

# Ginspiration

## Trending Flavours in Gin

With sales of flavoured gin increasing by 751% we've highlighted key trends which we believe are going to drive innovation in the category over the next year





The UK exports British gin to

**139**

countries around the globe



Sales of flavoured Gin increase by

**751%**

In the UK



UK gin exports were worth

**£730m**

in 2019



Every **1 in 5**  
bottles of spirit sold was Gin

Sales in Supermarkets & shops grew **43%**

To be worth **£1bn**



Brits drank the equivalent of

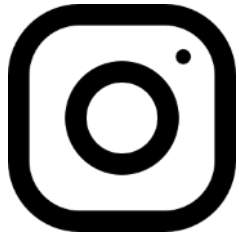
**3.04bn**

Gin & tonics between March 2018 –19



Synergy  
Flavours

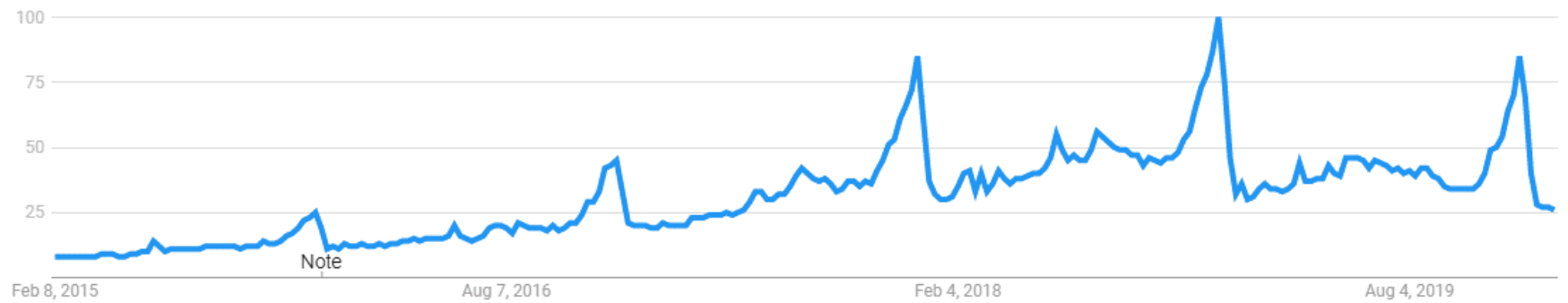
Source Mintel and WSTA



#GIN: 6,845,012  
#ginspiration: 142,017



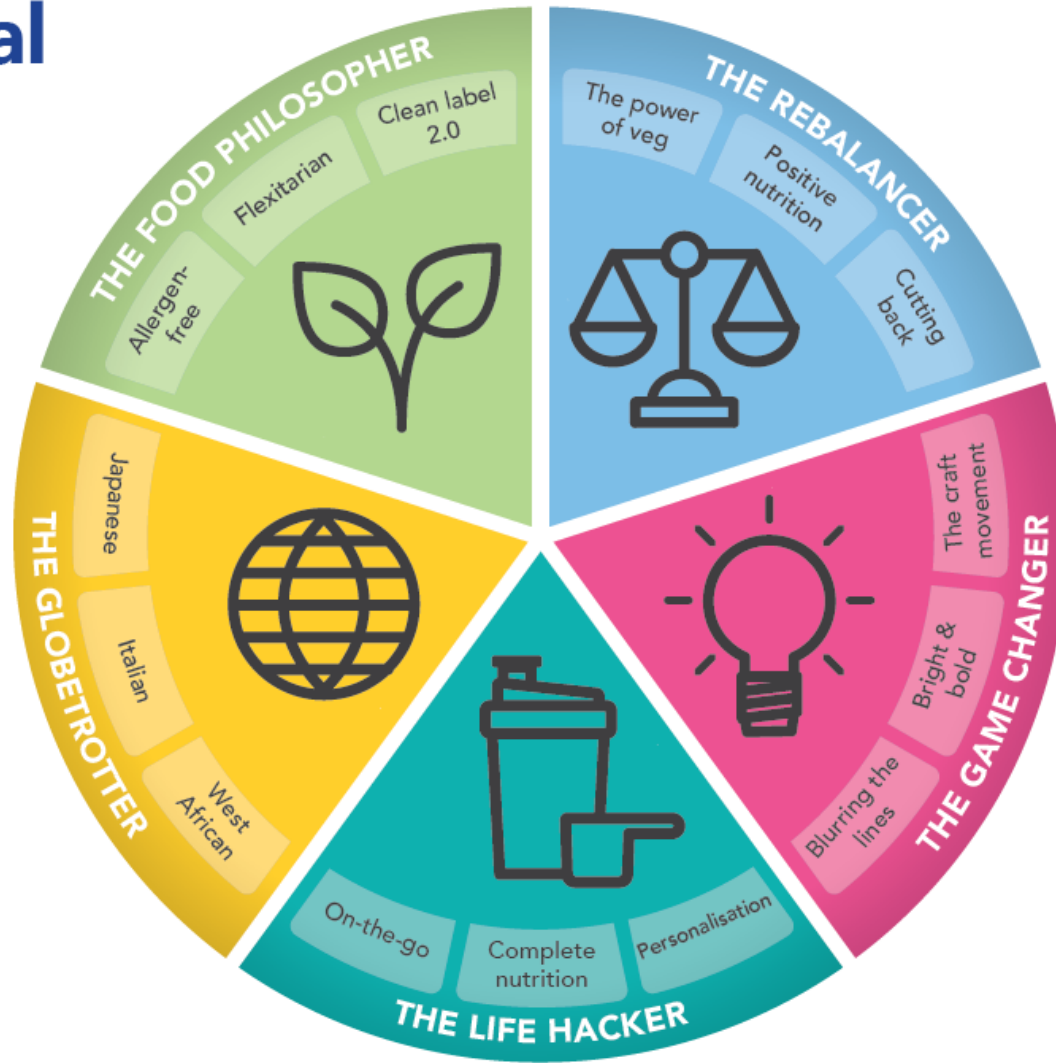
Google searches for 'Gin' increasing YOY & peaking in the summer months



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# 2021 Global Trends



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THE FOOD PHILOSOPHER



THE REBALANCER



THE GAME CHANGER



THE GLOBETROTTER



THE LIFE HACKER



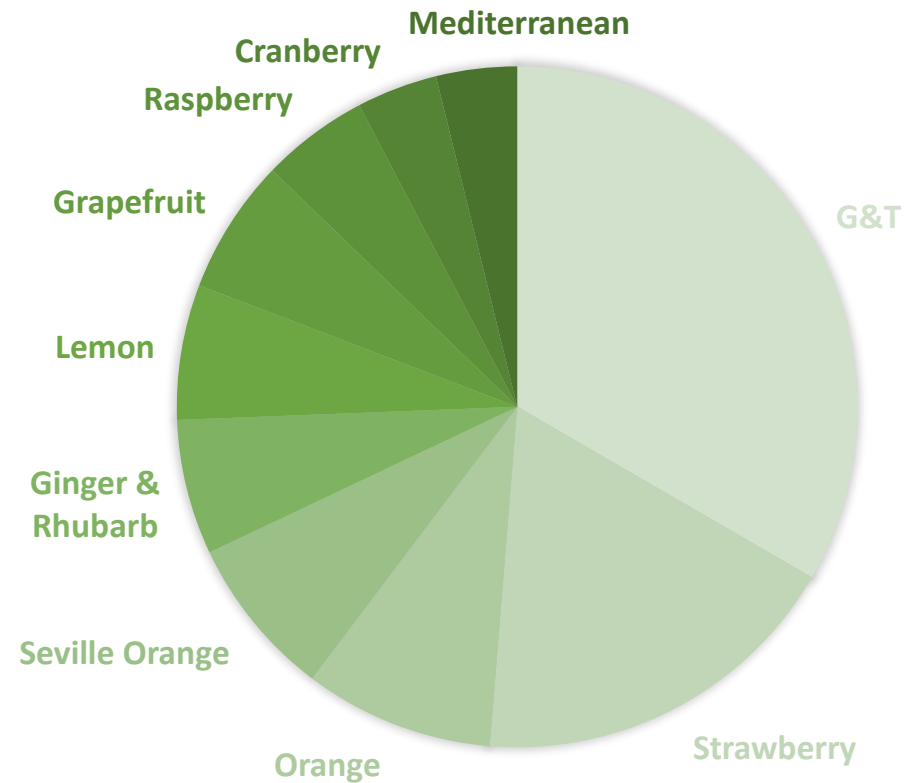
Gin is still dominated by 'unflavoured / plain' variants, however this is changing – in 2019 only 50% of launches were unflavoured, compared to 80% in 2016



Provenance and flavours from across a number of trending cuisines can be seen across Gin NPD

### Top Ten Gin Flavours 2019

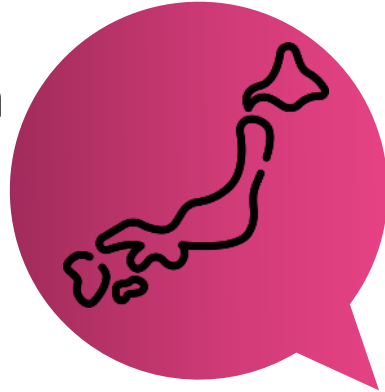
(According to Mintel GNPD)





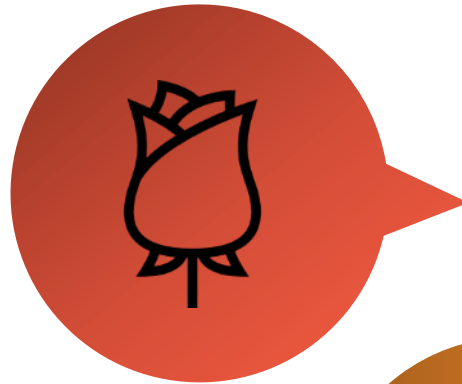
Drink your dessert

A taste of Japan



#Ginstagram

Petal Power

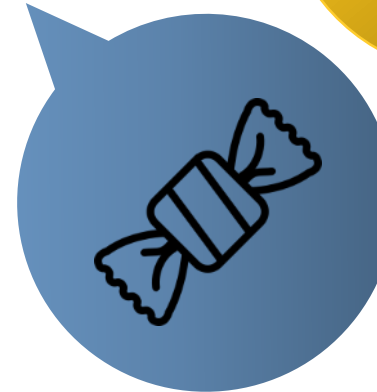


**Gin**  
Trends



Next Gen Citrus

Fantasy



A trip down memory lane....

# Ginspiration

## Drink your dessert....

From sticky toffee pudding through to classic Victoria sponge, we are seeing indulgent dessert and cake inspired profiles in gin – perfect for those with a sweet tooth!





# Ginspiration: Drink your dessert – Cake, Dessert Inspired



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# Ginspiration: Drink Your Dessert – Brown, Toasted Profiles



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## TO GIN OR NOT TO GIN....

- Eton Mess
- Raspberry Roulade
- Churros
- Lemon Drizzle
- Black Forest
- Salted Almond-Butterscotch
- Gooseberry Crumble
- Banoffee Pie
- Blueberry Cheesecake
- Tiramisu
- Apple Crumble
- Birthday Cake - Victoria Sponge
- Gingerbread
- Chocolate Orange
- Christmas Pudding, Panettone
- Cherry Bakewell
- Crème Brulee
- Chocolate Brownie
- Florentine

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## A trip down memory lane

With the current political turmoil there has been a resurgence in nostalgic treats. The sweet profiles allow consumers to reminisce—bringing them back to simpler, more carefree times. Introducing these sweet treats to gin allows adults to experience a comforting, fun and delicious experience!







Let it Be-Gin.....

- Strawberry laces
- Coconut liquorice
- Lemon sherbet
- Bubblegum
- Peardrop
- Parma violet
- Mint humbug
- Candy-cane gin



# Ginspiration

## #Ginstagram

#ginstigram has 418,000 posts alongside #ginspiration & #ginuary! Consumption of novelty gins are up 750%! From colour changing gins through to playful additions, consumers have a love affair with anything which is instaworthy.



- 33% of UK 18-24 year olds use their social media accounts to take pictures of food or drink
- Millennials spend 5 days per year looking at photos of food and drink Instagram

# Ginspiration: #Ginstagram

Pink gin led the wave of playful colours

Shimmer

Colour Change

Garnishes

Unusually clear...



Synergy Flavours







If anyone asks, I'm drinking all this gin to collect bottles for a project I saw on Pinterest...

- Parma Violet
- Clear Coffee
- Blueberry Shimmer - 'Classic Blue' - Pantone Colour of the year
- Blue Raspberry
- Birthday Cake



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## Petal Power

Floral and botanical profiles are gaining traction across food and beverage categories and gin is no exception! From rose and elderflower through to lavender and geranium we believe these floral flavour will continue to bloom!



# Ginspiration: Petal Power





Don't cry over spilt milk, it  
could have been gin!...

- Elderflower
- Violet
- Blossom
- Rose
- Pairing Honey
- Lavender
- Geranium
- Cherry Blossom

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## Fantasy

Linked in with #Ginstagram we have seen a rise in fantasy flavours adding a dash of enchantment to gin. Millennials in particular can't seem to get enough of mermaids and unicorns!







Gin doesn't ask questions, gin understands.....

- Sugar plum
- Unicorn
- Mermaid
- Fairy
- Dragon
- Glitter

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## Next Gen Citrus

We have seen a continued sophistication of citrus with consumers wanting more than just orange and lemon – we are seeing a rise in gins calling out alternative citrus profiles; yuzu, bergamot, grapefruit, blood orange





# Ginspiration: Next-gen citrus





When life gives you lemons....  
make a GET.....

- Mandarin
- Yuzu
- Clementine
- Blood Orange
- Grapefruit - Pink
- Marmalade
- Provenance



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## A Taste of Japan

The number of tourists to Japan has increased significantly over the past decade with interest in Japanese cuisine growing . We are predicting cherry blossom and yuzu to be key trending profiles in gin over the coming years



# Ginspiration: A taste of Japan



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You are the gin to my tonic.....

- Cherry Blossom
- Lychee
- Yuzu
- Ginger
- Lemongrass
- Mandarin





To speak to us about this report or anything we can support you on please contact [vberry@synergytaste.com](mailto:vberry@synergytaste.com) or +44 (0) 1494 492222 to speak with a member of the team