

Seeking comfort in a return to the past

Retro

Delighting in experiences about which we can tell stories

Telling Tales

Soothing our conscience and looking good to others

Feel Good

Looking after our mind, body and spirit

Well Being

Personalising the world around us

Consumer
Generated

Blurring cultural and geographical boundaries

Fusion

Honesty in our personal & corporate lives

Transparency

Having everything now, at the touch of a finger-tip

Immediacy

Growing spending power and influence of women

Girl Power

New trends, old instincts and the impacts on alcoholic drinks

Consumers across the world are behaving in new ways. Yet the drivers of these trends are not new at all. In fact, many are based on ancient instincts that either still influence us, or are reasserting themselves anew as communications technology allows us to rediscover forgotten tribal patterns.

Intellima (the insights and strategy practice) and Wine Intelligence (the wine specialist consultancy) have identified nine key global cultural trends that will shape the future of the global marketplace for alcoholic beverages. This report examines and presents each trend and is rich with examples from outside of the drinks category.

Price:

GBP 1,000 • EUR 1,250 • USD 1,700 • AUD 1,580
or 2 Wine Intelligence report credits for a single-user licence

Format: 60 page PowerPoint (PDF)

For purchase or further details contact us on info@intellima.co.uk or call us on: +44 (0) 20 7378 1277

Visit www.intellima.co.uk or www.wineintelligence.com

“There are three primitive instincts that have always driven human behaviour and that we all understand from an early age: reward, exploration, and conformity ”

Many of the trends identified are closely related, if not interlinked. Others may have aspects that are fleeting, or be a consequence of today's technology which may disappear in due course. Many will be familiar, as much of what's powering these trends goes back in time. Others may have aspects that are fleeting, or be a consequence of today's technology, which may itself disappear in due course.

Through the use of cross category examples, we demonstrate how drinks companies are building on these trends to enable all businesses to capitalise on consumer culture, delivering brand revenue and profit growth.

The details:

Report author: Lulie Halstead is an experienced market research industry practitioner and leading marketing academic. Prior to co-founding Intellima and Wine Intelligence Ltd., she developed expertise in the wine industry in importing, marketing, retailing and new business development. She is also an established marketing academic, focusing on consumer behaviour, and is a full member of the Market Research Society. She frequently speaks at industry and academic conferences around the world.

How we collected the information:

Insights were collected via:

- Interviews with consumers in the UK, USA, Australia and China conducted from April 2012 to January 2013
- Online surveys conducted via Vinitrac© Australia, Oct 2012; n=663
- Secondary research building on both Intellima and Wine Intelligence industry insight