



**TREND DI SETTORE**

**MACRO-TRENDS**

**HEALTH & WELLNESS TRENDS: CONSUMERS HAVE A HIGH INTERESTING IN SELF CARE, ARISING:**

- FRESH (LESS PROCESSED) AND LOCAL (RELATED TO TERRITORY) INGREDIENTS
- VEGETABLES AND FRUITY FLAVORS, SMOOTHIES AND TARTARIGLI
- LOW SUGAR AND LOW CALORIES
- NATURAL PRODUCTS LIKE WATER ENRICHED WITH NATURAL FLAVORS, COGNAC TONIC, BOTANICAL BEVERAGES, REBEL DRINKS
- BEVERAGES SWEETENED WITH STEVIA, BARI CASE SUGAR, ALGAE NESTLE

**WHAT CONSUMERS WANT**

Consumers want natural healthy products, they are looking for products that are healthy, functional, and innovative. They are looking for products that are natural, fresh, and local. They are looking for products that are healthy, functional, and innovative. They are looking for products that are natural, fresh, and local.

**2013 - 2015**

**MACRO-TRENDS**

**INNOVA MARKET'S INSIGHTS (2015 E 2016 trends)**

**2015**

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**RICHIEDI REPORT**

**NUOVI LANCI**

**NEW PRODUCTS**

**Derby Blue Vitamin C**

**Leni's Apple&Ginger**

**Half - PILSNER Extra Hop**

**Worstwiser Winter Special Edition**

**Skipper Light Blueberries&Blackberries**

**WHAT'S NEW**

**WHAT'S NEW IN BEVERAGE WORLD**

**GLOBAL TRENDS**

**WHAT CONSUMERS WANT**

**INSIGHT**

**NUOVI PACKAGING**

**NEW PACKAGING**

**DISCOVERY WEARS CAVALLI**

**SOCA-SOLA CORTONA BOTTLE REDISIGNED TO AUSTRIA**

**CAMRYN'S NEW LABEL**

**CHAMPAGNE JACQUANT PRESENTS FRESH ROSACE' BOX**

**FIRST BOTTLE REDISIGN IN 75 YEARS FOR STOUTENBERG**

**INSIGHT**

**INSIGHT**

**Consumer want innovation and innovative ingredients**

- Among new launches in 2015:
- A healthy, functional juice beverage made with organic Aneurularia auricular - also known as Woodear Mushroom
- A non-alcoholic juice drink featuring hot chili
- A cannabis-flavored vodka

**Consumer want natural healthy products**

- Ready-to-drink wheatgrass could be the next great health beverage
- Consumers gravitate to beverages colored with fruits and vegetables and are willing to pay more for that product
- More consumers demand natural and less-processed items
- Pepsi will launch an organic Gatorade
- Caffeinated water without calories; detoxifying drink with lemon and charcoal; a ready-to-drink beverage with 98% Moringa infusion

