

# The Grocer

**Focus On: Beer and Cider by Daniel Woolfson ([Daniel.woolfson@wrbm.com](mailto:Daniel.woolfson@wrbm.com))**

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## **FEATURE 1#**

Sales of beer and cider have gone from strength to strength. In the last year, according to Kantar, the category rocketed in value sales with stout enjoying the steepest growth. Sales of lager were up 38.9% to over £2.5bn and cider climbed 29.3%. The category's success is unsurprising given the closure of pubs for much of 2020. But can this level of growth continue once the on trade reopens in the coming weeks?

### **Demand versus supply**

Last year brewers who managed their supply chains to meet increased demand created by the closure of the on-trade performed well. However, according to Shopper Intelligence, consumer expectation around availability is not being met. What lessons have been learned by brewers and how are they applying them?

### **Craft versus mainstream**

Brands which were doing well before Covid have continued to outgrow the market with premiumisation growing ahead of mainstream brands. How have premium craft and world brands achieved this? How has stout outgrown the category? To what extent have listings in the multiples accelerated this growth?

### **Buying habits**

Despite the number of shopping trips within grocery declining, those within beer and cider have seen more trips taking place. In particular, local convenience stores and smaller retailers have benefited from impulse purchases. How is this likely to play out over the coming year?

**Data:** Using Kantar and Nielsen commentary, we explain the rise and fall of certain sub-categories.

**8 x innovations:** we will profile eight new products or ranges that have ideally not appeared in The Grocer before. We need launch date, rsp, and a hi-res picture of each.

## **FEATURE 2 What's next for D2C? by George Nott ([George.nott@thegrocer.co.uk](mailto:George.nott@thegrocer.co.uk))**

**Is the popularity of online beer clubs coming to a head? During the pandemic, Beer52 – named by the FT as the fourth fastest-growing ecommerce business in the UK – became the most popular beer club in the world, claiming its community had drunk more than 20 million beers together. It's just one of a raft of craft beer D2C businesses whose sales exploded last year. But with lockdown restrictions easing, will D2C retain its pulling power or will Brits be busy catching up on lost time in the pub?**

### **On trade competition**

With the long-awaited reopening of hospitality around the corner, how confident are D2C brands that they will continue to grow and remain relevant to consumers?

### **Sustainability**

How are D2C brands communicating their sustainability credentials and to what extent is this setting them apart from their retail and on trade equivalents?

### **Tech and innovation**

How are D2C brands cashing in on the latest advances in tech and innovating to appeal to beer lovers?

**4 x innovations:** we will profile four new products or ranges that have ideally not appeared in The Grocer before. We need launch date, rsp, and a hi-res picture of each.