



WHITLAM GROUP

# Craft Beer



# Beer is one of the oldest and most consumed beverages worldwide.

The beer industry has seen some significant changes over the past 40 years, going from 49 breweries in the US in 1983 to a whopping 13,380 by 2021.

Beer is favored by the younger generation and millennials because of its low alcohol content. Overall, beer is the third most popular beverage worldwide behind water and tea.



## Quick Stats

- In 2020, 82% of all beer in the U.S. was produced domestically.
- The beer industry supports 2 million jobs nationwide.
- In 2020, the net worth of the beer industry was \$734.84 billion and is projected to grow to \$989.48 billion by 2028.
- The global craft beer market is projected to grow from \$102.59 billion in 2021 to \$210.78 billion in 2028, a growth rate of 10.83%

# Industry Trends

## Seltzers

Over the last few years, seltzers have become more and more popular. Seltzers are made up of alcohol, carbonated water, and flavoring, making the beverage lighter and more refreshing than regular beer. Projections indicate that seltzers will reach \$15 billion in sales by 2025.



## Rosé

More breweries are experimenting with wine and beer, resulting in rosé beer. The production of rosé beer grew rapidly throughout 2019 and is predicted to become a huge trend in the beer industry.

## E-Commerce

Online sales of beer have surged during the pandemic. With the mandated lockdowns across the country in 2020, sales at restaurants and bars nearly vanished. A direct-to-consumer channel was needed to help craft breweries sell their product, leading to increased online retail sales.





# Labeling and Packaging Trends

Craft breweries are being faced with an increasing amount of competition from mainstream macro breweries, wine, spirits, hard seltzers, and cannabis/CBD-infused beverages. As a consumer, it can feel overwhelming making a purchasing decision. The choice often comes down to the labels and packaging of the products.

To stand out, craft breweries realized that they needed to have aesthetically pleasing and eye-catching labels and packaging of their products. Below are some of the top trends of 2022 for labeling and packaging.

## Retro

Retro themes have always been popular in design, and it's no different in craft beer. Retro-style labels often include flowy fonts, retro characters, and bright colors. They draw the consumer in by providing a sense of familiarity and comfort.



## Typography

Keep it simple! This no-nonsense style focuses on the basics of the product. Even without imagery, these styles can be extremely effective in communicating your brand to your consumer. Typography designs are often clear, clean, and concise which will set them apart from busier artwork.

## Color Blocking

Color blocking is when various shapes of color are laid over top of each other to create clean, simple designs that are pleasing to the eye. This helps add intrigue to your product and can be either subtle or dramatic, depending on the colors you choose.



## Clear Labels

Clear labels can be used in multiple ways to create unique visuals for your packaging. They can create the illusion that your design is floating, or you can create a section where the surface of the can or bottle peeks through.



## Kraft Paper

Printing your labels on kraft paper instantly gives your product an authentic, natural feel. Kraft is made from recycled materials, attracting consumers who are more environmentally conscious.

## Sensory

Adding a sensory element to your label will increase the chance of a consumer picking up your product. Glitter, metallic, fluorescent, and glow in the dark inks will all make your label fun and flashy. Embossing is a great way to add texture. Specialty materials like wood, silver, textured paper, or velvet can transform an otherwise simple label.



## Slaps

Slaps are die-cut labels that breweries use as promotional pieces, often with logos or product names. They're perfect for special events or giveaways that consumers can put on their laptops, water bottles and more.

If you're interested in utilizing any of these trends, Whitlam Group can help! We offer a large variety of specialty inks and materials, as well as an in-house graphic design team. We'll make sure your label stands out from the competition.

# Call Us Today!

Labels and packaging play a key role in the success of your product. It's not only a way to stand out, but also a piece of art that may be a great conversation starter. Beer drinkers may want to keep your product on a shelf or show their friends because they love the design and engagement that your label/packaging has. This will allow your brand to grow and help market your products as well.



## Sources

- <https://www.craftbrewingbusiness.com/featured/five-packaging-design-trends-for-craft-breweries-to-tap-in-2022/>
- <https://www.glbcc.com/blog/craft-beer-trends-labels-packaging/>
- <https://www.labelprofi.com/news/ID/333/beer-label>

## Memberships and Affiliations



## Certifications



## About Whitlam Group

Whitlam Group is a leader of engineered label solutions and functional parts, solving complex label challenges for the world's largest corporations. Serving the automotive, industrial and consumer goods market for over sixty years, as a strategic partner. We understand the needs and processes of our customers and we proactively help them to achieve their objectives.

Learn more at [www.whitlam.com](http://www.whitlam.com)



24800 SHERWOOD AVE.  
CENTER LINE, MI 48015

(586) 757-5100  
[WHITLAM.COM](http://WHITLAM.COM)