

2022

TREND REPORT

Produced by

PROOF
INSIGHT

Bibendum's insights partner

I. SUSTAINABILITY – TIME FOR REAL ACTION

Sustainability is more important than ever. Following COP26, and with the legal obligation for London-listed companies to have net-zero carbon emissions by 2050, there's no more space for green-washing!

A RECENT STUDY BY PROOF INSIGHT¹ FOUND THAT:

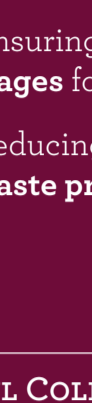


60% OF CONSUMERS agree that **sustainable packaging** is important

49% consider **sustainable production** when purchasing



57% want more sustainability information on drinks labels and **51%** want to see it on menus



34% OF WINE DRINKERS are more likely to choose a wine with 'natural' on the label



33% OF WINE DRINKERS want more organic and biodynamic wines on lists – and **1 in 4** will pay a premium for these

The PLEDGES that are MOST IMPORTANT to consumers are:

When choosing alcohol brands...

Reducing or eliminating **plastic packaging (72%)**

Reducing or recycling **waste products (72%)**

When choosing venues to visit...

Ensuring **fair labour and wages for employees (79%)**

Reducing or recycling **waste products (76%)**

[TAKE A LOOK AT OUR MINDFUL COLLECTION FOR A RANGE OF BRILLIANT SUSTAINABLY PRODUCED WINE](#)

2. INNOVATIVE SERVES AND PACKAGING

Consumers are becoming increasingly open-minded about alternative packaging formats, from draught cocktails and wine in the On Trade, to bag-in-box and cans in the Off Trade.



31% OF DRINKERS are looking to buy products with **innovative, environmentally-friendly packaging**²

In the OFF TRADE...



21% OF CONSUMERS have bought **bag-in-box wine** in the past 6 months³

49% OF UNDER-45s have consumed **canned RTDs** in the past 6 months⁴



In the ON TRADE...

'Small serves' and more **premium wines by the glass** will be a **KEY TREND IN 2022**



[TAKE A LOOK AT OUR SMALL BUT PERFECTLY FORMED CANNED WINE RANGE HERE](#)

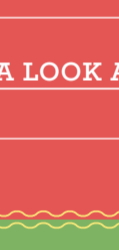
3. LOCAL LOVE

Nearly two thirds of UK consumers chose to buy locally during the pandemic, and 91% of these will continue doing so⁵. But, only 42% are doing this for environmental reasons⁶ – instead, it's all about supporting local businesses and people.

63% OF CONSUMERS actively like supporting **local businesses**⁷

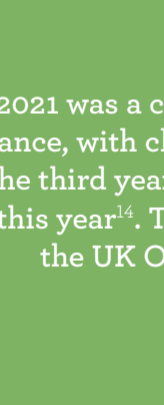


There has been a **63% RISE** in spending at specialist food and drink stores⁸



69% of consumers want to try **local beverages** – like *English wine*⁹

Speaking of ENGLISH WINE...



ENGLISH SPARKLING now appears on **half of all MODE-tracked premium wine lists**¹⁰

8 in 10 wine drinkers would be interested in **trying English still wines**¹¹

[TAKE A LOOK AT OUR ENGLISH SPARKLING AND STILL WINE RANGE HERE](#)

4. ROSÉ ALL DAY

In 2022, we are set to see rosé will grow to even greater heights of popularity! The category will shoot and diversify, to include rosés suitable for year-round drinking, and pairing with autumnal and winter foods.



36% OF WINE DRINKERS want to drink **rosé** during the upcoming winter months¹²

A THIRD of rosé wines on MODE-tracked lists are **older vintages, or age-worthy**¹³

Structured, deep coloured rosés from Rioja, Bandol and Burgundy are **ON THE RISE**

[TAKE A LOOK AT OUR COMPLETE ROSÉ COLLECTION](#)

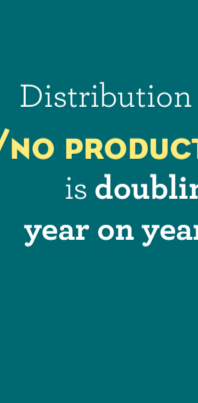
5. NEW WORLD GAINING GROUND

2021 was a challenging vintage for growers in Spain, Italy and France, with climate change causing a fall in production levels for the third year running – around 22 million hectolitres were lost this year¹⁴. These countries account for 63% of wine volume in the UK On Trade¹⁵, so we may see a more diverse mix of countries on wine lists in 2022.



South America, South Africa, and Australia saw record **HIGH PRODUCTION LEVELS**¹⁶

Germany, Portugal and Hungary had successful **HARVESTS IN 2021**¹⁷



Already popular in MODE venues, expect to see more **Riesling and Spatburgunder** from *Germany*, **Vinho Verde** and **Barrada** from *Portugal*, and **Furmint** from *Hungary* on **MAINSTREAM WINE LISTS**.

[TAKE A LOOK AT SOME OF OUR NEW RANGE ADDITIONS, WITH WINES FROM BAIARRADA AND VINHO VERDE TO AUSTRALIA AND SOUTH AFRICA](#)

6. DIVERSIFICATION IN SPARKLING

Sparkling wine's value has tripled since 2012, and volume has doubled¹⁸. Prosecco and other Italian sparkling still accounting for 9 in 10 bottles sold in the On Trade¹⁹. However, other origins – including English sparkling – will chip away at this share in 2022, as producers prepare for the 2023 tax cut to sparkling wine.

As consumers continue buying 'natural wine', interest in Pet Nat **WILL GROW**

PINK PROSECCO – worth **£60m in the Off Trade**²⁰ after just one year – will continue to be a success, as will all **sparkling rosé**, which is growing twice as fast as white

Crémant, Cava, and Sekt (Riesling) are all **POISED FOR GROWTH** in the premium On Trade as consumers experiment

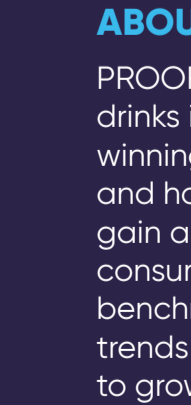
CHAMPAGNE remains the **fizz of choice**, making up **three quarters of all fizz listings** in MODE wine venues

Expect more **Grower and Neo-Negociant Champagnes** to become popular, as an **EXCLUSIVE PREMIUM ALTERNATIVE**

[VIEW OUR CHAMPAGNE RANGE – WHICH INCLUDES TWO GROWER CHAMPAGNES](#)

7. LOW AND NO

In 2022, the low/no category will continue to grow and diversify, to cater for a growing proportion of mindful drinkers.

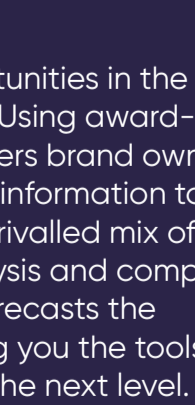
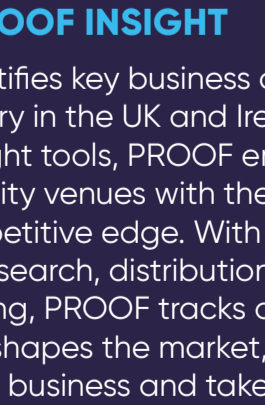


33% of UK adults **don't drink alcohol** at all²¹

23% have cut down their **consumption of alcohol** in the last year, led by health trends²²



Distribution of **LOW/NO PRODUCTS** is doubling year on year²³



1 in 7 18-34 year olds are **more likely** to go out **midweek** if their chosen venue has **more low/no options**²⁴

[TAKE A LOOK AT THE NEWLY LAUNCHED NON-ALCOHOLIC SPARKLING – 'BUBBLES WITH BENEFITS' – WILD LIFE BOTANICALS](#)

Want to know more? Head to the **PROOF website** to contact the **team here**.

1. PROOF POURTRAITS study, Nov 2021; 2. Ibid.; 3. Ibid.; 4. Ibid.; 5. Barclaycard; 6. Kantar; 7. PROOF POURTRAITS study; 8. Ibid.; 9. Ibid.; 10. MODE Wine 2021; 11. PROOF POURTRAITS study; 12. Ibid.; 13. MODE Wine 2021; 14. OIV 2021; 15. CGA; 16. OIV 2021; 17. Ibid.; 18. WSTA/CGA; 19. CGA; 20. IRI, Total Market 52 weeks to 24.10.21; 21. YouGov Profiles 2021; 22. Ibid.; 23. CGA; 24. PROOF POURTRAITS study

PROOF
INSIGHT

ABOUT PROOF INSIGHT

PROOF identifies key business opportunities in the drinks industry in the UK and Ireland. Using award-winning insight tools, PROOF empowers brand owners and hospitality venues with the right information to gain a competitive edge. With an unrivalled mix of consumer research, distribution analysis and competitor benchmarking, PROOF tracks and forecasts the trends that shapes the market, giving you the tools to grow your business and take it to the next level.

PROOF'S RESEARCH TOOLS:

MODE
TOP-DOWN
TREND TRACKER

MODE is an award-winning, pioneering research tool that identifies the next big trend before it happens. Rather than relying on sales data, PROOF expertly analyses the latest wine lists of over 60 industry-leading venues, from cocktail bars, to Michelin-starred restaurants.

POURTRAITS™
ATTITUDE-BASED
CONSUMER
SEGMENTATION AND
COMMUNITY PANEL

PROOF helps customers see how their consumers spend their money and time in the On Trade, Off Trade, and burgeoning Third Space. This pioneering three channel segmentation for all alcohol is the first of its kind in the UK market.

This is just a glimpse of what PROOF do and how they do it. PROOF provides a range of services for brands and operators, including Consumer Targeting, Range Optimisation, and Site Finder.

If you'd like to know more about how PROOF can help your business, including bespoke consumer targeting or ranging advice, or simply to find out more about the 2022 trends, contact the team at support@proofinsight.com.

See the rest of PROOF's tools [here](#)