

World Market for Alcoholic Drinks

July 2023

Table of Contents

INTRODUCTION

Scope

STATE OF THE INDUSTRY

Slowing down, normalisation and facing permacrisis

Alcoholic drinks: The global perspective and subtle shifts between categories

Headwinds intensify: getting worse before it gets better

Beer stumbles, spirits and wine tread water and RTDs embrace reinvention

Recovery narrative takes hold

Exploring downside risks: The spectre of stagflation lingers

LEADING COMPANIES AND BRANDS

From acquisitions to divestments

Riding the wave of revenge conviviality: Key players in post-pandemic bounce

RTDs, aperitivo hour and riding the Latinx wave in beer

TOP FIVE TRENDS SHAPING THE INDUSTRY

Examining five trends shaping alcoholic drinks

Resilience, recovery, realignment? Bouncing back and braving the macro storm

The space beyond: RTDs recover from their hard seltzer-induced hangover

Premiumisation against all odds: Aspirational momentum overcomes inflationary crisis

Next gen euphorics, alcohol proxies and “virgin” extensions: No/lo comes of age

E-commerce consolidates and cements its position; here to stay (online)

MARKET SNAPSHOTS

Global snapshot of beer

Global snapshot of wine

Global snapshot of spirits

Global snapshot of RTDs

Global snapshot of cider/perry

Regional snapshot: Asia Pacific

Regional snapshot: North America

Regional snapshot: Latin America

Regional snapshot: Western Europe

Regional snapshot: Middle East and Africa

Regional snapshot: Eastern Europe

Regional snapshot: Australasia

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/world-market-for-alcoholic-drinks/report.