Continued Growth and Flavour Diversification in Hard Seltzers

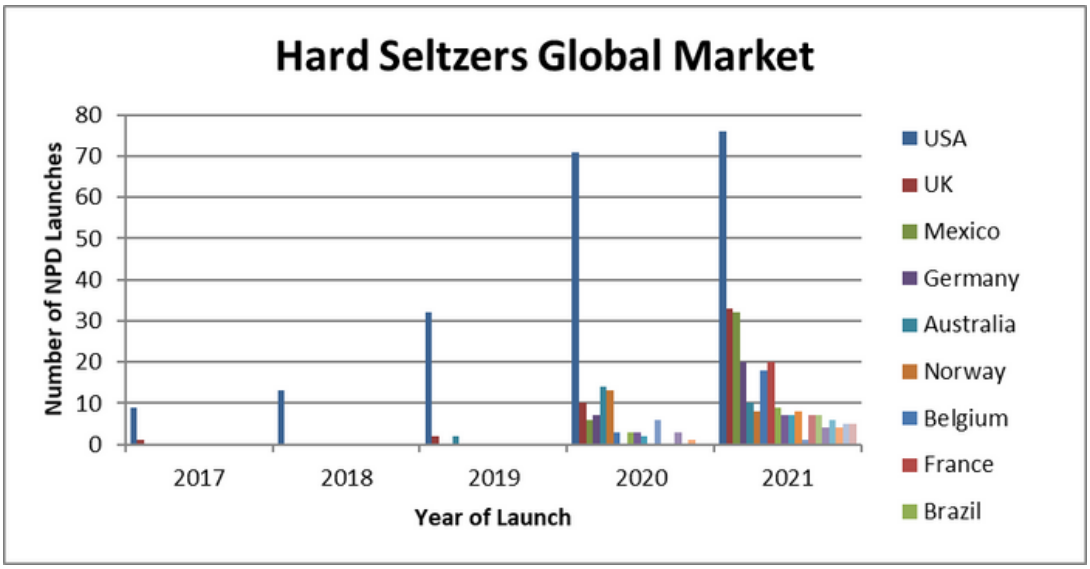


Whilst growth of Hard Seltzers may be slowing down in US, this category is not declining it is merely evolving with a focus on providing a 'Better for you' option.

Hard seltzers have experienced a phenomenal growth and are now positioning themselves as the 'Better for you' drink, building upon their success as the lower calorie and alcohol option. This health halo is based on the drink containing sparkling water, natural fruit flavours, provenance-sourced mineral waters and fortification with vitamins and minerals.

Whilst these drinks have been around in the US for a decade already, they are now filtering through to the rest of the world.

- Last year 323 alcoholic products labelled as 'seltzer' were launched globally, that's 170 more than in 2020.
- Globaldata predicts that the UK will see strong growth in this category, with a forecast of more than 20million litres by 2025.
- Hard seltzers remain highly prominent amongst beverage influences on social media, significantly more than other beverage topics.
- There is an increasing trend to mixed fruit, exotic fruit/superfruit combinations and locally grown produce.



Globally there has been an increase of almost 800% in the number of new product development launches for hard seltzers since 2019.



New Seltzer Flavours and New Markets

It is not only the flavour range of seltzers that is diversifying, but the demand for hard seltzers can now be found far and wide.

In 2019 only the USA, the UK and Australia launched Hard Seltzers, whereas in 2021 this list of countries grew to 40. Globaldata has reported that the key opportunities outside the USA are Canada, Germany, the UK and China. However, in the UK ASA regulator has advised marketeers to be cautious not to make unauthorised health or nutritional claims, and states that anything over 1.2% ABV is not low alcohol.

Initially hard seltzers were primarily citrus fruit flavoured, but recent NPD launches are seeing a more diverse range of flavours, including berry fruits, tropical flavours, ginger and cucumber. In order to promote the health associations some producers are introducing functionality including ingredients such as turmeric and botanicals - thyme, basil, hibiscus, mint, bergamot etc. The trend for enhanced water is also filtering through to hard seltzers with the addition of minerals and in the UK one company 'Sentz' is promoting the fact that they are 'made in the UK' and maximising on the trend for localism.

Listed below are a just a few examples courtesy of Globaldata and Mintel



Sharkwater Hard Seltzer Gurke (Germany) is described as an alcoholic mixed drink with 34% fruit dessert wine and a cucumber flavour. The company donates 2 Cents to projects to protect marine creatures.



Sunly Seltzer Ginger & Lemon Sparkling Hard Seltzer (Australia) is described as refreshing, bringing sunshine to any occasion. The product is naturally brewed with real flavours, low in sugar and gluten free.



Topo Chico Strawberry Guava Hard Seltzer (USA) is described as spiked sparkling water that has been naturally flavoured with other natural flavours.



UK brand Sentz emphasizes its natural mineral water base, drawn from the limestone Cotswold Hills, as well its use of 100% natural fermented fruit wine, with fruits from specific UK and international sources.

Our 'HiFresh' and 'HiFruit' ranges have been developed to meet the increasing global demand for 'clean label' and offer excellent means to add natural, consistent, and concentrated flavour to many beverage applications.

Unique to the Hitchen family, the HiFruit range is part of our superior range, a blend of extract from the named fruit with natural flavourings for maximum impact, where 95:5 rule is met for 'Natural (Named Fruit) Flavouring' labelling. The HiFresh range captures the authentic aroma and flavour of the world's finest citrus to deliver both the juicy and zesty notes, giving the consumer the whole fresh fruit taste.

These are only 2 of our ranges suitable for beverage application. To see our whole range why not visit our website www.lionelhitchen.com

To discuss your requirements and request samples please contact your sales representative.
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