



DISSERTATION PROJECT ON COOLBERG

-BY
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THE NON-ALCOHOLIC BEER MARKET

Globally the category is expected to grow to surpass 25 Billion USD by 2024
Source : Global Market Insights, Inc



Sales Value: ₹ 32 crores



Growth: 142%

(As Per MAT March 20)

TOP 5 BRANDS IN THE CATEGORY

| BRAND | MARKET SHARE MAT MARCH 19 | MARKET SHARE MAT MARCH 20 |
|--------------|---------------------------|---------------------------|
| KINGFISHER | 8% | 30% |
| COOLBERG | 13% | 23% |
| HEINEKEN 0.0 | - | 5% |
| PERRY | 9% | 5% |
| BUDWEISER0.0 | - | 5% |

As per the MAT March 2020 RMS data, the category is valued at ₹ 32 crores and has showcased a growth of 142%. The top 5 brands make up for 68% of the Total Category sales as per MAT March 2020 Data

Source: Nielsen's RMS Data



BUSINESS QUESTION

Coolberg started in 2016 to enter a market place which has been predominantly CSD. People in India have no or little choice when it comes to such fizzy drinks. The market is expanding now and post these guys launching a Non-Alcoholic beer, there are a lot of established players entering the market as well, to name a few Kingfisher, Budweiser. The onus on the researcher is to find out the following:

- Mind space of Non-Alcoholic Beer drinkers between the age of 21 to 45 years
- How should the brand market & distribute their products

A close-up photograph of a hand pouring beer from a tap into a glass. The beer is golden with a thick head of white foam. The background shows a row of beer taps in a bar setting, with warm lighting creating a bokeh effect.

HYPOTHESIS

The brand Coolberg needs to look at repositioning themselves in order to improve the consumer's identification with them and as well as their identification with the category

ABOUT COOLBERG



Launched in 2016 as an Indian Zero Alcohol Beer Brand



Coolberg is sold across major cities in India retailing at around 12,000 outlets. Apart from traditional trade channels which includes supermarkets, restaurants, etc. Coolberg can also be found at offices, colleges, airports etc.



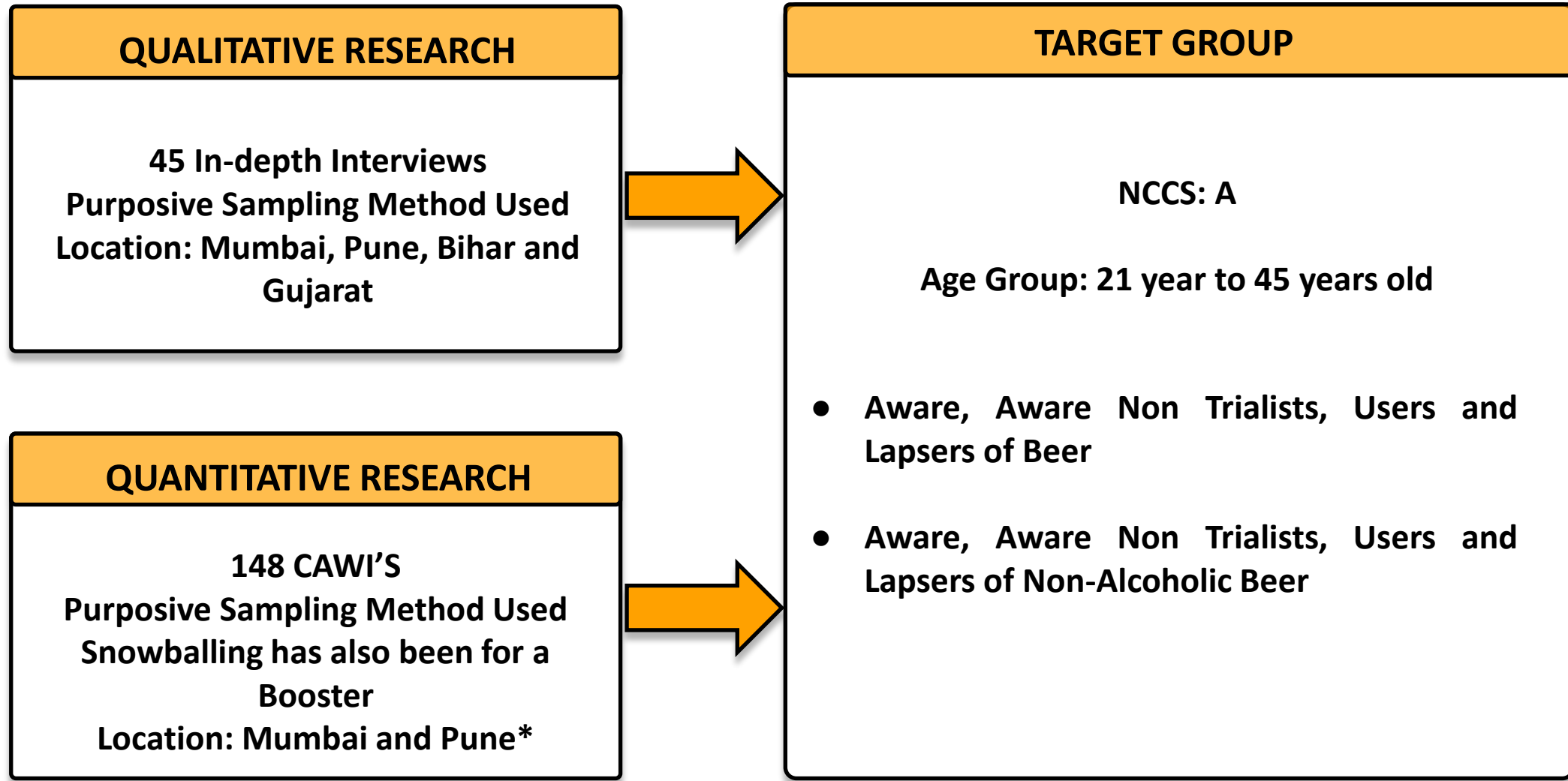
7 flavours



“Coolberg is a brand for millennials. It is crafted to provide perfect taste, texture and aroma along with young and playful packaging”

-Founder & CEO Pankaj Aswani

RESEARCH DESIGN



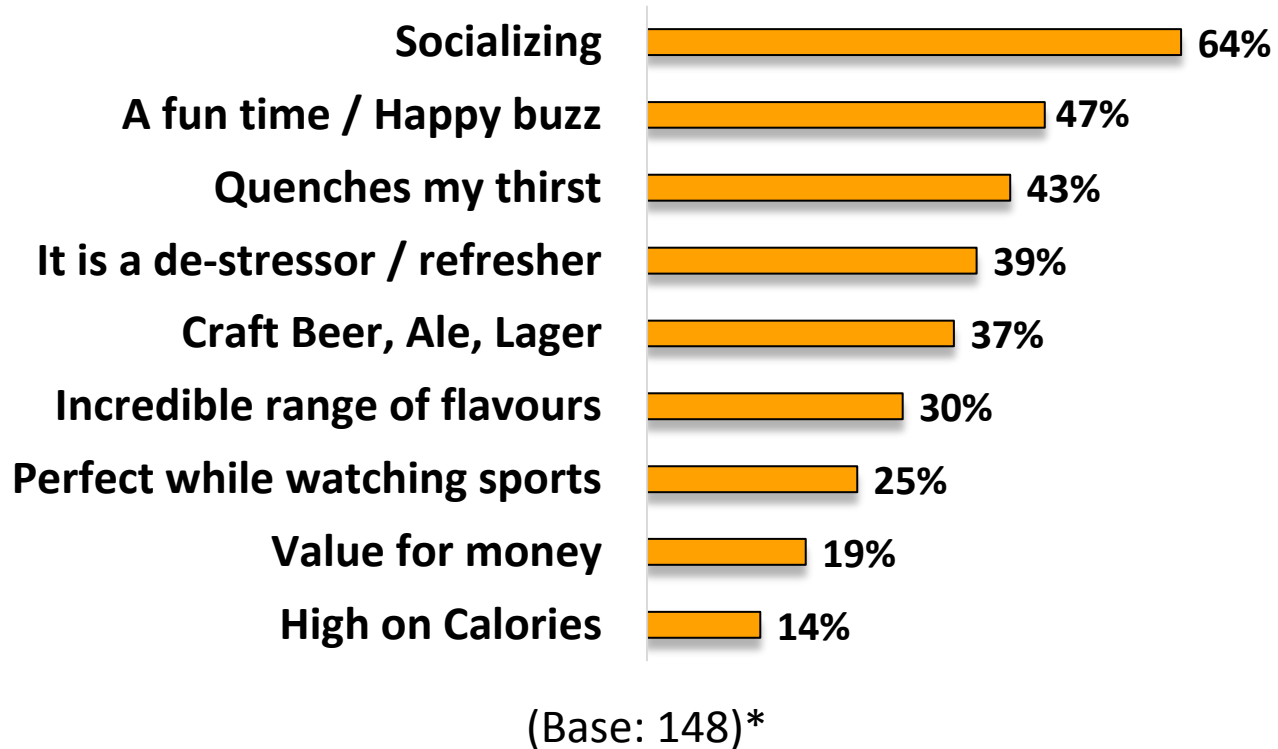
*The scope of the research is limited to Mumbai and Pune due to the varying legal drinking age limits across states

UNDERSTANDING THE BEER CONSUMER

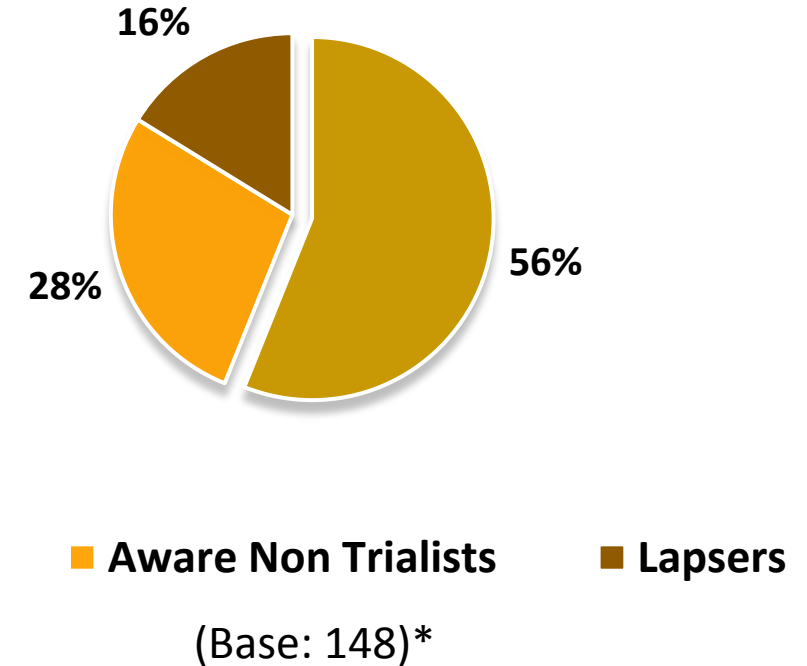


BEER & THE CONSUMER'S ASSOCIATION

CONSUMER'S ASSOCIATION WITH BEER



CONSUMPTION OF BEER

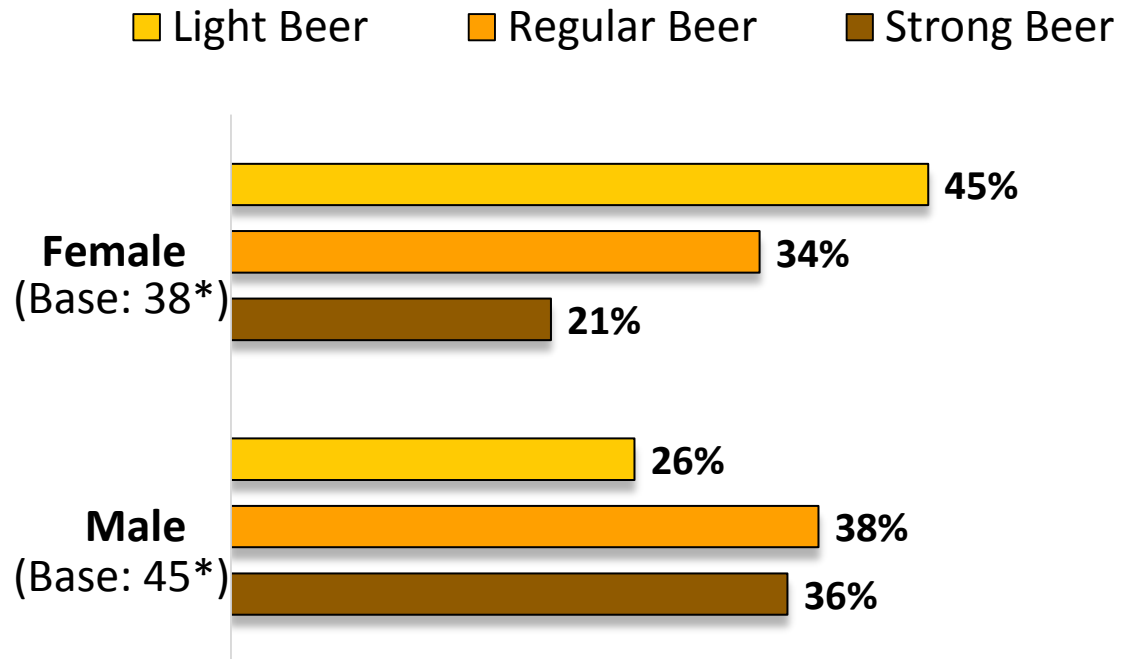


Beer is regarded as a drink that helps an individual ease into social settings and unwind. It caters to more than just the thirst of its consumers, it also caters to their emotional needs.

*Aware of Beer

CONSUMPTION HABITS OF BEER CONSUMERS

PREFERENCE OF BEER TYPE



“I love myself a Stout. I mean I can just imagine myself sitting in a pub with a chilled stout. The flavour, the slight buzz makes it the perfect drink”
39-year-old, Male

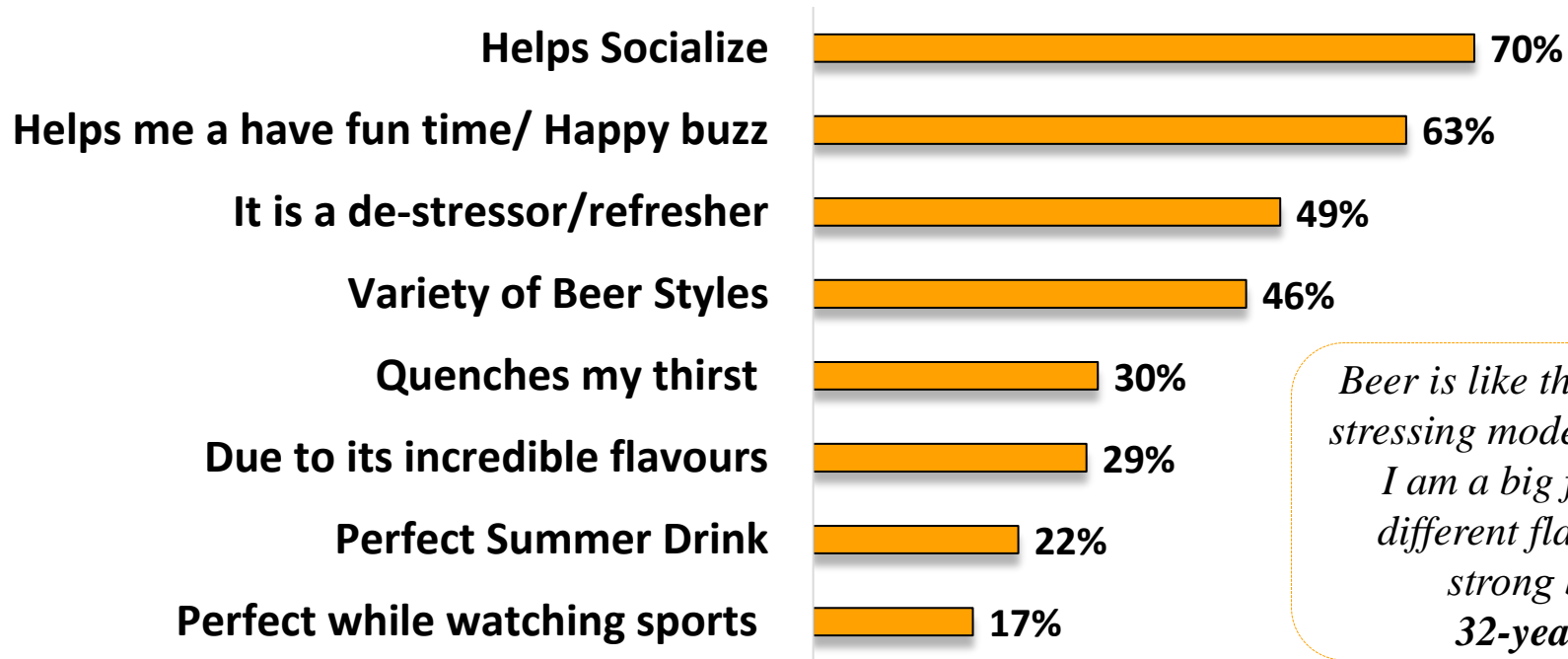
“I like having a slightly less bitter Beer as I feel it makes me feel a little too bloaty”
25-year-old, Female

Majority of the Males prefer Regular Beer as compared to the Females who prefer a Light Beer over the rest owing to it being less bitter and smoother.

*Trialists who have consumed Beer in the past 6 months (Users)

WHY DO THEY CONSUME BEER?

TRIGGERS REVOLVING AROUND THE CONSUMPTION OF BEER



(Base: 83)*

*On those lazy afternoons with my friends we just get together, open a couple of Beers and let lose, chat and just relax”
27-year-old, Male*

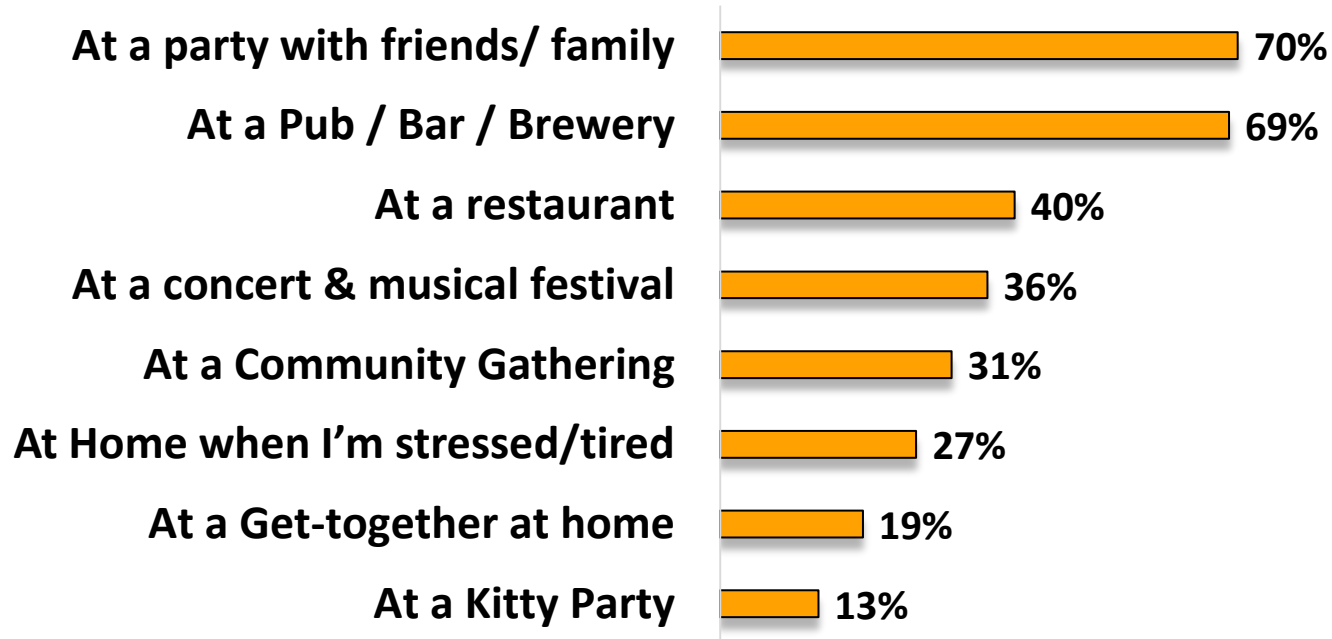
*Beer is like the drink when my de-stressing mode is switched on. Also I am a big fan of trying these different flavoured beers with strong barley nodes”
32-year-old Female*

Due to strong associations with Beer being a Social Drink, it does play an impact on the consumption as well. Apart from Social Drinking, Beer plays off as a drink that helps people have fun, unwind and feel relaxed

*Trialists who have consumed Beer in the past 6 months (Users)

WHERE IS BEER CONSUMED AND HOW?

PLACES WHERE PEOPLE CONSUME BEER



(Base: 83*)

*“Whenever we party, you can always find us with Beer bottles in our hand, specially at these EDM concerts”
23-year-old Male*

64% out of 83 respondents prefer drinking Beer directly from the bottle

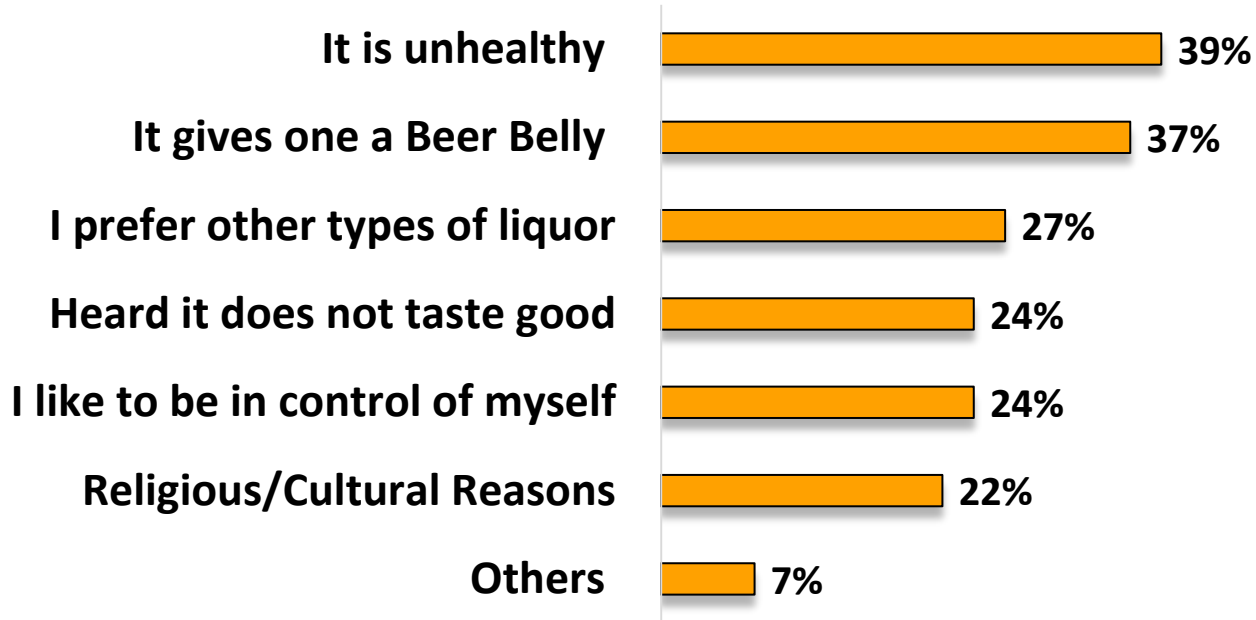


Beer being considered a Social Drink contributes to the fact that it's consumption is more tilted towards being an Out of Home Drink. Majority of the consumers prefer drinking Beer straight from a Bottle, thus implying that the Look and Feel of the Beer bottle plays an important role

*Trialists who have consumed Beer in the past 6 months (Users)

BARRIERS WHEN IT COMES TO BEER CONSUMPTION

BARRIERS WHEN IT COMES TO BEER CONSUMPTION



(Base: 41*)

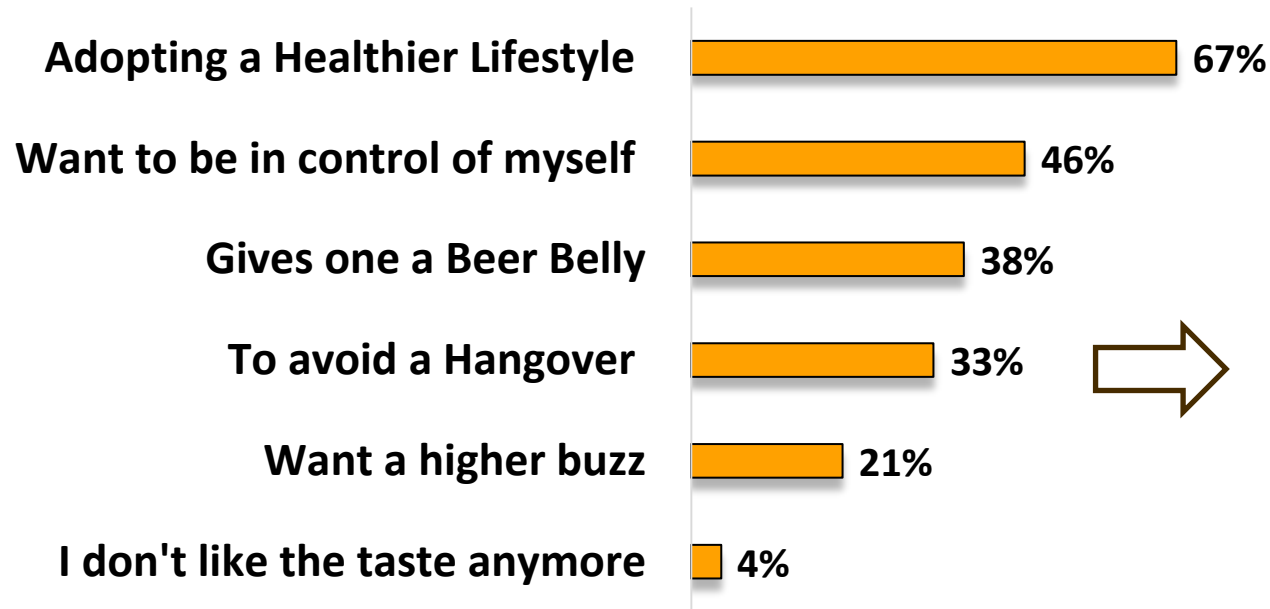
“I never been a very big fan of Beer, I’d rather prefer a Whiskey, plus a beer has a lot of calories”
31-year-old Male

“If I drink, I want something strong, something that gives me that kick, like Gin & Tonic or Bacardi”
27-year-old Female

**Consumers today are getting conscious of what they consume and this reflects in their consumption choices as well.
The Aware Non Trialists comprise largely of people for who health is an important factor**

HEALTH: THE REASON CONSUMERS ARE MOVING AWAY?

REASONS FOR NOT CONSUMING BEER IN THE PAST 6 MONTHS



(Base: 24*)



4 % of 24 respondents
have shifted to
Non-Alcoholic Beer

*"I realized that I've been putting on a lot of weight and my trainer also told me to cut back on sodas and beer because they give you a tummy."
26-year-old, Female*

*The base is too low to prove to be a valid quantifiable sample

The 'Health Bandwagon' is something that consumers who are shifting away from Beer are hoping onto. Consumers today are also getting tired of the kind of lifestyle with which, hangover mornings are a package deal

*Trialists who have not consumed Beer in the past 6 months (Lapsers)

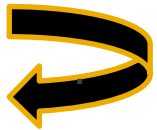
A close-up photograph of a hand holding a glass of beer. The glass is filled with a golden beer topped with a thick, white head of foam. The background is blurred, showing another glass of beer and a bar setting. The text "IMPACT OF COVID-19 ON BEER" is overlaid on the left side of the image.

IMPACT OF COVID-19 ON BEER

NEGATIVE IMPACT OF COVID-19 ON THE BEER INDUSTRY



Ban on Alcohol for 6 weeks during lockdown



Reverse Migration

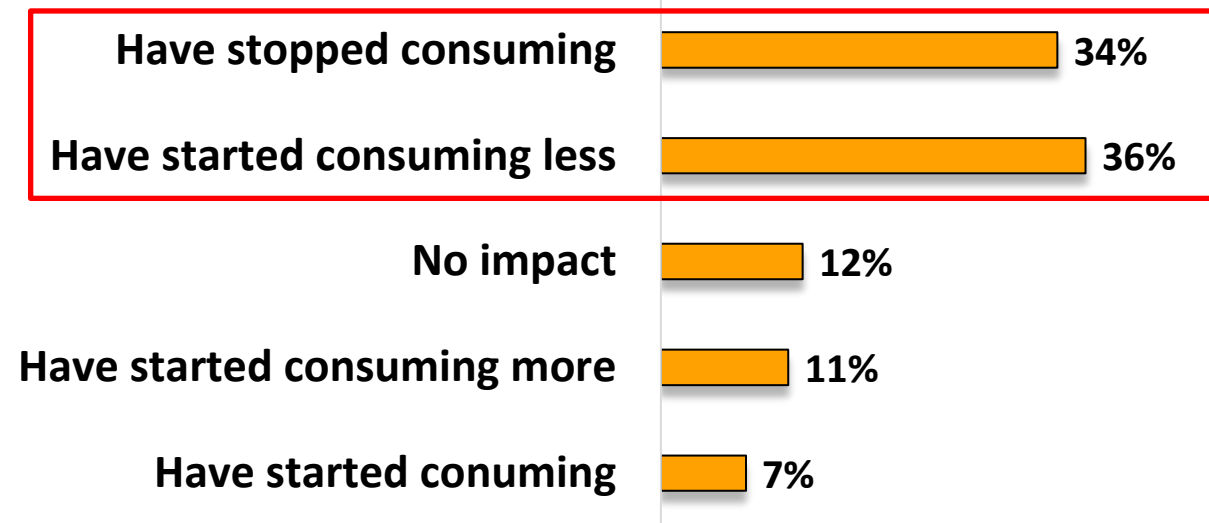


Short Shelf Life



Negative impact on In-Home Consumption of Beer due to Socio-Economic Factors

IMPACT OF COVID-19 ON BEER CONSUMPTION



(Base: 83)*

Due to Social Distancing Norms, the ban on Alcohol and the current Socio Economic conditions, the Beer category has been negatively impacted. COVID-19 has cause a disruption in the working of this category, reverse migration has also contributed to this

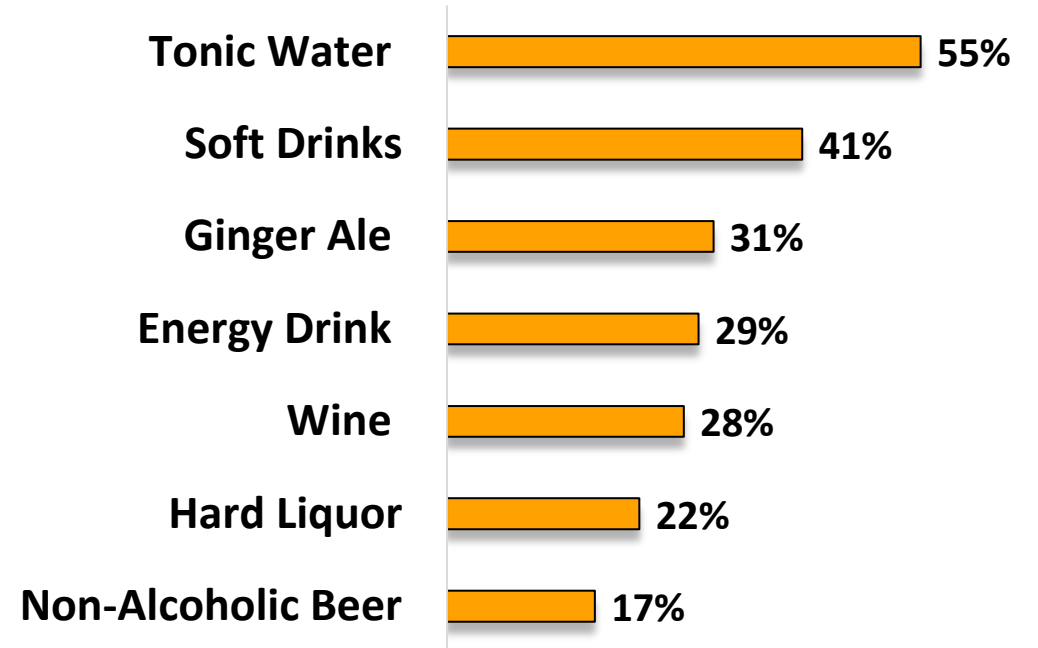
*Trialists who have consumed Beer in the past 6 months (Users)

NEGATIVE IMPACT OF COVID-19 ON THE BEER INDUSTRY

66 % of 58 respondents craved/ felt the urge to consume Beer during the pandemic



THE BEVERAGES OPTED FOR INSTEAD



(Base: 38)*

Though consumption of Beer has been impacted negatively, consumers still crave/ feel the urge to consume Beer. The top three things consumers have opted for in place of Beer are Tonic Water, Soft Drinks and Ginger Ale

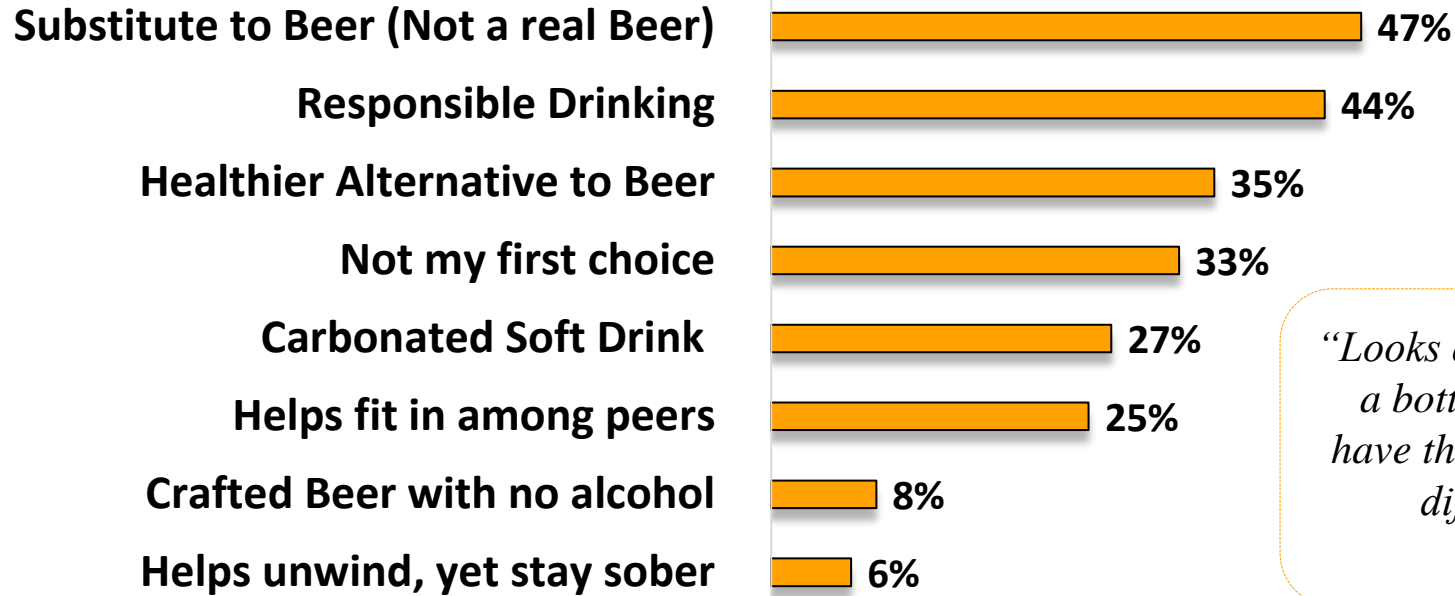
*Trialists who have consumed Beer in the past 6 months (Users)

A photograph of two glasses of beer on a wooden table. The glass in the foreground is a large, clear glass mug with a handle, filled with golden beer and topped with a thick, white head of foam. It sits on a green coaster with a red circular logo. A second, smaller glass of beer is visible in the background, also with a head of foam. The background is softly blurred, showing a bar setting with a teal wall.

CONSUMER INSIGHTS INTO NON-ALCOHOLIC BEER

CONSUMER'S ASSOCIATION WITH NON-ALCOHOLIC BEER

CONSUMER'S ASSOCIATION WITH NON-ALCOHOLIC BEER



(Base: 148)*

“It’s a beer but not actually beer. It’s for those for who beer is forbidden, so you can say kids between 12-15 would be interested in it.”

23-year-old, Male

“Looks quite similar to beer, but more like a bottle of carbonated drink. It didn't have the froth so I thought what is it and different colour of the bottle.”

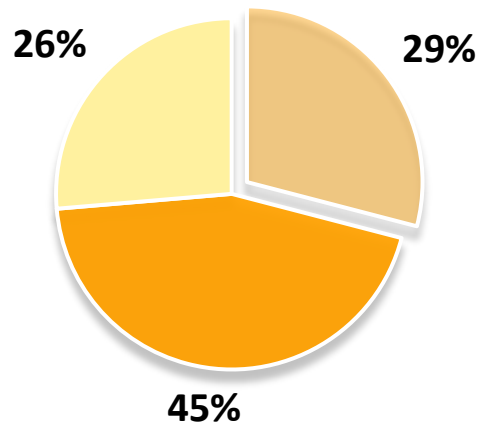
29-year-old, Female

Though Non-Alcoholic Beer is in all sense a Beer but just without the alcohol content, consumers still regard it as a substitute. However strong associations with responsible drinking and being a healthier alternative is something that brands in this space can cash out on

*Aware of Non-Alcoholic Beer

REASONS FOR CONSUMING NON-ALCOHOLIC BEER

CONSUMPTION OF NON-ALCOHOLIC BEER



■ Users ■ Aware Non Trialists ■ Lapsers

(Base: 148)

TRIGGERS REVOLVING AROUND THE CONSUMPTION OF NON-ALCOHOLIC BEER



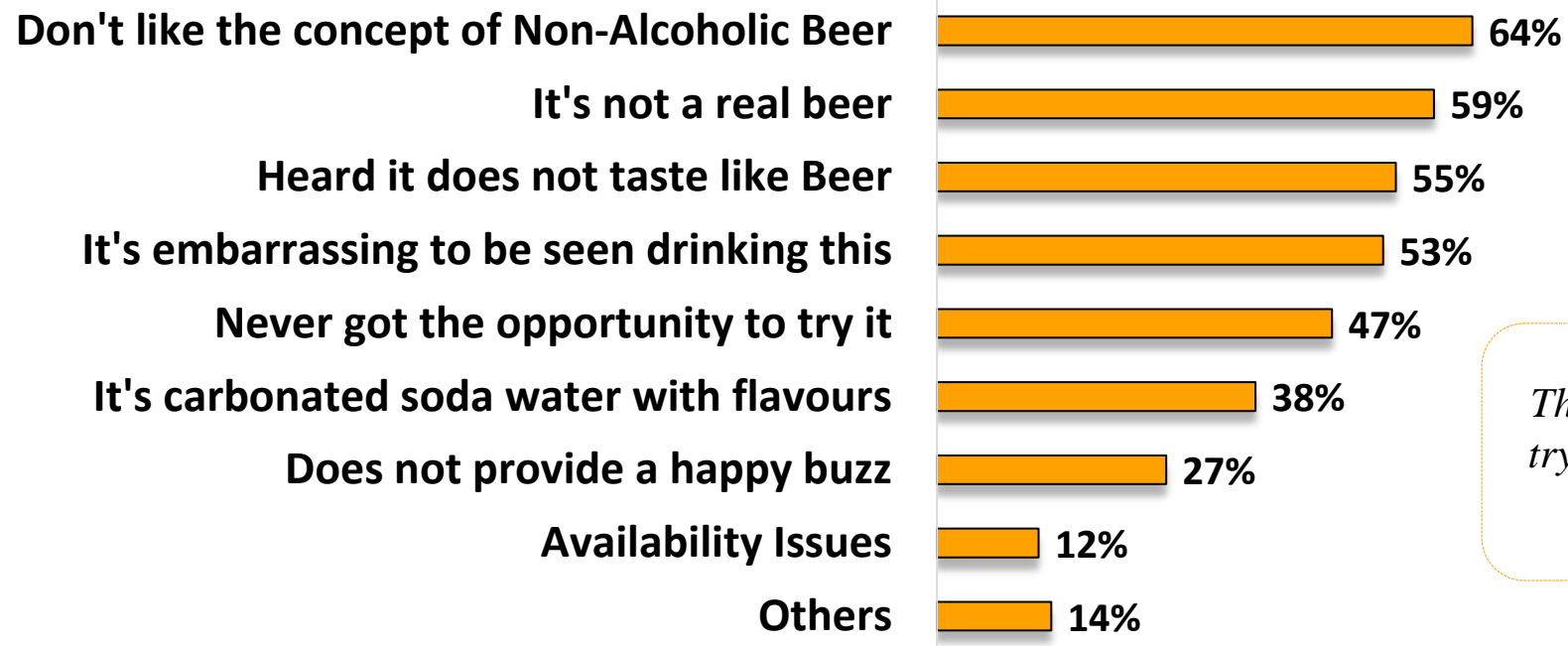
(Base: 43)*

The top 2 reasons for consuming Non-Alcoholic Beer are it being a healthier offering and at second place it is cited as a drink used to Socialize. However consumers who have not tried it & have moved away from its consumption make up the larger piece of the pie

*Trialists who have consumed Non-Alcoholic Beer in the past 6 months (Users)

IDENTIFICATION WITH THE CATEGORY IS LOW?

BARRIERS WHEN IT COMES TO NON-ALCOHOLIC BEER CONSUMPTION



(Base: 66)*

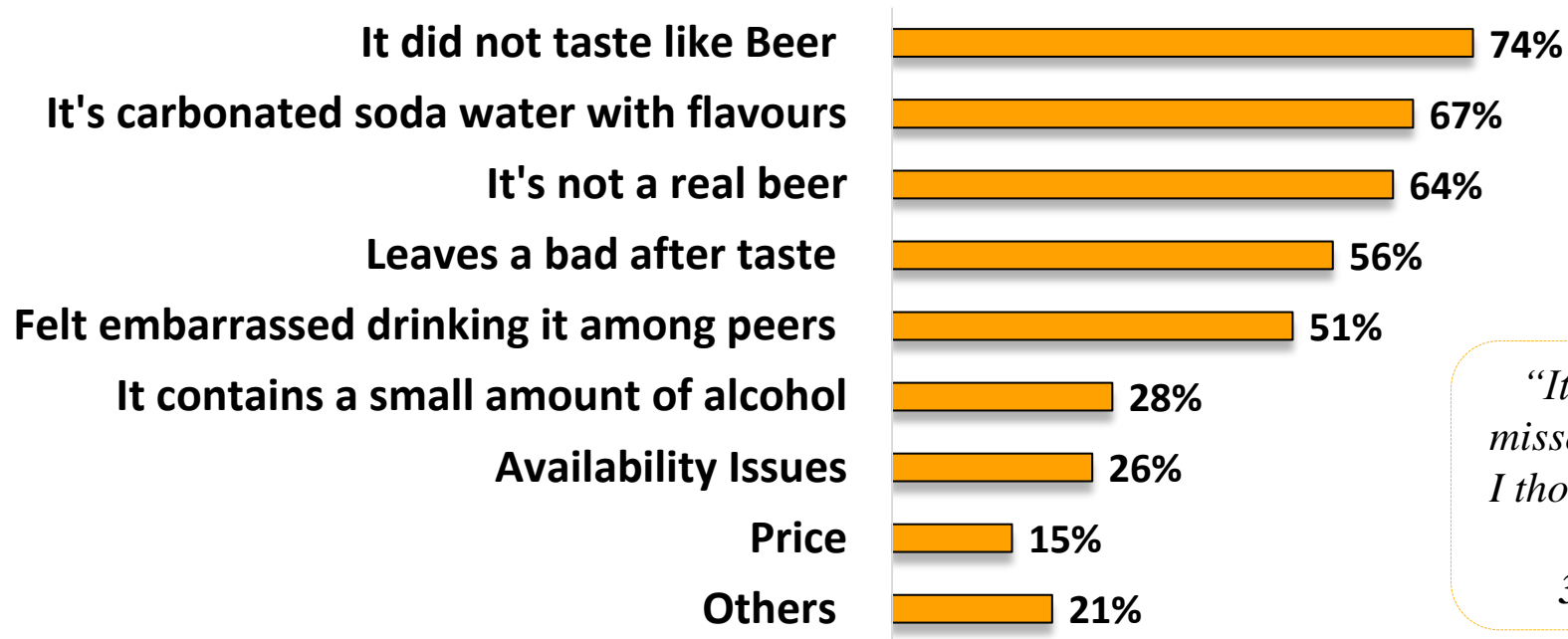
“The thing with Non-Alcoholic Beer is that I’ve heard it almost tastes like soda water gone wrong. Like it doesn’t have much flavour to it.”
20-year-old, Female

“It’s very simple man. There is no need for me to try it and also it can never taste like a real beer”
25-year-old, Male

Consumers are skeptical of the Non-Alcoholic Beer category due to the set of pre-conceived notions and hearsay. Thus indicating that their overall association and identification with the category is low

TASTE: THE REASON CONSUMERS ARE MOVING AWAY?

REASONS FOR NOT CONSUMING NON-ALCOHOLIC BEER IN THE PAST 6 MONTHS



(Base: 39)*

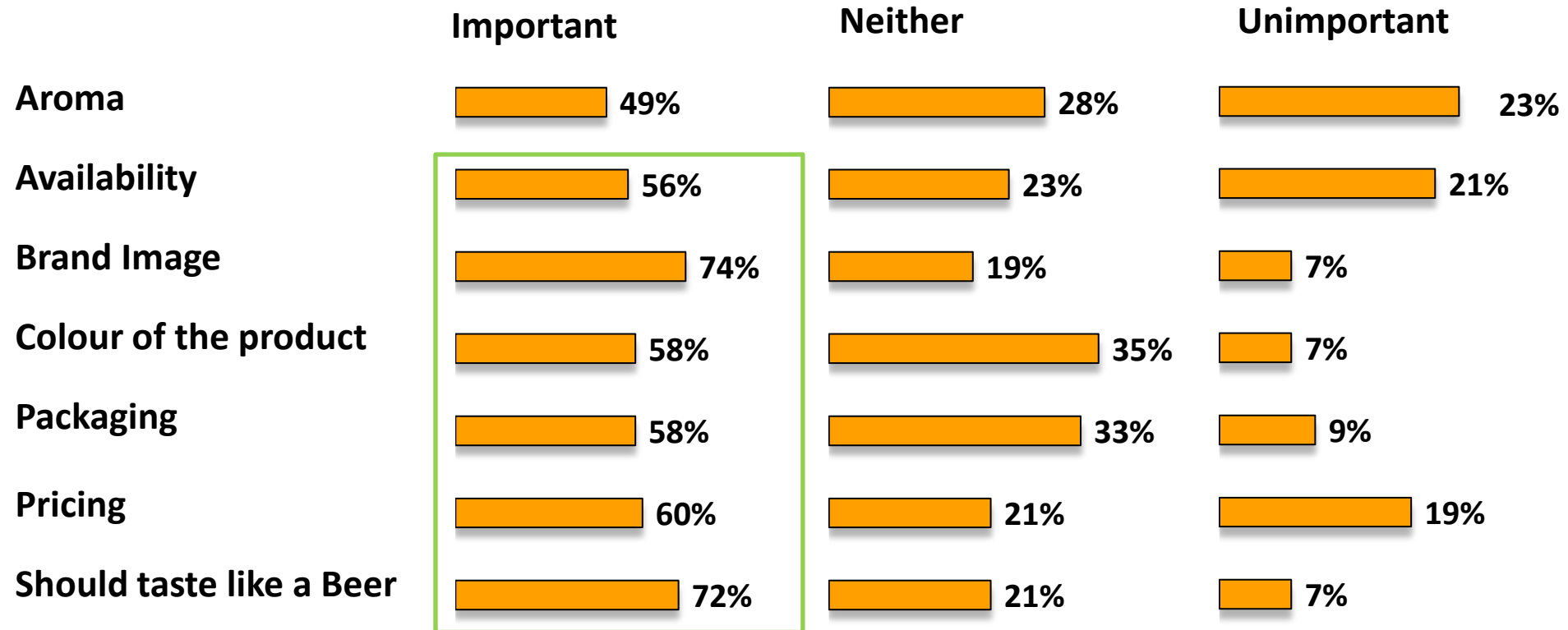
"I picked up as I wanted to see what it was like but when I tried it, it tasted more like flavoured soda like those Duke ones that used to come but only worse ."
22-year-old, Male

"It looked like beer but it missed out on the taste. Then I thought that I might as well have a Real One"
30-year-old, Female

The category seems to be losing out on its consumers due to the fact that 'Taste' is an important aspect when it comes to any beverage, thus proving to be a big obstacle for the category

*Respondents who have not consumed Non-Alcoholic Beer in the past 6 months (Lapsers)

AN IDEAL NON-ALCOHOLIC BEER



(Base: 43)*

Brand Image, Taste, Pricing, Appearance, Packaging and Availability are important aspects for consumers when it comes to a Non-Alcoholic Beer

*Trialists who have consumed Non- Alcoholic Beer in the past 6 months (Users)

WHAT THE PEOPLE OF GUJARAT AND BIHAR HAVE TO SAY



“As it is a dry state one would think that Non-Alcoholic Beer will be very trendy but nothing like that. If I can't have beer I won't have this as for me it could never give me that 'Real Beer' wali feeling”
28-year-old, Male

“I've never tried it, but heard from my friends that it tastes like those Duke Sodas, hence I'm scared to try it and spoil my taste”
31-year-old, Female

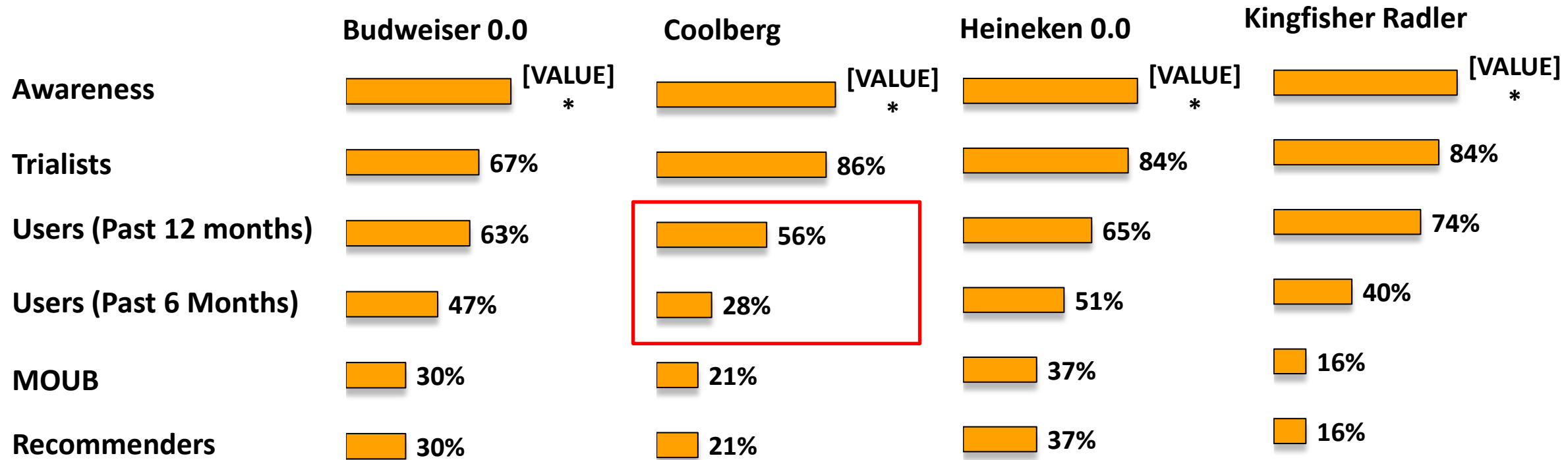


“I've tried this. I liked the Lime wala Radler, it was tangy and refreshing. Like a nice Nimbu soda but not too sweet”
26-year-old, Female

“I personally have watched vlogs and all but these brands don't have such great reviews except the Budweiser 0.0 and Heineken 0.0. Maybe I will try them in the future”
27-year-old, Male

Even though these respondents belong to the dry states, they are still apprehensive to try Non- Alcoholic Beer due to the fact that their association and identification with Non-Alcoholic Beer is low

BRAND LEVERAGE

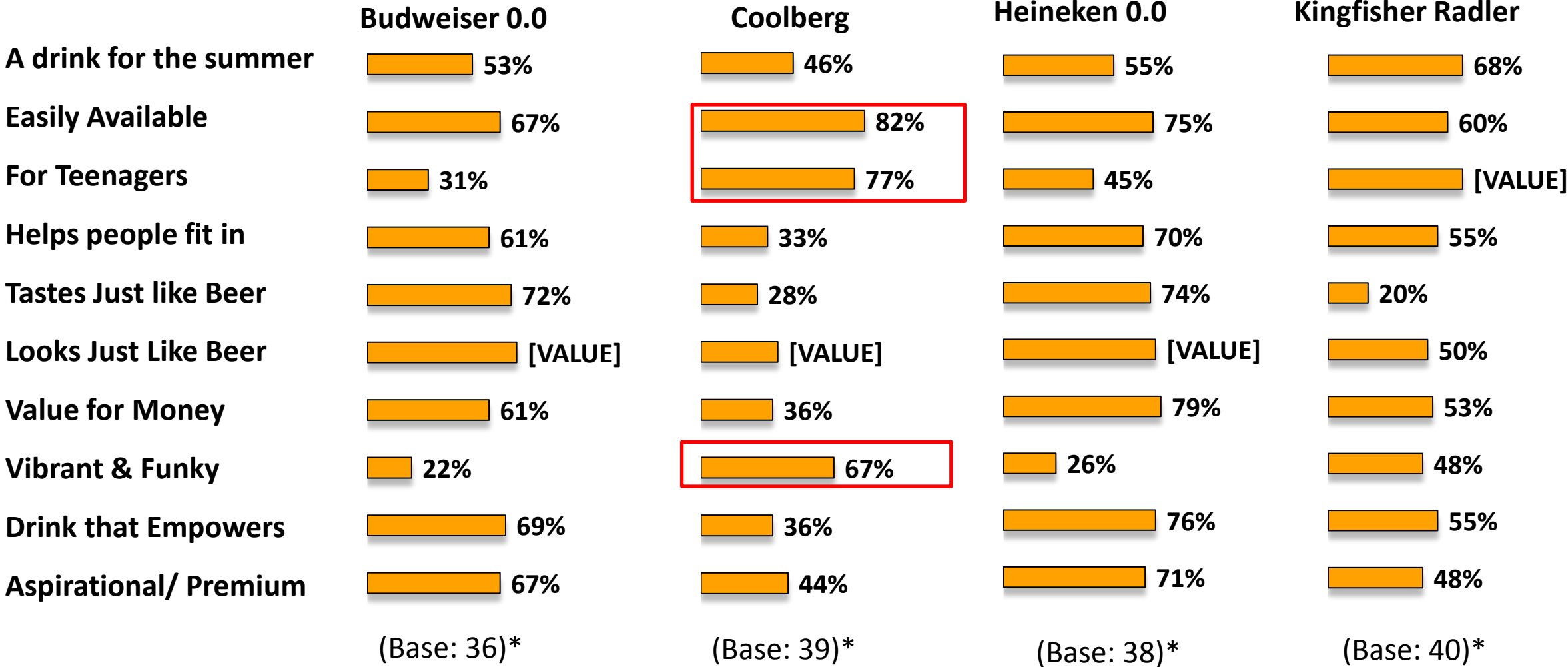


(Base: 43)*

The brand Coolberg starts losing out on its consumers after the trial phase and also one can infer that there has been a 50 % drop in usership in the past 6 months thus indicating that Coolberg is facing a problem when it comes to retaining its consumers

* Aided Awareness

PERCEPTION MAPPING



Coolberg is strongly associated to be a vibrant and funky brand that is easily available and meant for teenagers. It is least associated with tasting like a Beer something that is important when it comes to a consumer's expectation with a Non-Alcoholic Beer

*Base: Those who are aware of the brand 25

BRAND PRISM

CONSTRUCTED SOURCE

Physical Facet

Logo
Young and Playful packaging
Beer like Bottle Design

Personality

Trendy
Aspirational
Modern

Relationship

All about Inclusiveness
Friendly

Culture

Proudly Indian
The Drink For All

Reflected Consumer

Teetotaler Millennials
Trendy and Dynamic

Consumer Mentalisation

Want a taste of the forbidden fruit

CONSTRUCTED RECEIVER



Externalisation

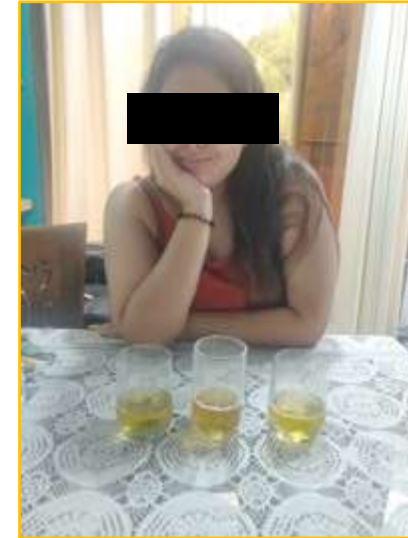
Internalisation

PRODUCT TASTING

In a Blind Tasting Activity the three non-alcoholic Beers Budweiser 0.0, Coolberg and Heineken 0.0 were rated on the parameters of Aroma, Appearance, Froth, Taste & Mouthfeel (If it was similar to Beer) and Aftertaste by a set of 6 respondents.

FINDINGS:

- **Aroma:** Heineken 0.0 scored the highest on this aspect and Coolberg the lowest
- **Appearance:** Coolberg had a slightly darker colour as compared to the other two as per the participants
- **Froth:** Coolberg scored the highest on this aspect
- **Taste & Mouthfeel:** Heineken 0.0 scored the highest on this aspect followed by Budweiser 0.0 and Coolberg came in last
- **Aftertaste:** Heineken 0.0 again was the preferred choice followed by Coolberg and then Budweiser 0.0



As compared to Heineken 0.0, Coolberg did not fair too well in this Blind Tasting Activity. As per the participants the worst aspects of Coolberg were its smell and aftertaste

PRODUCT TASTING - COOLBERG

Coolberg was distributed to 10 respondents to understand what they think of the product post its consumption

FINDINGS:

- As a beverage Coolberg stood out as a fun and vibrant drink
- Coolberg's colourful packaging led the respondents to think of it as a refreshing summer drink
- When chilled Coolberg tasted like a fizzy semi-sweet drink
- The respondents did not pay much attention to its aroma as they thought of it as just another soda flavoured drink
- Overall it received an average of 4.2 when rated on scale of 1 to 5

When looked at just a beverage Coolberg is doing well but when it comes to a Beer it does not match the consumers expectations thus leading to it's poor performance in the Blind Tasting Activity





WHAT SHOULD COOLBERG DO TO RIDE THIS WAVE?

APPEAL TO THE INFREQUENT DRINKERS & HEALTH CONSCIOUS CONSUMERS



| Barriers when it comes to Beer consumption | % of Respondents |
|--|------------------|
| It is Unhealthy | 39% |
| It gives one a Beer Belly | 37% |

(Base: 41)- Aware Non Trialists

| Reasons for stopping Beer consumption | % of Respondents |
|---------------------------------------|------------------|
| Adopting a Healthier Lifestyle | 67% |
| It is Unhealthy | 46% |

(Base: 24)-Lapsers

60 % of 15* respondents who consume Beer in less than once a month prefer a Light Beer

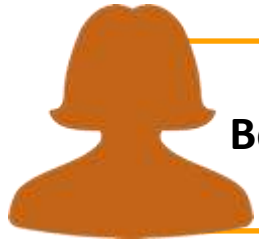
Consumers are opting for healthier lifestyle choices and this impacts the consumption of Beer. However this does provide the Non-Alcoholic Beer with an opportunity as it is considered as a healthier alternative

*Trialists who have consumed Beer in the past 6 months (Users)

KEEP IN THE MIND THE TASTE PREFERENCES



38% of 45* respondents prefer Regular Beer, followed by 36% preferring Strong Beer



45% of 38* respondents prefer Light Beer, followed by 34% preferring Regular Beer



Taste is an important factor when it comes to the consumption of any food/ beverage, hence the brand Coolberg needs to keep in mind the preferences of consumers. In the Beer category taste preferences differ when it comes to Males and Females who prefer a light beer as it is less bitter and smoother

***Trialists who have consumed Beer in the past 6 months (Users)**

INNOVATE FLAVOURS KEEPING IN MIND WELLNESS



CRAFTED BEER WITH UNDERLYING FLAVOURS (TRIAL)

| | |
|-----------------------------|-----|
| Likely | 58% |
| Neither likely nor unlikely | 23% |
| Unlikely | 19% |

(Base: 83)*

58% of 43 respondents (consumers of the category) consume Non-Alcoholic Beer because it is a healthier alternative

As per 72% of 43 respondents who consume Non-Alcoholic Beer the fact that the Non-Alcoholic Beer should taste like a Beer, is an important aspect

55% of the 37 respondents who have tried Coolberg are dissatisfied with its Flavour & Mouthfeel (Taste)

Being a Healthier Alternative, acts like a differentiating point for the Non-Alcoholic Beer category. Thus combining this along with the important aspect Taste, Coolberg can cater to the needs of the consumers and overcome its shortcomings especially considering the fact that consumers today are open to trying Flavoured Beer

*Trialists who have consumed Beer in the past 6 months (Users)

EMPHASIZE ON THE RESPONSIBLE SOCIALIZING ASPECT

51% of 43* respondents drink Non-Alcoholic Beer to socialize and 42% drink Non-Alcoholic Beer to be able to be in control of themselves (Responsible Drinking).

| Reason | Age Group of 21 to 35 |
|--------------|-----------------------|
| To Socialize | 68% |

(Base: 22*)

| Reason | Age Group of 21 to 35 |
|--|-----------------------|
| Allows one to be control of themselves | 78% |

(Base: 18*)



Majority of the younger cohorts between the age group of 21 to 35 drink Non-Alcoholic Beer for the reasons of Socializing and being in control of themselves and hence Coolberg can capitalize on the rising trend of “Responsible Socializing”

*Trialists who have consumed Non- Alcoholic Beer in the past 6 months (Users)

KEY TOUCHPOINTS: AWARENESS AND AVAILABILITY



78% out of 83* respondents typically consume Beer Out of their Homes and 93% consumers prefer having a Beer with Others

However due to COVID-19, a negative impact on Beer consumption was observed among 70% of the 83* respondents

66% of 58* respondents craved/felt the urge to consume Beer during the pandemic

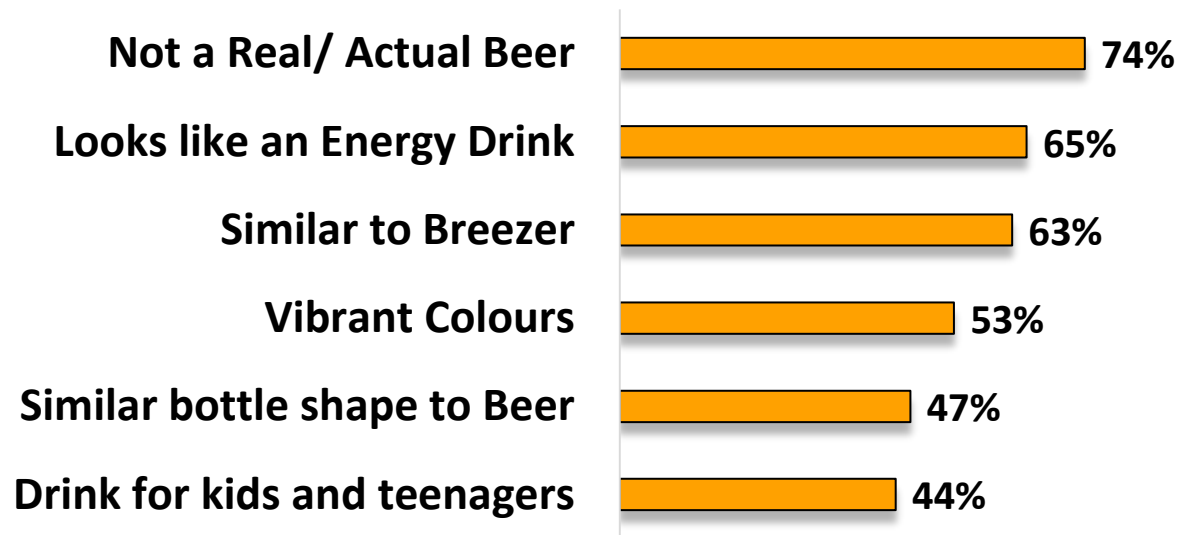
In addition to this Pubs and Bars are ordered to remain shut to maintain Social Distancing

Due to Social Distancing becoming the new norm, Coolberg can leverage this negative impact on Beer consumption and improve the identification of the category among the consumers by promoting virtual social consumption occasions

*Trialists who have consumed Beer in the past 6 months (Users)

PACKAGING: SHOULD LOOK AND FEEL LIKE A BEER

CONSUMER'S ASSOCIATION WITH COOLBERG'S PACKAGING



(Base: 43*)



The look and feel of the Bottle plays an important role in its consumption and also has an impact on the Brand Image. Thus the brand needs to look at revamping its packaging, in a way that it can easily be associated as a "Beer"

*Trialists who have consumed Non- Alcoholic Beer in the past 6 months (Users)

RECOMMENDATION SUMMARY

Consumers today are joining the health band wagon and this is impacting their Beer consumption. Coolberg needs to start appealing to the health conscious consumers and the infrequent drinkers

There is a difference in taste preferences when it comes to Males and Females, Coolberg needs to take heed and cater to their needs and use this to their advantage

Consumers today are open to trying new flavours, this along with the fact that they are moving to healthier lifestyles provides Coolberg with an opportunity to innovate flavoured products keeping in mind wellness

The younger cohorts have started making conscious drinking decisions but at the same they don't want to compensate on Socializing, hence Coolberg can gain leverage out of this trend by emphasizing on it

COVID-19 has negatively affected Beer Consumption thus providing Coolberg with a need gap that they can cater to via awareness, availability and virtual engagements

In order to be considered as a 'Beer' brand, Coolberg needs to revamp itself in order to look and feel like a beer and alter it's current image



CONCLUSION

- Consumer's association and identification with the category itself is low and hence needs to be improved
- At the moment though the Non-Alcoholic Beer Market is small, it has showcased tremendous growth
- This provides the brand Coolberg with an opportunity to grow its market along the category, though it is the brand with the second highest market share in the category, it still has the potential to rope in higher sales
- Thus Coolberg needs to realign its positioning, in order to fit into those benefit spaces provided by Non-Alcoholic Beer, in order to use them to the brand's leverage

HEADY DELIGHT!

