



Berlin Packaging: **Market Trends**



Trends in Wine Packaging

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Health & Wellness

Health & Wellness

Homeainment

Sustainability

E-Commerce



There is no doubt the pandemic put a dent in wine consumption in the U.S. as bars and restaurants shut down, restricting dining out and socializing with friends. However, **wine brands can now accelerate their growth through multiple avenues** – including the trends of health and wellness, homeainment, sustainability, and e-commerce.

Health & Wellness

The health and wellness mega-trend has led to an increased demand for better-for-you and organic wines, especially among younger consumers.



According to GlobalData, more than half of global consumers find “organic” to be trustworthy, providing a seal of quality and confidence.

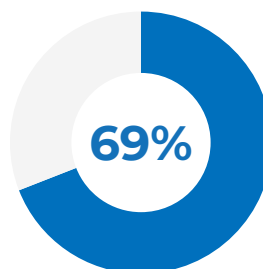


In addition, the pandemic has made consumers even more focused on their overall health, accelerating the shift toward moderated and healthier drinking. This has driven demand for low- and no- alcohol options and wines with fewer calories and less sugar. While consumers want these new options, they don't want to sacrifice taste or the enjoyable wine-drinking experience.

Chateau Diana - Zero Proof Rose



Berlin Packaging's Studio One Eleven® has expertise in creating compelling design solutions for healthy wine brands. Our design and innovation team created the branding for Simply 35, a low-calorie line of Moscato wines, Chateau Diana's non-alcoholic wine, and many others.



According to a 2021 GlobalData survey, 69% of global alcohol consumers say that they are trying to reduce or drink a moderate amount of alcoholic beverages.

Hometainment

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Hometainment

The wine category was impacted by the shutting down of bars and restaurants brought on by COVID-19. These closures created a need for consumers to find new ways to socialize and consumers began creating the bar and restaurant experience at home.

While the rise in at-home entertainment began due to the pandemic, it will continue to be appealing for a few reasons:

- Some consumers are still concerned about dining out.
- Economic uncertainty has made staying home financially appealing.
- Some consumers have simply become used to entertaining at home more.



Consumers are finding more occasions to enjoy their wine at home with friends and family. American Vintner's is leveraging this trend with their wine collection boxes created for various occasions ranging from Valentine's Day to summer grilling to Christmas.



Sustainability

Health & Wellness

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Sustainability

Today's consumers are more eco-conscious than ever, mindful of the impacts of agriculture, manufacturing and packaging on the environment.

Sustainable growing and production methods and eco-friendly packaging have taken on greater importance as people want to buy products they can feel good about. This took a bit of a back seat during the pandemic, but the majority of consumers feel it's equally or more important now. This year, Albertson's introduced sustainable wines as part of their Own Brands products.



Naked Wines Lightweight Bottles



Albertson's Sustainable Wines

Sustainable packaging is also becoming a priority for both consumers and brands. Naked Wines uses a lightweight glass bottle for many of their brands, helping reduce their environmental footprint.

According to a Boston Consulting Group study, 74% of consumers say they are willing to pay more for sustainable packaging.

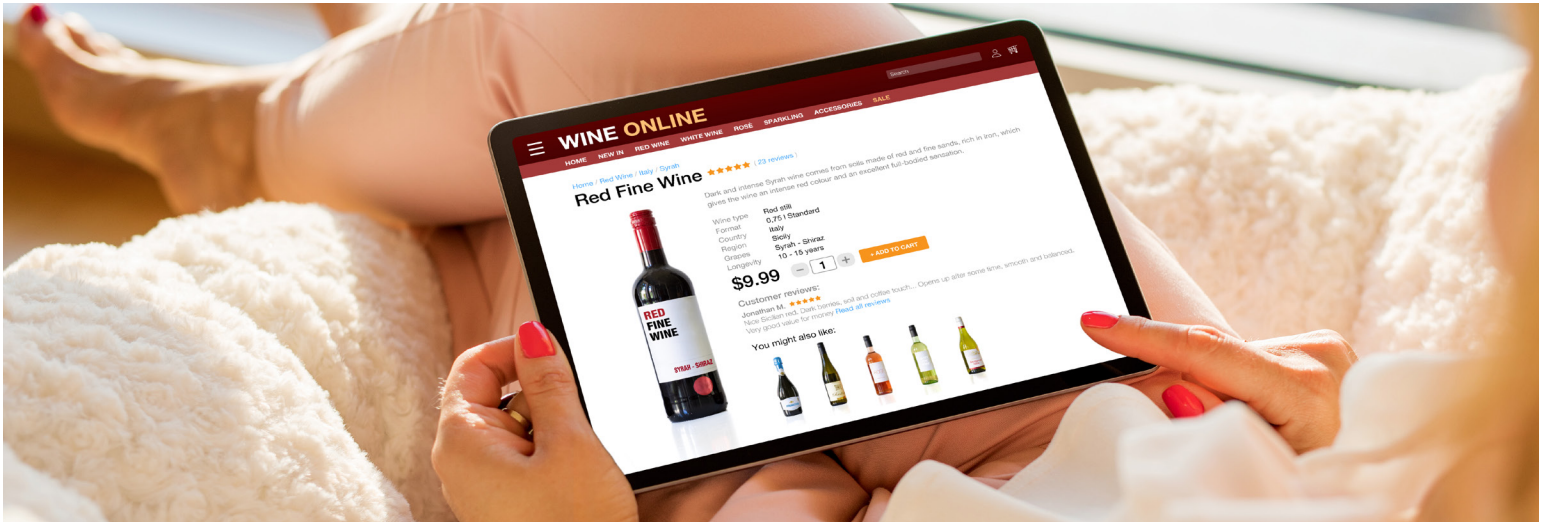
E-commerce

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E-commerce

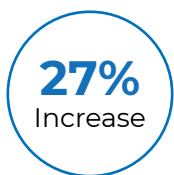
The COVID-19 pandemic has created a new normal when it comes to how and where consumers shop. While e-commerce was on the rise pre-COVID, the pandemic pushed it into overdrive. There's more availability and awareness than ever around purchasing alcohol online.

IWSR estimates that the value of alcohol e-commerce increased by 42% this year, with 44% of American shoppers starting to buy online in 2020, compared to just 19% in 2019. Even as the pandemic wanes, the popularity of e-commerce is expected to last as consumers appreciate the value, variety and convenience provided by online platforms.

The direct-to-consumer model is another way wine brands are engaging with consumers outside the traditional retail channel.



"The most significant difference in e-commerce for 2020 was simply the increase of consumer awareness as to the ability to purchase alcohol online." – Cory Rellas, Drizly CEO



According to Wine Magazine, the U.S wine industry saw a 27% increase in DTC shipping between 2019 and 2020.

The brands mentioned in this report are trademarks of their respective owners.

Inclusion of these brands in this report is not meant to imply an association with or endorsement from the respective trademark owners.



We Believe Anything is Possible®

With over 100 years in the packaging industry, more than 1,500 packaging professionals and a global network of suppliers and warehouses, we offer 50,000+ SKUs of plastic, glass, and metal containers, closures, and dispensing systems across all markets for customers just like you.

Our Business Model

Berlin Packaging is not a distributor. We're not a manufacturer. And we're not a packaging consultancy. Instead, we're all three at the same time. We are best-of-breed amongst manufacturing, distribution, and value-added service providers. We are the world's largest global Hybrid Packaging Supplier®.

Hybrid Packaging Supplier®



Best Elements of a Manufacturer

+



Distribution & Logistics

+



Value-Added Specialty Services



Global Capabilities

Our mission is to improve our customers' net income through packaging products and services. With 60+ locations on four continents and a network of suppliers around the world, we leverage our global scale and capabilities to further our mission – and bring unique value to customers of all sizes at the local level – where it matters.



Specialty Services

We offer value-added services specialized to best address all your packaging needs.



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Quality Advocacy



Global Capabilities



Warehousing & Logistics



Financing & Consulting



Sustainability Solutions

Operational Excellence

- ISO 9001 Certified
- 99% on-time delivery for 15+ years
- Dedicated Quality Service Division
- Industry-leading customer thrill scores
- Sustainability and safety focused

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