



World Market for Alcoholic Drinks

July 2024

Table of Contents

INTRODUCTION

Our expert's view: Spiros Malandrakis in 2023

Summary

Key findings

Top market opportunity/trends

Top trends more detail - opportunities they present

Drivers of consumer markets and impact on alcoholic drinks

GLOBAL OVERVIEW

A view from adjacent industries...

STATE OF THE INDUSTRY

A precarious balancing act

Mapping global consumption

"It's the economy, stupid": Inflation takes a toll

Who are the winners and losers?

Emerging potential overcomes volatility

Industry Forecast Model: Exploring the stagflationary scenario

E-commerce growth slows down from pandemic peak but still effervescent

RETAIL E-COMMERCE

E-commerce: The slow but steady march into the future

LEADING COMPANIES AND BRANDS

Private label (yet again) fails to capitalise on downturn

Paying the price of higher pricing: Leading player performance stalls

RTDs, emerging markets and spirits rise as growth engines for most dynamic companies

Innovation: The beginnings of a new megacycle?

CONCLUSION

SWOT analysis

Opportunities for growth

APPENDIX

Scope

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/world-market-for-alcoholic-drinks/report.