

A group of people are gathered around a rustic wooden barrel table, clinking glasses of beer. The scene is warm and social, with a man in a dark shirt and a woman in a white shirt smiling. Several glasses of different beer styles are visible: a dark stout, a bright red beer, and two golden ales. The background is softly blurred, showing a bright window. The overall mood is one of celebration and shared enjoyment of craft beer.

Givaudan

Human by nature

Tap into 5
fresh European
beer trends



96% of European beer drinkers are interested in beer with new flavours and ingredients.

The beer market is evolving - and this means fresh market opportunities. We surveyed¹ nearly 4,000 beer drinkers across 6 European countries and carried out a virtual shopper study to understand which flavours they're really drinking and what they look for before deciding to put a new beer in their trolley.

We'll be sharing more detailed insights into what we discovered later this year. But we didn't want you to have to wait that long to benefit from what we learnt. Read on for a taster of 5 key insights that are shaping European consumers' beer purchasing decisions today.

Givaudan provides a broad range of support for colleagues in the beer industry. Over and above our extensive portfolio of functional ingredients, flavours and colours, we partner with you to craft the perfect pint for every beer moment - from spotting new market trends and transforming them into innovative applications using digital tools to standardisation, cost reduction and process optimization.

¹ Source: Givaudan's Proprietary Research 2024 3600 consumers; 6 countries, Target Audience: 50% male, 50% female, age 18-65 – Beer (alc./NA) Drinkers

Embracing the flavour experience

As lager beer stagnates and flavoured beer sees impressive growth, bold new beer choices are offering consumers fresh drinking experiences. While added juice or fruit additions remain firm favourites, surprising flavours such as zesty citrus accents, sour, exotic fruit, floral notes and herbs are also gaining ground. And it's not just flavour. Consumers are interested in new sensations like the warming feeling of cinnamon, ginger or chilli.

Eager to make sure your innovations hit the spot? Our digital tools can help you reduce product development time by providing real-time feedback on flavour profiles.



Beer with benefits (only for 0.0% ABV)

A huge 92% of European beer consumers are interested in beer with added health benefits - from vitamins and minerals to prebiotics and even electrolytes. Our study revealed that choices supporting immunity and gut health were most appealing.

By combining our expertise in functional ingredients, sugar reduction and developing flavours for non-alcoholic beers, we can help you create the innovative beer experiences that do good and taste great.





A beer moment for everyone

New “beer with additions” options are piquing the curiosity of new market segments that don’t typically drink traditional beer - especially younger women. From colourful superfruit beer packed with passionfruit or acai berries to surprising citrus or botanical notes, these consumers are looking for fresh choices to enjoy in a variety of beer moments - from celebrating to relaxing with friends.

Understanding what appeals to different market segments can be a challenge. Givaudan’s social listening and proprietary market research can help you tap into the latest beer trends as they emerge.



Natural flavourings are in

We know that beer drinkers are embracing fun and quirky flavours - but how do they feel about flavourings? Our research shows they’re open to flavourings replacing real fruit and herbs on the ingredient list – as long as they’re natural.

When sourcing natural ingredients, bad harvests or supply chain issues can affect supply and drive up costs. Replacing natural ingredients like coriander and citrus peel in witbier or whole fruits or fruit concentrate in fruit beer with natural flavourings and spice extracts can help you tackle supply chain risks and cut costs while still packing a flavour punch.

Classics with a premium twist

As sales of mid-priced and economy lager stagnate, premium lager brands are growing. Well-loved, iconic brands can tap into the flavour revolution by offering a simple twist on old favourites using provenance ingredients, as demonstrated by Birra Moretti with its successful Sale di Mare line with a hint of Italian sea salt.

Opening up to new markets and diversifying your product lines can add complexity to your production process. Givaudan can help optimise process efficiency and speed up product development time by innovating one stream for multiple beer styles.

Thirsty for more?

Our team of experts is busy diving even deeper into the results of our study to uncover what's brewing for the future of beer. We'll be serving up even more insights very soon.

In the meantime, if you'd like to explore the broader support we can provide when developing fresh beer experiences - visit our [website](#).





There's a pint
for everyone.

Let's craft it together.

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