



Euromonitor
International

Drinks in the Americas: Opportunities for Premiumisation and Reinvention

December 2024

EXECUTIVE SUMMARY

Why read this report?

Key findings

INTRODUCTION

Urgency, longevity and novelty are in demand from a growing consumer base

Recession 2023: Crisis Averted or Delayed?

In Spite of Ourselves : The Persistence of Aspirational Spending

HERE AND NOW

You Can't Take It With You

Experience Seeking

Experience Seeking

Living in the Moment: The Moving Targets of Gen Z and Millennials

Living in the Moment

Destination as a Product: Imports as a Local Getaway

Destination as a Product

DRINK YOURSELF CLEAN

I Can Change

Fitness in a Flash: Functional Ingredients and Instant Health

Fitness in a Flash

Lesser Vices: Cannabis Beverages and Mindful Consumption

Lesser Vices

A Healthy Thirst : Is Moderation Still an Option?

A Healthy Thirst

THE NEW NEW

It Clicks

Make It Play: Productising Big Data

Make It Play

Invention Without Necessity: Novelty Creates its Own Market

Invention Without Necessity

This One's For You: Personalising Each Pour

This One's For You

CONCLUSION

Recommendations/Opportunities for growth

Evolution of Drinks in the Americas

Questions we are asking

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/drinks-in-the-americas-opportunities-for-premiumisation-and-reinvention/report.