Alcoholic Beverages Market

GlobalData provides unique and market-leading data and insights into the alcoholic beverages market.

7th November, 2018

Phone: +44 (0) 161 359 5363
Email: reportstore@globaldata.com
GlobalData’s Alcoholic Beverages reports are essential reading for players in the market. The alcoholic space represents a highly innovative and dynamic environment for growth, especially as consumers begin to explore and push conventional boundaries.

**Top Trends in Alcoholic Drinks 2018**
Consumer trends covered in the report include the disputable ‘craft’ movement, commitment to sustainability, demand for sweeter indulgence, unusual ‘two-in-one’ drinks and the abstract ‘lifestyle’ movement.

**Opportunities in the Global Spirits Sector**
This report provides an analysis of global markets covering five regions – Asia-Pacific, Middle East & Africa, Americas, Western Europe and Eastern Europe. The top ten high potential countries are also identified.

**Snapshot of Beer and Cider Innovation Trends**
This report identifies trends that are affecting consumption of beer and cider. The focus of the report is on new product innovations in the category and changing consumer attitudes and preferences.
Top Trends in Alcoholic Drinks 2018

The alcoholic space represents a highly innovative and dynamic environment for growth, especially as consumers begin to explore and push conventional boundaries. GlobalData has highlighted 5 key trends influencing innovation in alcoholic beverages.

• **True Authenticity vs Mass Craft** – Consumers are wary of being fooled by mass manufacturers produced craft. Consumers seek certain qualities associated with craft brewers, such as small size, local and hand-crafted.

• **Drinking Sustainably** – Consumers are becoming more environmentally aware. Brands should adopt a stronger, more ethical stance, promote the use of sustainable materials, and use ingredients with integrity.

• **Dessert Indulgence** – Consumers, especially millennials, are placing increased desire with sweeter flavors. Sweeter offerings, in some cases dessert-like experiences, appealing to consumers with a sweet tooth.

• **Sensory Hybrids** – More curious consumers are seeking new flavors and experiences. Sensory Hybrids includes mixing two contrasting alcoholic drinks to create a more enjoyable and exciting experience.

• **Lifestyle Beverages** – Consumers are demanding alcoholic beverages which are specific to their lifestyle choices, such as desire for exercise or weight loss.
Opportunities in the Global Spirits Sector

The global spirits sector was valued at US$689.1 billion in 2017 and is forecast to record a CAGR of 4.5% in value terms during 2017–2022. AsiaPacific was the largest global market for spirits, accounting for a 57.8% share of total value sales in 2017. Additionally, the region is forecast to record the second-fastest value growth at a CAGR of 5.4% during 2017–2022. A growing population of youngsters reaching the legal drinking age (LDA), improving economy, and the rising middle income population across APAC and MEA regions will remain the primary factors driving growth in the sector globally.

The report provides analysis on the following:

- **Sector overview**: provides an overview of current sector scenario regarding the future outlook in terms of ingredients, product claims, labelling, and packaging.
- **Change in consumption**: provides a shift in the consumption of spirits as compared to other major sectors such as beer & cider, and wine.
- **High potential countries**: provides risk-reward analysis of top 4 high potential countries by region.
- **Country and regional analysis**: provides deep-dive analysis of 10 high potential countries across the regions.
- **Competitive landscape**: provides an overview of leading brands at global and regional level.
- **Key distribution channels**: provides analysis on the leading distribution channels in the global spirits sector.
- **Preferred packaging formats**: the report provides percentage share (in 2017) and growth analysis (during 2012–2022).
The popularity of craft beers, as well as technological developments that have made such beverages easily available, has led to consumers feeling overloaded with choice.

- Consumers want authenticity, but constant bombardment with craft launches and unusual flavors means manufacturers need to find new ways to stand out.
- A new wave of "in-speriences" (on-trade experiences at home) will drive demand for DIY beer and cider gadgets that are easy to use and produce "right-for-me" beverages at home.
- While consumers want new experiences, they do not want to spend much time searching for them, so manufacturers should invest in new technology that requires minimal effort from the consumer side.
“GlobalData’s service is certainly another key element of how you differentiate from your competitors.”

Strategic Planning Director, The Coca-Cola Company

About GlobalData

GlobalData provides unique and market-leading data and insights into the alcoholic beverages market. Browse or search our Report Store for the latest comprehensive reports, market data, analysis and survey findings alongside industry information on key companies, markets and financial deals.

Our integrated business intelligence solutions include a range of interactive online databases, analytical tools, reports and forecasts. Our analysis is supported by a 24/7 client support and analyst team. GlobalData has offices in New York, Boston, London, India and Singapore.