

Alcoholic Drinks: Half-Year Update H1 2023

January 2024

Table of Contents

INTRODUCTION

About this briefing

Scope

Key findings

H1 ALCOHOLIC DRINKS UPDATE

Resilient but not recession proof; in the eye of the macroeconomic storm

A state of permacrisis : Facing the spectre of stagflation

Downgrades dominate the update, but is the industry turning the corner ?

Timeline: From social distancing to the great discretionary squeeze

Pricing: The long way up and first discounting casualties

View from above: Key leadership commentary on the ongoing slowdown

E-commerce: Short term slowdown but future remains online

Global baseline outlook: Global growth expected to see post-pandemic low point in 2024

Global inflation expected to moderate notably amid ongoing global economic slowdown

Real GDP annual growth forecasts and revisions from last quarter (1)

Real GDP annual growth forecasts and revisions from last quarter (2)

ABOUT OUR INDUSTRY FORECAST MODEL

Alcoholic drinks data and reporting timeline

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/alcoholic-drinks-half-year-update-h1-2023/report.