

# Alcoholic Drinks Global Industry Overview

June 2021

Table of Contents

#### INTRODUCTION

Scope

Coronavirus (COVID-19) impact on alcoholic drinks

#### THE IMPACT OF COVID-19

Taking stock of the tectonic shifts

Off-trade boom provides for a bullish trajectory and a silver lining

Beyond pandemic shifts: The global state of play Deciphering drivers behind regional performance Finding pockets of resistance amidst the gloom

Great expectations: Post-pandemic momentum and an intoxicating future

Distribution: The year drinking went digital

COVID-19 merely accelerated pre-existing mindful drinking habits

# LEADING COMPANIES AND BRANDS

Nostalgia, comfort and accessibility: Leading players' pandemic bounce

Key pandemic survivors and casualties

AB InBev's broad brand portfolio brings vital flexibility

Hard seltzers against hard times

# TOP FIVE TRENDS SHAPING THE INDUSTRY

#### **COVID THEMES**

Examining five trends shaping alcoholic drinks

On-trade: Winter has come and the (party) light is at the end of the tunnel

Non alc democratisation and the limitations of abstinence

A tale of two industries: Facing the same storm but not all in the same boat

Post-pandemic ripple effects: The dawn of a polarised world E-commerce is coming of age: From great disruptor to silver lining

## GLOBAL OUTLOOK

Revisiting original forecasts and getting it right from the beginning

Scenarios for a post-COVID-19 world: On-trade bounce vs off-trade moderation

Champagne: Collapse, recovery and an ace up its sleeve

## MARKET SNAPSHOTS

Global snapshot of Beer

Global snapshot of Wine

Global snapshot of Spirits

Global snapshot of RTDs

Global snapshot of Cider

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/alcoholic-drinks-global-industry-overview/report.