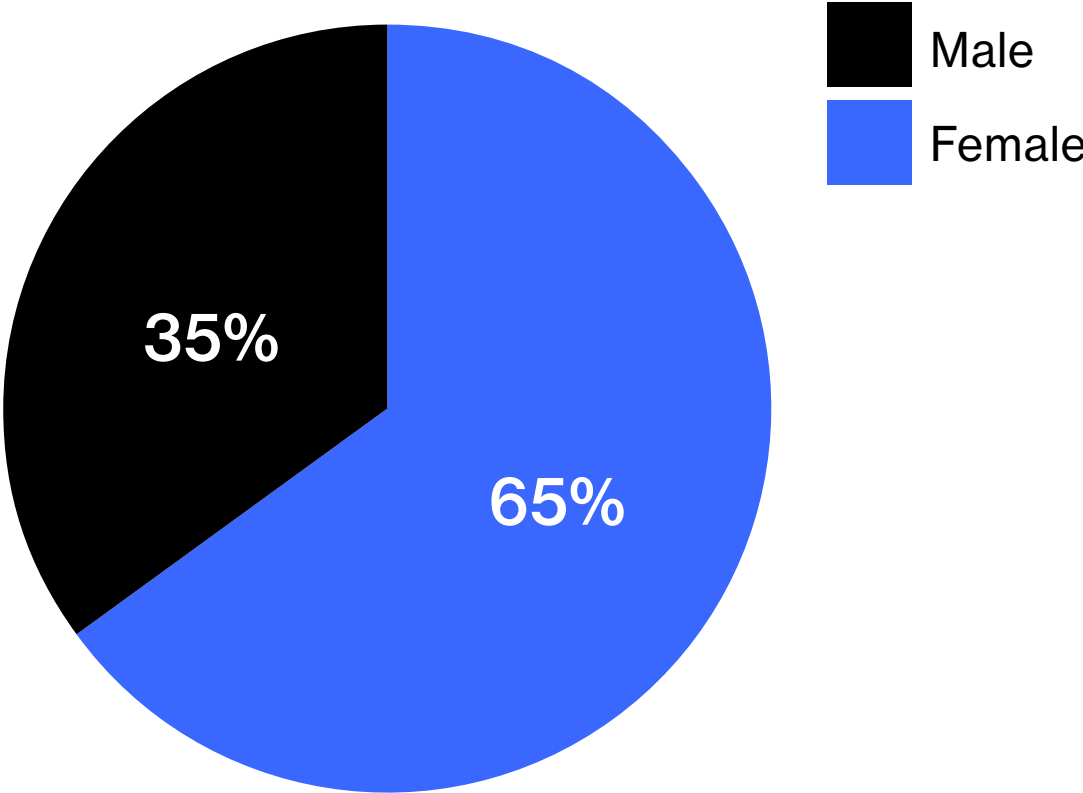
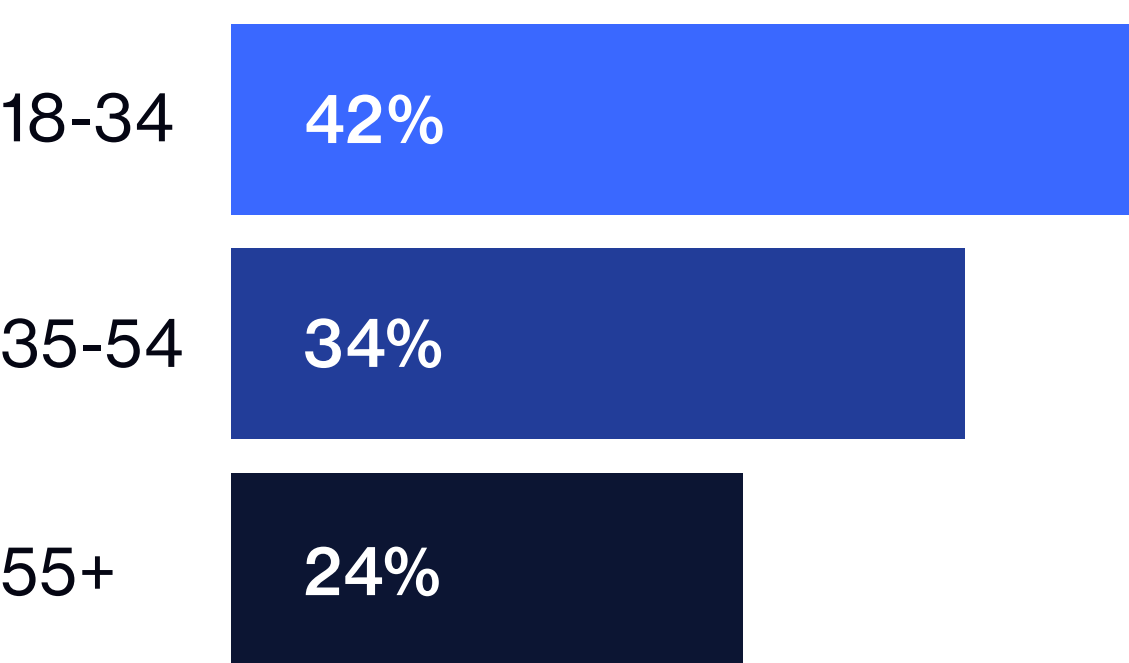
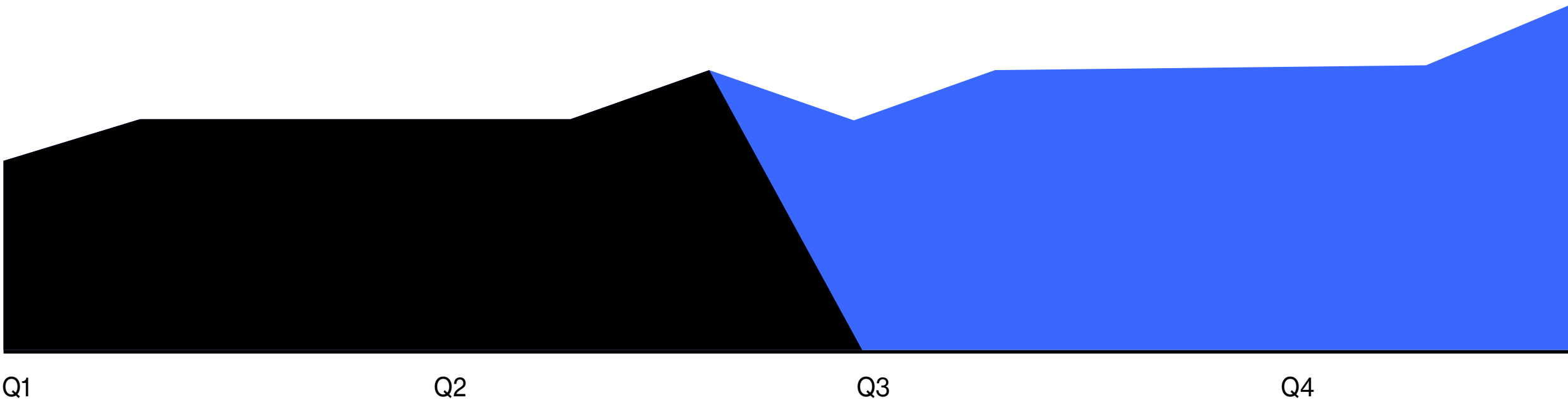
# For some netizens, consumers reflect over concerns of potential summer substance abuse

Weed withdrawal symptoms: 1H – 2H 22.16% growth



# Finally, while some seek new horizons, others opt for more curated, refined exploration closer to home

Brewery near me: 1H – 2H 48.35% growth





# Key brand takeaways

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## Transport consumers to new geographies

Indian Pale Ale is a great example of transporting a 'regular' product into a new territory, and Google data shows a spike in interest.

Consider how your product may up in other territories, or can be reframed in a new way; the recent launch of Cadbury's Gold in the UK is a prime example of leveraging an existing Australian brand for a new British audience.



# Key brand takeaways

2

## Curate more refined, local experiences

For those brand owners not able to traverse into new regions, consider a more refined, home-grown approach while still tapping into the inherent need of the 'explorer'.

Interest in the likes of 'beer salts' may be further optimised with stronger provenance stories on where and how the products were generated, particularly if they are in local regions or geographies.



# Key brand takeaways

3

## Re-imagine well-loved classics

Beer Ice Cream interest is evidence of a wider trend of the merging of two ‘unconventional’ categories into one.

With consumers looking to discover new horizons, consider how to potentially bring back older brands or flavors for a more nostalgic feel, or even re-imagine how your formats are consumed. East Asian ‘Cheese Yogurts’ are a great example of a re-imagination of two well loved categories.





# Key brand takeaways

4

## Delight with new surprises and twists

Whipped Cream Vodka has tapped into a deeper, cocktail, exotic vibe, and there may be other opportunities to do that for your brand.

Consider the use of multi-sensory experiences. The sharp rise (and fall) of 'Crunch Cakes' over the Summer is evidence that consumers are not just interested in how products look and taste, but also how they feel when consumed.



**Get in touch with  
us for the full report.**

