

the *Pink* trend

The best closure for
rosé wines and spirits



BOHEMIAN CRYSTAL TOP



Long-term trend

The consumer drive towards premiumisation encompasses the pursuit of premium flavours, healthier ingredients, and visually appealing and eco-friendly packaging.





The path to success

Expertly designed packaging and a flawlessly executed marketing plan are essential components of success that develop consumer trust and perceived brand value.



Outlook

The thriving rosé sector continues to expand, with constant product development fuelling consumer demand for new styles of rosé.



 terratangra

 kenforrestervineyards



 susanabalbowines



Statistics show that well-designed and eye-catching packaging can influence consumer perceptions of product quality and desirability. Making a wine design stand out is not just about creating a pretty label. It's an investment.

72%



Design

An exclusive study by O-I shows that design is emerging as one of the main factors in the choice of rosé wine in France. Among French rosé consumers, almost a third of 18-34 year olds choose their wine based on the design of its packaging.

Potential

According to a recent survey, 72% of consumers say that packaging design influences their purchasing decisions. If you're not paying enough attention to your packaging, you're missing out on potential sales and opportunities to promote your brand.

As of January 2020, off-premise sales of rosé wine had grown to more than \$576 million. That's an increase of 281% in just five years.¹

Spain

Spain resumed its position as the world's second-largest producer of rosé wine in 2018, a position it confirmed in 2019. The country's production, which has been accelerating over the past two years, reached 4.9 million hectolitres in 2019.²

Italy

Italy, the world's number 4 producer of rosé wine, saw its production slashed in half in the space of 10 years. Despite a slight upswing in 2018, it slipped again in 2019 to 2.2 million hectoliters. The top 10 rosé winemaking countries remained unchanged in 2019.³

1) Nielsen Institute
2) Rosé Wines World Tracking
3) Rosé Wines World Tracking
4) Nielsen Institute

Worldwide

Worldwide rosé wine consumption is generally on the rise over the long term. In 2019, consumption of rosé wine totalled 23.5 million hectolitres. This figure is 23% higher than global consumption in 2002. Rosé represents a booming market, with sales growing 10 times faster than overall table wine.⁴

+23%

Rosé wine trends

Mindful drinking

One of the fastest growing segments of the wine industry is the new wellness category, and “mindful drinking” is its mantra. Brands with a “better for you, your community and the Earth” mentality are booming. Younger drinkers especially want to imbibe less, and when they do, they look for “healthier” organic wines with less alcohol.²

Natural wines

Small wineries producing natural wines, previously considered marginal products, are making inroads in markets previously dominated by large wine producers. According to forecasting company Exploding Topics, global internet searches for natural wines have increased by 150% over the last five years.¹

All-Year-Round: No longer pigeon holed as a summer wine, consumers will be able to enjoy rosé wine, both still and sparkling, all year round. Rosé is an extremely versatile wine category with lovely depth of flavour, red fruit character and good acidity.



1) explore.liquorandwineoutlets.com/six-wine-trends-to-watch-in-2023

2) www.bloomberg.com/news/articles/2023-01-13/top-wine-trends-in-2023-mindful-drinking-sustainability

3) www.bcfw.co.uk/blog/on-trade-wine-trends-for-2023/

New paradigm

Rosé as a fine wine: Rosé wines have long struggled to be taken seriously... But now its fortunes have changed... The elevation of rosé to a noble wine became apparent in 2019, when global luxury powerhouse LVMH both acquired a 55% stake in Château d'Esclans and bought another Provençal estate dedicated to rosé production, Château Galoupet.¹

1) www.falstaff.com/en/nd/pink-power-the-rise-rise-of-rose-wine/



Outlook

Today, people focus on taste because they tend to enjoy spirits rather than drink them just for fun. Therefore, gin producers are coming up with flavoured gins that make the whole drinking experience interesting and tasty at the same time.



 TheAfricanSpiritDistillery



 tequilavioleta





There are several reasons why gin has quickly become popular: pink gin accounts for 14% of total gin sales. Pink gin is responsible for bringing many new consumers into the category; in fact, 54% of pink gin drinkers had not drunk gin previously.

Growth

Flavoured spirits

The flavoured spirits market is expected to reach a value of USD 50.77 billion by 2029, growing at a CAGR of 15.50% during the forecast period 2022-2029.²

Pink tequila is expected to grow at a compound annual growth rate (CAGR) of seven per cent between 2021 and 2026, after already registering 17 percent growth in 2021.³

Innovation

Although the flavoured contingent represents only 5.1% of the total gin category, in the UK flavoured variants accounted for almost 20% of the market in 2018.

The rise of flavoured gins has been a “natural response” from producers looking to stand out in a tight market.³

1) GCA research
2) Data Bridge Market Research
3) IWSR

Flavoured spirits

The growing demand for alcoholic beverages with the addition of natural fruits and other ingredients is expected to boost the market for different variants of flavoured spirits and increase their sales in the alcoholic beverages market.

Bars

The increasing popularity and growing fashion of bars and restaurants will create new prospects for the flavoured spirits market.

Novelty

65% of customers agree that they like to try new or different flavours of spirits.¹

1) CGA InThePinkReport



Pink gin

It's all about colour... Pink is the captain of the army of flavours that is leading the charge of gin in some of the spirit's most important markets.

Australia



United Kingdom



Italy

Pink CUSTOMERS

Insight into the millennials who
are driving the pink boom.

BOHEMIAN CRYSTAL TOP

VINOLOK

Consumers

There are 80 million young people in the United States who have helped French rosé wine exports grow by 30% in ten years.

Global

A similar trend has emerged in China, where nearly 365 million millennials live and where imports of rosé wine have doubled in a decade.

This trend coincides with a meteoric rise in demand among millennials, who are growing in number as a demographic.



54% of consumers who have bought flavoured gin do not drink unflavoured gin. This is an effective tool to generate consumer interest in gin.¹

Insta-worthy

There's no doubt that Pink Gin has caught the attention of the millennials it's aimed at.

In an age of insta-worthy drinks and the popularity of pink among millennials, Pink Gin's appeal can be viewed through Instagram-filtered cynicism or marketing success.

1) Phil Montgomery, CGA, www.morningadvertiser.co.uk/Article/2018/10/02/What-is-pink-gin



Sustainability-focused brands attract eco-conscious consumers

Green focus

Brands also care about the environment by recycling old bottles and reusing them to make new products.

With millennials demanding more from every aspect of their lives, from customer service to packaging and the products within, the beverage industry is no exception.



PINK packaging trends



Packaging trends compiled by
Pentawards, the world's leading
authority on packaging design.



BOHEMIAN CRYSTAL TOP





Pentaward Trends Report 2022-23

Consumer-led sustainability

In 2022, we saw more and more brands communicating with consumers about what they can do to help complete the more environmentally-friendly circle. Educating consumers on how they can dispose of different elements of packaging helps shift some of the responsibility to consumers.

Consumers are the key agents that give packaging a second life, so on-pack communication, consumer education and engagement are key elements when considering new packaging solutions...

Eliisa Laurikainen, UPM Raflatac

We're seeing colours, unique graphics and bold symbolic logos as brands look to enhance their own visibility.

Jennie Potts, B&B Studio



Pentaward Trends Report 2022-23

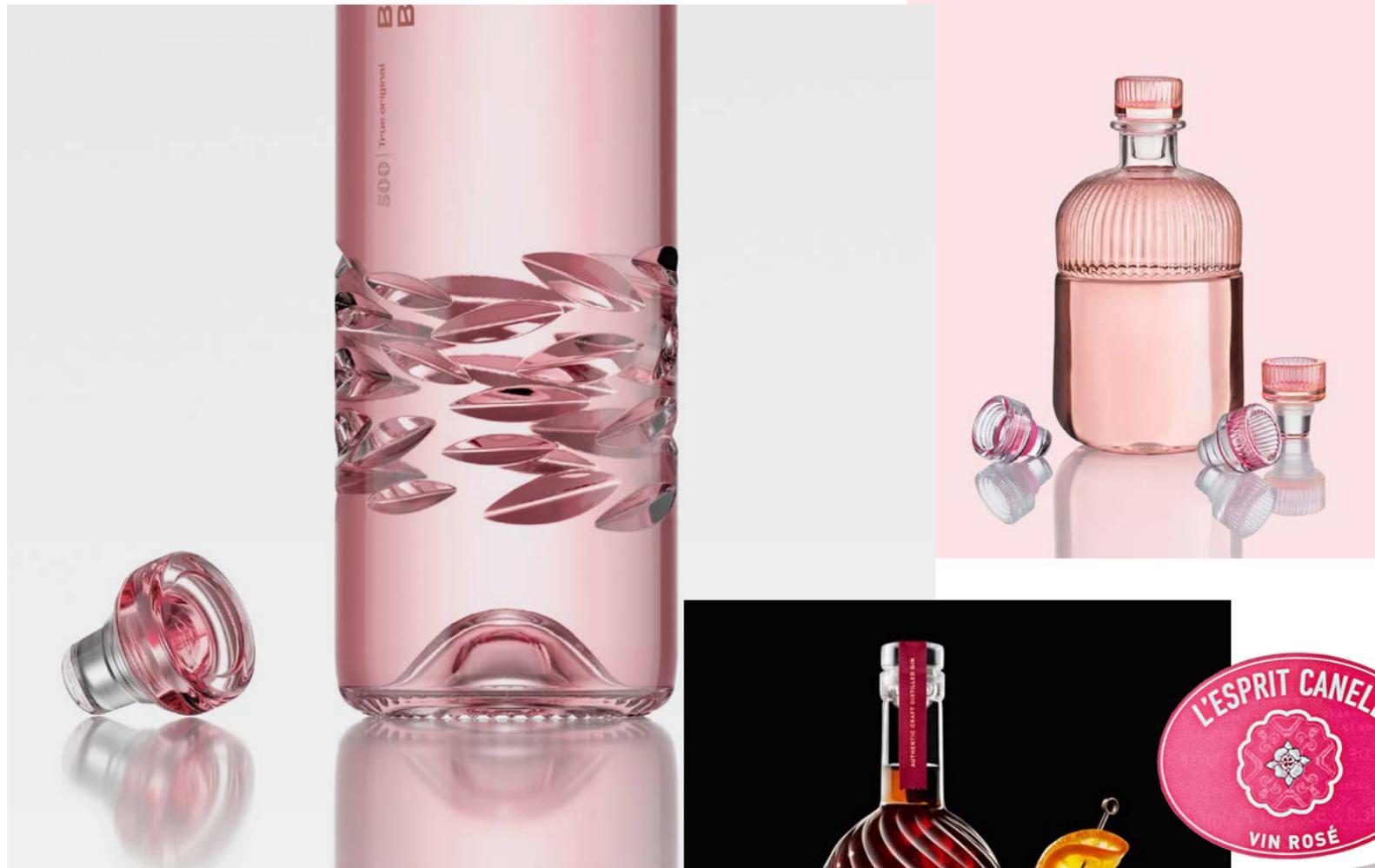
Bold visuals

The need for the “wow” factor stands strong in a world still recovering from a pandemic. Even though stores are open again, many people are still shopping online, so brands need to stand out in both physical and digital stores - and on social media. To do this, brands are focusing on bold colours, fonts and graphics to stand out from the crowd.



Super premium glass

As brands think more sustainably, more and more glass packaging is appearing on shelves and online. To give these products a more premium feel, we're also seeing many bottled drinks turning to bespoke, intricate glass bottles with hyper-premium details and finishes. Brands are expected to increase the sustainability of their glass packaging by using recycled glass, thereby moving towards a circular economy.

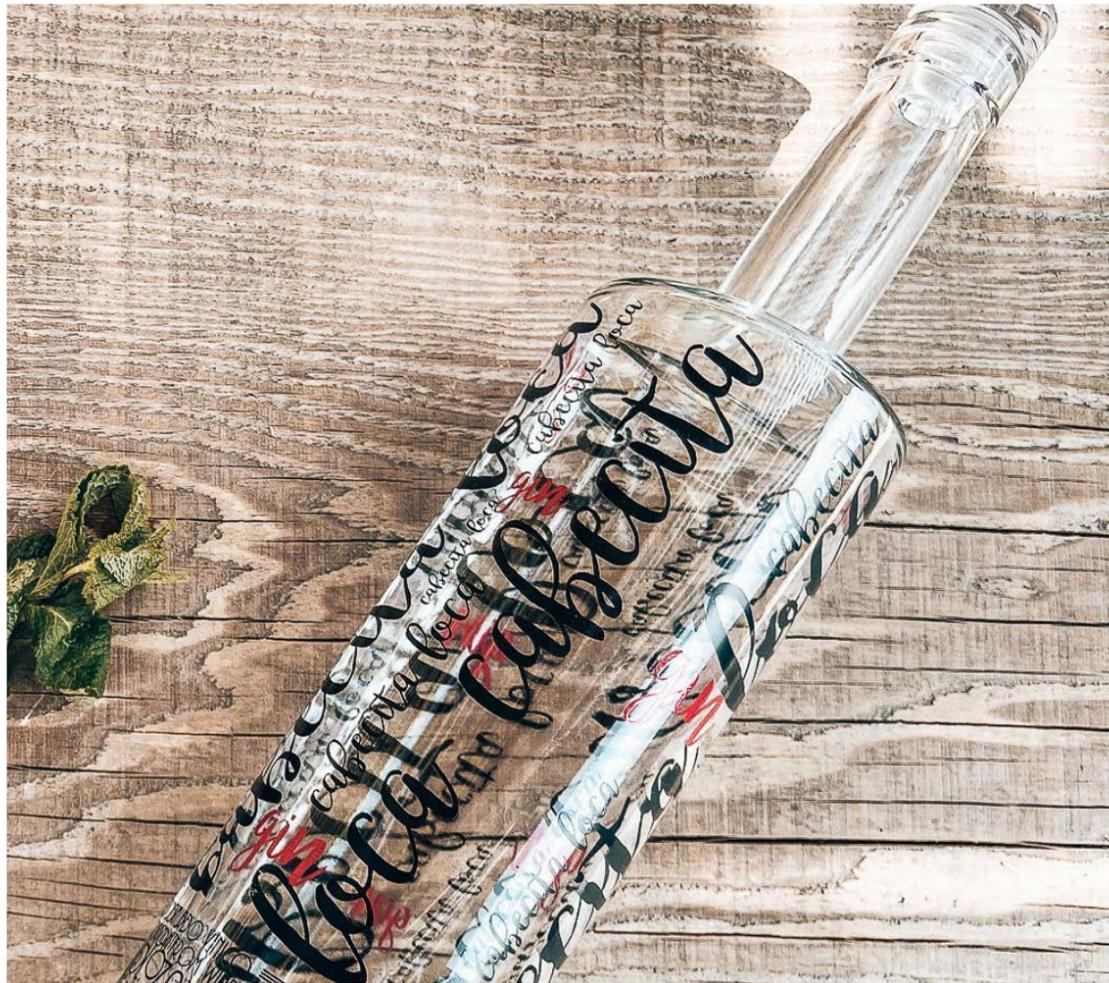


Your glass packaging becomes a branding and customer loyalty tool - and can be 100% unique to really stand out.

Melianne Leeman, O-I

Doodles

Hand-drawn illustrations or handwritten notes evoke a sense of personalisation and a human connection directly with the brand. As the digital world takes hold, hand-drawn motifs will continue to play a role in packaging as a counterbalance to increasingly analogue designs. In particular, the characterful and free-form doodling is reminiscent of childlike creativity that will continue to appeal to all generations and brings a particularly human feel to the visual design of packaging.



Some brands invite us to play. Designs made in this way dialogue with people in a very human and universal language, effectively connecting feelings and memories.

Beatriz Suárez, Estudio Maba



PINK case studies



Examples of well-executed
packaging for rosé and pink
drinks with Vinolok closure



BOHEMIAN CRYSTAL TOP



She's Always Rosé

The ultimate Italian rosé wine made from Pinot Noir grapes from northern Italy.



 shesalwaysrosewines





Tequila Calirosa

Calirosa is an inspired spin on traditional tequila - a fusion of Mexican spirit and Californian style captured in exquisite tequilas.



Maison No. 9

Maison No. 9 was born out of an idea to combine best-in-class winemaking with Post Malone's love of the Mediterranean lifestyle and rosé wine.



 shesalwaysrosewines





Born rosé

Born from the belief that the world of wine can be more laid-back and fun. That's why it was created as a different brand. No more old school liturgy, posturing and pomposity.

 bornrosebcn



Cote des Roses

Cuvée Cote des Roses is a celebration of the Mediterranean art of living. It is a wine that offers itself like a bouquet of roses!



 gerardbertrandofficial





Mistral gin

This artisanal pink dry gin is the fruit of a passion for Provence and its way of life. It is the first pink dry gin from Provence with a focus on terroir.



 [mistralgin](#)

PINK key takeaways

What to focus on in order to
succeed in an increasingly
saturated pink and rosé market.

BOHEMIAN CRYSTAL TOP

VINOLOK

Key takeaways



Premiumisation

The success of premium products is largely due to innovative packaging that gives them a premium look and sets them apart from the competition. Consumer demands for premium beverages include taste, healthier ingredients and attractive, sustainable packaging. By investing in innovative packaging, companies can tap into this growing demand and increase sales growth, brand equity and consumer engagement.

The rebirth of rosé

Rosé wines that once struggled for recognition have now achieved premium status worldwide. A younger population is looking for 'healthier' organic wines with lower alcohol content, and small wineries that specialise in producing natural wines are achieving significant success in markets traditionally dominated by the large-scale producers.



Communication

Marketing, especially on social media, is key to selling packaging. It helps build brand awareness, attract customers and increase the chance of product selection in a crowded marketplace. Social media marketing plays a vital role in creating brand identity, customer engagement and sales growth. Investing in strong marketing initiatives can differentiate products and create a competitive advantage.

Key takeaways



Innovation

Innovation in packaging design is an indispensable part of a successful business strategy as it enables companies to remain competitive and respond to changing consumer demands and expectations. Introducing innovative packaging solutions has a major impact on the customer experience, promotes brand loyalty and encourages repeat purchases.

Sustainability

The benefits of glass packaging are well documented. It offers a sustainable, fully recyclable and above all reusable solution. By promoting the benefits of reusing and recycling glass bottles and closures, we can lead the charge towards a more sustainable future and a cleaner environment for generations to come.



Trends in design

Staying mindful of design trends is critical to the success of any sales effort. This is because of the significant influence that trends can have on consumer behavior and purchasing decisions. Keeping up with current design trends allows organizations to create products and packaging that resonate with their target audience and differentiate themselves in the marketplace.

PINK'S NOT DEAD.

For more information, visit vinolok.com
or follow us on social media.



vinolok_global



VinolokGlassClosure



vinolok



BOHEMIAN CRYSTAL TOP

