

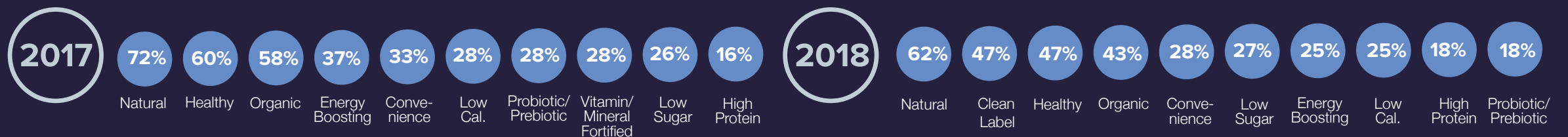
THIRSTY FOR INNOVATION? HERE IS THE FUTURE OF BEVERAGES.



Which trends do you think will be the most popular in 2018? A comparison with answers from 2017.

CATEGORIES

Consumers are more focused on fewer categories



(Source: Jacobsen, 2017, 2018)



The new trend is globally local! Several studies have identified the new trends concerning the composition of drinking products.

COMPOSITION

TIPS: Easy access to the Internet makes the consumer aware of new products and their properties. Augmented reality could aid companies in getting their products noticed.



NEW INGREDIENTS AND TECHNIQUES
 Kombucha
 Microalgae
 Cannabis
 Plant-Based Proteins



NEW FLAVORS
 Green Coffee
 Elderflower
 Mushrooms
 Baobab
 Hibiscus



NEW PRODUCTS
 Apple Dessert Drink
 Rosé Cider
 Exotic Iced Teas
 • Thai Oolong Tea
 • Butterfly Peaflower Tea
 • Aam Panna Tea
 Mocktails



Change is necessary, especially when it can help meet consumers' needs.

PACKAGING

TIPS: A product with a unique shape allows it to be noticed among the thousands of similarly shaped containers!



New Designs
 Bright colors, iridescence or fluorescence to attract millennials; caps and closures providing ease of opening for the bottles or cans.



Multisensory Design
 Sight, sound, touch, smell, taste and their interconnections all play an important role in product evaluation.



Materials
 Urge to replace food packaging with materials that are eco-friendly and safe for health! The new trend is named ECO-PACKAGING.



Sources
 • New Product Development Outlook for Beverages (J. Jacobsen) *Beverage Industries Magazine*, 2017.
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 • Eco-Packaging Campaign through Motion Graphics, (H. Muhammad, W. Swasty) *Advances in Economics Business and Management Research*, 2017, 41, 81-84.