

The US Alcoholic Beverages Market Outlook to 2017 - Revenues to be Driven by Low Calorie and Flavored Beverages

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Abstracts

The report titled “The US Alcoholic Beverages Market Outlook to 2017 – Revenues to be Driven by Low Calorie and Flavored Beverages” provides a comprehensive analysis of the various aspects such as market size of the US alcoholic beverages, beer, spirits and wine market. The report also covers the market shares and revenue/ volume sales of beer, spirits (rum, whiskey, vodka, cordials and liqueurs, tequila, brandy, cognac, gin and cocktails) and wine brands and manufacturers in the US

The US alcoholic beverages market registered a CAGR of 2.9% over the period of 2006-2012. The leading factors which have been driving the market over the period 2006-2012 include increasing demand for flavored alcoholic beverages and ready to drink cocktails, surging investment in brand building by the companies, major consolidations, off-premise sales and drinks with low-calorie and low-alcohol content.

The US alcoholic beverages market constitutes three major segments namely beers, spirits and wines. The US beer market was the dominating segment with a market share of ~% in terms of revenue in 2012. The leading segment in the US beer market was light beer with ~million gallons sales in 2012. The US spirits market was the second largest segment with a market share of 34.2% in terms of revenue in 2012. The dominating segment in the US spirits market in 2012 was whiskey with retail revenues of USD ~ billion. The US alcoholic beverage market is also segmented on the basis of the place of consumption, including on-premise and off-premise. The share of off-premise consumption has showcased an inclining trajectory since the last few years, as the consumers in the US have sought the consumption of alcohol at home so as to evade the additional costs associated with on-premise consumption.

In terms of competition, the alcoholic beverage space in the US differs for each of the product segments. The US beer market is a highly concentrated market with the existence of a duopoly of Anheuser Busch-InBev and MillerCoors, who were together able to capture ~ of the total US beer market revenue in 2012. On the other hand, the US Spirits market is a relatively less concentrated market. Lastly, the wine market in the US is a concentrated market, including 4 major players with E&J Gallo Winery, Constellation Brands, The wine group and Trinchero Family Estates capturing ~% of the market in terms of revenue in 2012.

The revenues from the US alcoholic beverages market are expected to reach USD 252.5 billion in 2017, growing with a CAGR of 3.6 % from 2012 to 2017. This growth is most likely to come from a boom in the flavored beverages and beverages with low alcohol and calorie content, increasing number of wineries, breweries and distilleries, growing US population of 21 years and above, increasing production of material input used in manufacturing of alcoholic beverages and growing personal disposable income.

KEY TOPICS COVERED IN THE REPORT

The market size of the US alcoholic beverages, beer, spirits, wine, whiskey, vodka, cordial and liqueurs, rum, cognac, brandy, gin, cocktails market.

Market segmentation of the beer market on the basis of on and off premise consumption, types of beers, package mix and geography.

Market segmentation of the spirits market on the basis of product type, geography and product price category.

Market segmentation of whiskey market on the basis of types of whiskey.

Market segmentation of wine market on the basis of product and geography.

Market Share of major companies and major brands in alcoholic beverages, beer, spirits, wine, whiskey, vodka, cordial and liqueurs, rum, cognac, brandy, gin, cocktails segment

Trends and Development in the US alcoholic beverages market.

Competitive landscape and detailed company profiles of the major manufacturers of alcoholic beverages in the US.

Future outlook and projections of the US alcoholic beverages market – beers, spirits and wines on the basis of revenues in the US.

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