The Grocer

Focus On: Beer & Cider

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The 1990s had dry lagers and ice beers, the 2000s microbreweries and world lagers; the 2010s the craft beer explosion and the emergence of fruit ciders and lowno alternatives. As these examples show, trends can come and go in beer and cider, while others have real staying power. US-style IPAs and fruit ciders may not be in the double-digit growth of yesteryear, but they're still worth many millions to retailers. So what will be the next big thing in beer and cider?

Beer styles

- Stout sales have been booming in recent years. Why? Who's cashing in? Does it still have legs?
- Is ale due a come back? One brand saw strong volume growth last year. Why? What are others doing?
- Have weird craft beers like marshmallow stout and guava IPA had their day? What's next from craft?
- What about cider? What are the dominant and growing trends in this sector?
- Many session IPAs have seen strong growth in the past year. Why? Who's driving this?
- What recent trends – say unfiltered lager or hazy IPA – are fading and which are showing more longevity?

Style v substance

- What makes the difference between a fad and something that has real staying power?
- How is the way brands launch and market NPD changing in the digital age?
- How can brands ensure NPD doesn't cannibalise existing sales and drives incremental growth?
- Are retailers more or less receptive to innovation than they once were? Who are the real champions of NPD?

Alcohol

- Generally speaking, are beer and cider getting stronger or weaker?
- What factors – duty, the moderation movement, etc – influence this most?

Innovations

- Four new products (inc. rsp, pack vol/weight, launch date and high-res pic).