

Booze Without Alcohol, Coffee Without Beans, Whisky Without Ageing: Next-Gen Synthetic Beverages

July 2020

THE NEXT GENERATION OF SYNTHETIC BEVERAGES

Key findings

Synthetic beverages are made with a variety of purposes in mind

Plant-based meat is the guiding light for many synthetic beverages

The consumer desire for natural is a serious but surmountable hurdle

Younger generations are less concerned about “unnatural” foods

Vodka from the air and the sustainability of spirits production

Coffee without the coffee plant

Alcarelle: an existential threat to the alcoholic drinks industry?

Euphorics: an alternative path to alcohol substitution

How large is the alcohol substitution market?

Turning years into hours: artificially ageing whiskey

Many premium categories will be protected by their stories

Regulatory pushback to defend the status quo is inevitable

COVID-19 will slow the development of these beverages but not stop it

Conclusions: the future of synthetic beverages

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/booze-without-alcohol-coffee-without-beans-whisky-without-ageing-next-gen-synthetic-beverages/report.