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## What will be the 2021 trends in the wine and spirits markets?

*As every year, Selective Line unveils its Stylebook made in collaboration with Carlin Creative. Selected excerpts from a focus on 2021, a year marked by insolent creativity and a return to the roots.*

### 2021 forecasts

#### Alcohol: one of the luxuries of life.

Consumers will always be looking for quality alcohol, seen as an exceptional pleasure. Indeed, in 2021, forecasts show that overall growth will be driven by the Ultra and Super Premium\* (USP) markets.

**Between 2018 and 2021, the average annual growth rate in volume terms is estimated at +4.4% for the USP market compared with +0.5% for the overall market (Source IWSR).**

#### Wine market trend: INSOLENCE.

#### Pimp your classics!

# Insolence



SELECTIVE LINE

**The middle class will rise again** and assert itself with provocative creativity. These consumers will want to **break out of the consensus with bright colors** in monochrome, and **traditional pimped-up patterns**, bordering on a willful lack of taste.

This will be particularly true in the wine market. Consumers will be looking for lightness and provocation to **get out of a wine market considered too wise**. This will be the time to take risks by diversifying the origins, the processes and even with non-alcoholic drinks, **without compromising on quality**.



The Malbec decoration takes up all the codes of a traditional label on the Cali bottle, using ultra-modern visuals, in silk-screen printing. **A nice way to divert the classics to show its difference.**

Decoration produced by Verallia Polska (Poland), Verallia's decoration company.

## Trend in the spirits market: SOURCE. A return to the roots!

# SOURCE



SELECTIVE LINE

Thoughtful consumers will move away from the materialistic side to seek **quasi-spiritual consumption**, close to their ancestors. **Colors will be mineral, earthy or green**. Patterns will appeal to essential references: **a forgotten and vital nature**, such as ancestral plants.

This trend will be especially visible on the spirits market: consumers will be looking for **a collective memory told through narrative marketing**. Each product will have to have a **territorial anchorage with a raw composition**, linked to the climate and the earth.



The Craft Gin decoration enhances the symbolism of an ancient vegetable, finished graphically in perfect craftsmanship. The decoration is realized in decalcomania surrounding the Stockholm bottle. **A nice way to recall the Gin's vegetal side.**

Decoration produced by Saga Décor (France), Verallia's decoration company.

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To find out more:

### **Selective Line by Verallia**

Selective Line is Verallia's international premium brand for glass bottles. Since its creation in 2008, Selective Line has benefitted from Verallia's unique industrial know-how and cultivates differentiation, innovation and customization to accompany its customers in their glass creations. A resolutely inspired brand.

<https://www.selective-line.com/fr/>

**Verallia**

Verallia is the leading European and the third largest producer globally of glass containers for food and beverages, and offers innovative, customized and environmentally-friendly solutions.

The Group posted €2.6 billion in revenue and produced 16 billion bottles and jars in 2019. Verallia employs around 10,000 people and comprises 32 glass production facilities in 11 countries.

For more information: [www.verallia.com](http://www.verallia.com).

**Carlin Creative Trend Bureau**

Since 1947, Carlin has used its expertise to forecast international consumer trends and translate them into creative solutions.

Among the brands that put their trust in the company: L'Oréal, Oenobiol, Weleda for the beauty sector; Samsung, LG, Mitsubishi for High Tech. And Selective Line by Verallia, since 2016.

<https://carlin-creative.com/>

*\*The USP market refers to the Ultra and Super Premium categories. This segmentation is established by IWSR on the basis of observed retail selling prices. For example, for still wines, USP refers to products whose selling price is higher than €15 in Western Europe and \$20 in the United States. For spirits, USP refers to products with a selling price of more than €25 in Western Europe and \$30 in the United States.*