

Alcoholic Drinks Beyond the Pandemic

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Abstracts

Facing a still unfolding, once-in-a-century black swan event like the pandemic did take a cataclysmic toll on the global alcoholic drinks industry. With the on-trade decimated on the back of draconian lockdowns and social distancing measures, pronounced declines proved inevitable. And yet, the industry is staging a roaring bounce-back while proving to be flexible, adaptable and ready to embrace the dawn of the New Normal and all its intoxicating opportunities.

Euromonitor International's Alcoholic Drinks Beyond the Pandemic global briefing offers an insight into to the size and shape of the Alcoholic Drinks market in both the off-trade and the on-trade, it highlights buzz topics, emerging geographies, categories and trends as well as pressing industry issues and white spaces. It identifies the leading companies and brands by total volume, offers strategic analysis of key factors influencing the market - be they new product developments, packaging innovations, economic/lifestyle influences, distribution or pricing issues. Forecasts illustrate how the market is set to change and criteria for success.

Product coverage: Beer, Cider/Perry, RTDs, Spirits, Wine.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Alcoholic Drinks market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and

leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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